

CRYP2NOVA

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Preface

We live in a digital world. The internet has become the fabric that weaves us together through communication, finance, data storage and beyond. The internet was designed to be a secure, censorship-free and decentralized interconnected web of information and communication. In todays world, this is not the case. Corporations leak our personal and private data to the highest bidder, they impede our speech towards their own bias, and they hoard profits for only themselves. The internet was designed to be a product that would benefit humanity. Instead, it has become a platform where people and attention are sold to the highest bidder. We have become the product.

We deserve better.
Uptrennd is a new-era social media platform, created with the sole purpose of empowering the people. Uptrennd stands on four foundational pillars: Freedom of Speech, Data Security, Equality of Opportunity and Distribution of Wealth. On Uptrennd, your private information will never permisionlessly be sold, and you will earn ~80% of all advertising revenue generated on the platform, alongside all other members. Uptrennd is a movement to shift the wealth and power from the corporations, back to the people. Bloggers, photographers, videographers, musicians, podcasters, selfie-aficionados, and all other content creators, are now able to monetize and thrive through their posts and passions like never before.

Every time a member's post or comment is upvoted, they receive rewards. The higher a members level, the more rewards they can earn. At level one, members earn one token per upvote. Each token on the platform is sold at a base rate of $0.05. Upvoting is free. To prevent "upvote spam", a downvote function is also included that allows for the members of the Uptrennd community to self-regulate content.

Uptrennd is kickstarting the sharing economy like never before, in a model that allows others to invest in you and your content. When another member shares your post, and it's then upvoted on their feed, you'll split the profits 50/50.
During the initial growth phase of Uptrennd, the conversation will be focused on the niche of cryptocurrency. Currently, there is no adequate "one-stop-shop" for crypto news, education, and resources. Uptrennd fills that void, from absolute beginners, to those looking to vastly deepen their knowledge. Uptrennd will bring the crypto world to one unified home.

As the community grows, (6months-1yr) topics will slowly branch out into a diverse ecosystem across all topics, making Uptrend the most secure and profitable platform to share any content online.

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Utility of Points

1) Level-Up

The higher your level, the more points you earn per upvote.
Each subsequent level earns you more points per upvote.
Level 1: 1 upvote earned = 1 point
Level 2: 1 upvote earned = 1.1 points
Level 3: 1 upvote earned = 1.2 points

The amount of points required to reach each subsequent level is an additional 125%
Level 1 - Level 2 = 100 points
Level 2 - Level 3 = Additional 125 points
Level 3 - Level 4 = Additional 156 points
And so on.

2) Purchase:

2.1) Advertisement placement in the sidebar
2.2) One of the two "boosted posts" in a niche
** A&B: 1 point paid = 2 promoted view **
2.3) Promoted articles/videos where members are paid to engage with your content.
Members are required to watch the full video, or spend at least two minutes reading the article in exchange for 5 points

3) The Marketplace

Members can buy and sell goods & services with points earned on the platform
There will be a general marketplace and a personal store.

4) Create a Community

All users can create a community for 100 points. Communities can be public, private, or paid subscription.

5) Cash out.

Exchange your points for 1UP tokens. 1UP tokens can then be sold on a third party exchange for cash.

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How to earn points

1) Upvotes, 2) Reposting, 3)Monthly and Weekly contests, 4) Donations, 5) Daily Login Bonus, 6) On-Site Point Purchases, 7) Depositing Tokens, 8) Referral Codes, 9) Promoted Articles & Video

1) Upvotes

Every post or comment that gets upvoted rewards the user with at least one point. The higher your level, the more points per upvote you earn.

2) Reposting:

You can repost any post to your personal feed. If another member is following you, it will be displayed in their "Following" tab. When upvotes are received on the post you have reposted, you and the original poster will split the points 50/50. Inversely, other users can also repost your content, earning you 50% of any upvotes they receive on their feed.

