

Storm Token

White Paper,
Market Research,
Network Development Plans,
and Marketing Materials.

Cryp2Nova

Gamified Micro-task Platform

EARN ANYWHERE, ANYTIME, FROM ANY DEVICE

StormX™, Inc.

FINAL
October 16th, 2017

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ABSTRACT

StormX, Inc. ("**StormX**") is rebranding its popular AdTech application "BitMaker" to "**Storm Play**," and contemporaneously kicking off both the increased gamification of, and the integration of blockchain technology to, the app. To introduce blockchain technology into its technology stack, StormX is introducing the **STORM token**, an ERC20-compliant token that operates on the Ethereum blockchain. "**Storm Makers**," who post tasks in the Storm Play app, are required to pay for posts in STORM tokens, and "**Storm Players**," who are the users of the app earn rewards, denominated in Bolts, for performing tasks. With the introduction of Storm Play, Storm Players now have the option of monetizing their earned Bolts in STORM tokens. Storm Players may then become Storm Makers by in turn using STORM tokens to pay to post tasks on the platform.

The introduction of blockchain to the Storm Play app marks the first step in an evolution toward what StormX envisions as an entire decentralized marketplace for tasks – the "**Storm Market**." The Storm Market will operate similar to the Apple App Store or the Google Play Store in that it will serve as a platform where Storm Makers and Storm Players can create and accept tasks using smart contracts powered and paid for with STORM tokens. StormX aims to make the Storm Market a platform that operates via a combination of StormX APIs and other proprietary software tools and applications, along with Ethereum-based smart contracts for various types of tasks which will execute using STORM tokens. People worldwide can benefit by adopting the Storm Market model as a mechanism for commerce, as it makes it easy for Storm Makers and Storm Players to connect and interact with significantly reduced transaction costs.

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OVERVIEW

Finding a steady flow of flexible opportunities to earn, not just to get by in life, but to truly advance ourselves and our families is a global need.

In the current freelancer market, centralized industry leaders including Upwork, Fiverr & Amazon, charge up to 40% in transaction fees. The current system has too many middlemen making the global freelance market expensive and inefficient. In taking the first step toward tackling this problem, StormX, Inc. ("**StormX**") is rebranding its popular micro-task application "BitMaker" to "**Storm Play**," and contemporaneously kicking off the integration of blockchain technology into the app with the introduction of "**STORM tokens**." Storm Play is the user portal into StormX's existing micro-task marketplace, which will be called "**Storm Market**" in the rebranded app. While currently Storm Market primarily features promotional user engagement tasks, StormX's vision is that there will ultimately be three distinct categories of tasks:

1. Promotional user engagement.
2. Freelance labor, ranging from micro-tasks to app QA testing to longer independent contract-style engagements.
3. Shopping-related opportunities where users can learn about or sample retail goods and services.

StormX's vision is that the Storm Market will operate a decentralized platform where anyone will be able to offer or engage in tasks using Ethereum blockchain-based "smart contracts" powered by ERC20-compliant **STORM tokens**.

The Future of Storm Market is here.

With the launch of the rebranded Storm Play app in conjunction with the distribution of STORM tokens, the core elements of Storm Market are in place. Storm Market participants soliciting engagement (i.e., sellers, advertisers, companies, etc. – we call them "**Storm Makers**") use STORM tokens to place tasks in the Storm Market, and the participants wanting to engage (consumers, viewers, freelancers, etc. – we call them "**Storm Players**") receive reward units called Bolts in return for performing specified tasks. Bolts may not be transferred off of Storm Market and are redeemable for STORM Tokens. STORM Tokens may then be resold, used to pay for the listing of tasks on Storm Market or utilized in any way the holder sees fit. (As detailed below, for a transition period, Storm Players will continue to be able to choose to convert Bolts to ETH, BTC, or STORM tokens, but once the transition is complete, Bolts will only be transferrable to STORM tokens.)

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Blockchain is revolutionary.

As demonstrated by the success and growth of Blockchain-based distributed computing networks like Bitcoin and Ethereum, the future of the Internet involves decentralized, efficient, inclusive, and global ecosystems. StormX believes that blockchain-based marketplaces will be a critical foundation to global, digital ecosystems. The creation and integration of STORM tokens into Storm Play reflect StormX's vision to fully integrate blockchain technology into Storm Market. At launch, Storm Market will remain a centralized platform, but the StormX team is developing blockchain-based smart contracts that will decentralize the process of creating and engaging in tasks in Storm Market, removing inefficiencies, and enabling Storm Makers and Storm Players to engage directly with each other in an open and transparent platform powered by STORM tokens.

Ultimately, the Storm Market will seek to enable ways to earn rewards and compensation through gamified micro-tasks and other engagement tasks and freelance work from anywhere, at any time, on any device, by:

1. Making it easier to find new opportunities
2. Making it easier to advance
3. Making it easier to engage, no matter what role a person is playing

StormX's Principles:

1. Effective global inclusion can only happen when all marketplace participants can negotiate and settle efficiently
2. The ability to earn and improve one's condition is a basic human right
3. Efficiency is about respecting the most valuable resource of all, time

THE FREELANCER MARKETPLACE

There has been a major shift in the freelancer marketplace over the last five years. Today, employers place a much higher emphasis on technology and automation, rendering the traditional work schedule nearly obsolete. Companies hire people from all over the world while maintaining operational efficiencies and reducing costs. The digital world allows for a company to hire a software developer from Brazil, a user experience designer from England, and community manager from India. This is a major advantage to both parties: task performers are no longer bound by geographical location and task posters are able to hire from the global talent pool.

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Figure 1: The traditional information worker paradigm is being disrupted by technology and automation.

Centralized platforms have established this as a strong market. Companies like Fiverr, Taskrabbit, Upwork, and Mechanical Turk have their workforces distributed throughout the world, but existing inefficiencies are financially hurting many of these freelancers. Today's platform participants are losing up to 40% of their wages in platform transaction fees,[1] with long transaction periods, and they are not receiving the corresponding value in return. This can create a toxic relationship between the task poster and task performer. Freelancers want to earn more, and to keep more of what they actually do earn. Blockchain can change these dynamics through the efficient listing of tasks and implementation of rewards programs which can be monetized through conversion to STORM tokens.

[1] For example, Mechanical Turk charges an additional 20% commission when requesters need more than 10 people, as seen in: http://www.businessinsider.com/amazon-mechanical-turk-price-changes, and https://requester.mturk.com/pricing.

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STORMX BACKGROUND

DEVELOPMENT OF STORM PLAY

StormX started by taking a different approach to the digital advertising marketplace and creating an advertising marketplace that rewards the engagers of gamified advertisements with cryptocurrency through the android mobile application, Storm Play. Storm Play works.

This unique approach to the advertising marketplace helped develop the idea behind a much larger opportunity to extend this network of potential Storm Players into a marketplace with more earning opportunities consisting of a wide variety of gamified micro-tasks.

Through Storm Play, StormX has already grown a market with 250,000+ monthly active Storm Players. As of August 21, 2017, Storm Market participants have access to:



Figure 2: Storm Play's highlight achievements.

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GAMIFICATION DESIGN

Gamification principles are used throughout Storm Market.
Gamification is the process of adding games or game-like elements, such as a micro-task, to encourage active participation. Gamification is the process of integrating game mechanics in 'non-gaming' contexts[2], such as websites, apps, and services, in order to boost the user's motivation for participation, enhance the level of engagement and increase user loyalty. It is an iterative process in which a gameful design framework is deployed to foster the user's journey to mastery. People already have gamified services like language learning courses (e.g. Duolingo and MindSpace). Games like Candy Crush, Clash Royale and the Clash of Clans have already developed an array of effective gaming techniques.

The main goal of embedding a 'gamification' layer to the Storm Market platform is to make it effective in reaching objectives for boosting and delivering business results, like ROE (Return on Engagement). Storm Play can make monotonous work much more enjoyable through a gamified platform.

Gamification strategies and techniques create the easiest and most enjoyable way for people to earn within the Storm Market.

- Experience rewards system (Storm Players are rewarded with Bolts, formerly known as Blocks) for:
    - Creating tasks
    - Completing tasks
    - Managing other Storm Players that a person referred in to complete a task successfully
    - Helping categorize a task or helping to rank a task

“Treks” are how StormX internally conceptualizes the journeys designed within the platform experience that help a Storm Player go from being a new user of Storm Play, to a master user of Storm Play.

[2] Dederding et al., 2011: https://www.cs.auckland.ac.nz/courses/compsci747s2c/lectures/paul/definition-deterding.pdf.

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STORM PLAYER TYPES (6 TYPES)

This platform has vast kinds of Storm Maker treks. Different Storm Players earn Bolts which may be redeemed for STORM tokens by doing different kinds of tasks. Each action-loop and journey (described below in greater detail) corresponds to different kinds of Storm Player types, to make them applicable to different kinds of real world people. Storm Market uses gamified design to appeal to the following different types of users:

ACHIEVERS	Enjoy mastering new skills and learning new things to improve themselves. Achievers are Storm challenge oriented and want to succeed at whatever they do.
DISRUPTORS	Enjoy disrupting existing systems, directly or through other users to force positive or negative change. They enjoy Storm tasks that involve breaking, testing, and rearranging existing services or elements. Disrupters seek tasks for Storm Makers that involve hacking the system, in a good way.
EXPLORERS	Enjoy working on self-expression type of tasks. As free spirited people, they are oriented to do creation and exploration related Storm tasks. Explorers are great a finding and doing tasks on the fly.
SOCIALISERS	Enjoy interacting with others and creating social connections. Socializers often perform tasks to share with friends (referrals).
PHILANTHROPISTS	Enjoy tasks that are good-deeds oriented and not reward-driven. They are altruistic and perform tasks that enrich other people's lives. Philanthropists seek Storm Makers that will help the community.
PLAYERS	Enjoy Storm tasks to collect and redeem rewards and prizes. Players are motivated by rewards.

Figure 3: Six types of Storm Players

STORM PLAYER JOURNEYS

Gamification mechanics focus on enabling Storm Players through "journeys," which can range from beginner level to mastery level. The mechanics focus on helping Storm Players become advocates of the Storm Market platform. Currently, a Storm Player can progress through the following phases with respect to the Storm Play application:

1. Discovery phase
2. Onboarding phase
3. Getting immersed [habit building] phase
4. Mastery phase and replay.

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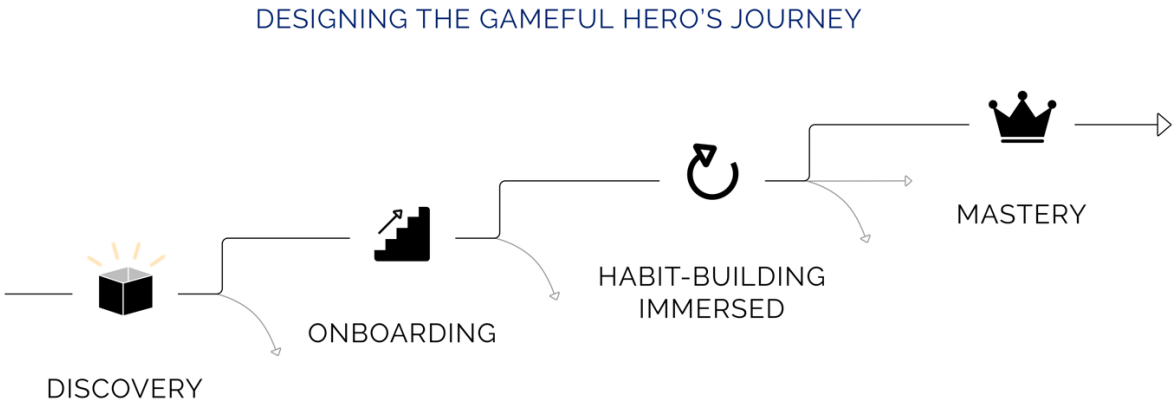


Figure 4: Storm Players, and Storm Makers are going through a journey from beginner to mastery.

The basic unit of the gamification design process are **"action-loops**." An action-loop serves to boost a user's engagement. Storm Makers can offer Storm Players different ways of aggregating Bolts, like QA Testing. Storm Players track their micro-task progress according to their Bolts earned to date, which can best be characterized as the experience points a Storm Player accumulates as he or she completes tasks. After performing the task, a Storm Player can level up - that is, as the Storm Player's number of total Bolts earned increases, so does the Storm Player's experience rank. Different action-loops can be designed for each of the four phases of the Storm Player's journey to mastery on different treks. Once the Storm Player is done they may redeem their aggregated Bolts for STORM tokens.

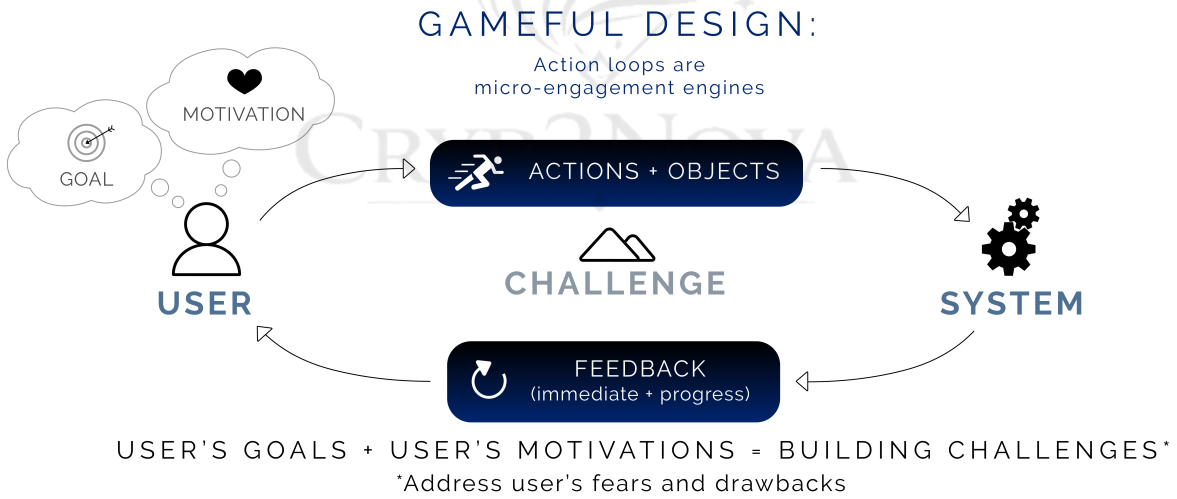


Figure 5: Action loops are the micro-engagement engines that create an effective gamification framework

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An effective gamification design framework includes action-loops that take into account the user's intrinsic motivation. This means that effective gamification depends on the ability to provide appropriate feedback to the user, as shown in the diagram below. This positive feedback comes in the form of Bolts.

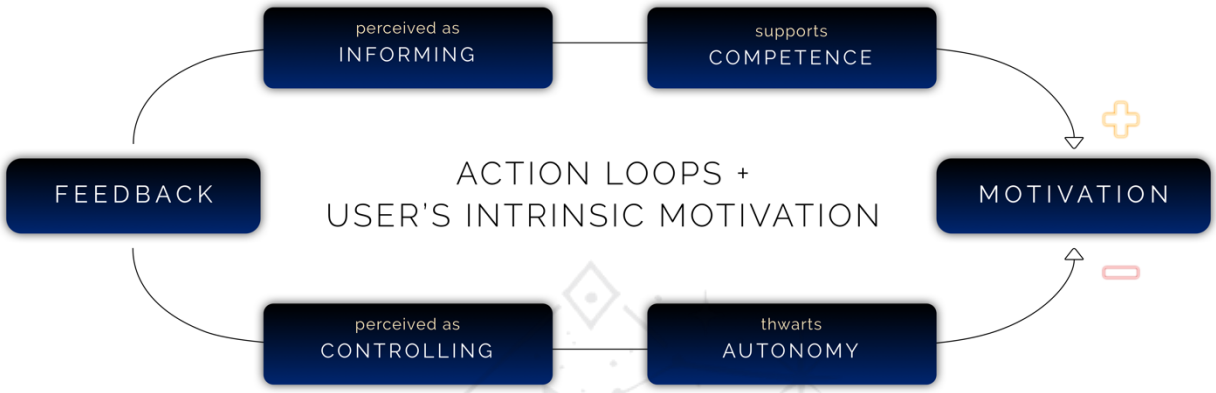


Figure 6: User intrinsic motivation driven approach.[3]

Storm Play has shown significant growth by providing users with a gamified AdTech experience, and StormX sees this gamification model as the foundational point for creating an improved marketplace for not just advertising, but all sorts of microtasks. As StormX integrates blockchain technology and adds additional features, all players involved in the marketplace benefit.

INTRODUCING THE STORM MARKET

StormX is rebranding and launching Storm Market, which operates as a platform that supports both proprietary applications and open-sourced smart contracts aimed at facilitating transactions in a micro-task marketplace. The Storm Market network provides network participants with rewards (Bolts), tools, features, and other customized access via STORM tokens.

[3] Based on Deci & Ryan Self-Determination Theory, 2012

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STORM AS SMART TOKENS

StormX is introducing the STORM token as an ERC-20 token that will facilitate transactions within an opt-in, secured, gamified marketplace, that will eventually be run by blockchain-based smart contracts on Ethereum. The STORM token will be implemented to have the option to be used as a Smart Token using the Bancor protocol, however, the Bancor protocol technology will not be enabled at launch. The Smart Token template is an ERC20-compatible token template. More information about Bancor can be found on the Bancor website and the Bancor white paper.

At the launch of the network, Storm Makers will need to pay StormX using STORM tokens in order to create micro-tasks in Storm Play. STORM tokens can be acquired through:

- Storm Play, by aggregating Bolts that are redeemable for STORM tokens.
- STORM token user acquisition token allocation, which will be dispensed through Storm Play channels such as email, Storm Play, or social media.

STORM MARKET LAUNCH

The launch of the Storm Market will be marked by StormX's sale of STORM tokens and its contemporaneous rebranding and gamification of what was previously known as the Bitmaker AdTech application to Storm Play. Specific examples of how Storm Market has introduced gamified user scenarios are:

1. **Marketing Visibility via Boosts:** Many of today's freelancers struggle with being able to market themselves, inhibiting their access to more opportunities. Within Storm Market, Storm Players can use their balance of Bolts for boosts. Boosts give the Storm Player access to more micro-tasks for a certain period of time.
2. **Training:** Many of today's freelancers also struggle with understanding what is required in terms of skill to gain access to different types of tasks. Storm Market users can engage in training tasks to develop skills and receive Bolts. Each skill has its own level to increase based on the number of tasks completed. These training tasks also help the Storm Player understand his or her current skill level and the gaps to close in order to reach his or her next skill level, which in turn can unlock more tasks.
3. **Gamified Project Management:** Storm Players are rewarded for reaching task milestones within complex tier tasks. Storm Players will be rewarded when they complete a task milestone, which will help the Storm Player be

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