3) Monthly & Weekly Contests

Users who earn the most points every month/week receive bonus tokens. Weekly & monthly leaderboards are displayed on the home page.

4) Donations

Points donated are sourced from the senders account. Unlike upvoting, it is not free to donate, however, donations can be set as periodically recurring.

5) Daily Login Bonus:

Log on to the platform and perform an action (post/upvote) & earn progressively more points every day.
Day 1 - 1 point , Day 2 - 2 points, Day 3 - 3 points, etc

6) On-Site Point Purchases

Users/Promoters are able to purchase points directly from Uptrennd in USD, ETH and BTC. Each token costs a minimum of $0.05 on-site. Approximately 80% of this payment will be used to buy back tokens from an exchange. Those tokens will then exit the circulating supply. If at any time the price on third-party exchanges goes above $0.05, the price per token purchased directly on Uptrennd.com will also increase. The cost per point/token on Uptrennd.com will always be at least 10% higher than on exchanges.

7) Depositing Tokens

Tokens purchased on exchanges can be deposited onto Uptrennd and converted into points at a ratio of 1:1. The price per token on exchanges will remain slightly discounted in comparison to the price per point on Uptrennd to incentivize liquidity.

8) Referral Codes

Users earn 100 points ~$5 by referring new members to Uptrennd.

9) Promoted Articles & Video

Users earn 5 points for every promoted article they read and video they watch. Timers on the page ensure that users are spending sufficient time viewing the promoted content.

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Tokenomics

The circulating 1UP token supply at launch (January 1st 2019) was <1.5 million tokens. Tokens are brought into the circulating supply when a user exchanges points earned on Uptrennd into 1UP tokens at a ratio of 1:1.

To mitigate the amount of tokens brought into main circulating supply, Uptrennd uses 80% of advertising revenue to buy back tokens from third-party exchanges. These tokens are then placed in the Uptrennd "Holding Pool". If there are tokens in the holding pool, when a user exchanges points for tokens, the tokens are then withdrawn from the holding pool, rather than from the cold-storage wallet. If there are tokens in the holding pool, the main circulating supply will not increase. If the holding pool begins to grow in size due to a larger incoming revenue than tokens being withdrawn, Uptrennd will withdraw tokens from the holding pool, into cold storage, reducing the main circulating supply.

In addition to advertising revenue creating a stable balance for the main circulating supply, Uptrennd has incorporated other methods to reduce the amount of tokens entering the ecosystem.

1) Users spending points to level up their account
2) Users spending points to promote their post
3) Users spending points at "The Marketplace"

Every extra one billion tokens minted and found in the main circulating supply will halve the amount of points per upvote. This will slow the generation of tokens and increase scarcity.

IE:
0-1B main circulating supply = 1 point per upvote.
1-2B main circulating supply = 0.5 points per upvote.
2-3B main circulating supply = 0.25 points per upvote.
3-4B main circulating supply = 0.125 points per upvote.
4-5B main circulating supply = 0.0625 points per upvote.
5-6B main circulating supply = 0.03125 points per upvote.

The base price to purchase the 1UP token on Uptrennd.com is $0.05 USD. This base price will be maintained for one year. Every year, the on-platform-purchase price per token increases by $0.01.

If the average price per token on third-party exchanges increases above $0.05 for an extended period of time, the price per token on Uptrennd.com will also increase and maintain a 10% premium to cover fees. For example, if 1UP is being sold at $0.10 on exchanges, it will be sold at $0.11 on Uptrennd.com. Having the price discounted on exchanges will also allow for incentives for increased liquidity.

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Real-time Notifications:

-When a user receives a point, on the bottom left of the screen, a small “up arrow” pops up - -When someone comments on their post “Jeff has commented on your post in X niche” - again small on the bottom left.
- When someone replies to their comment “Jeff has replied to your comment”

Creating your own Niche:

All users can create a niche for 100 points ($5)USD. Niches can be either public, private, or paid subscription.

Monthly & Weekly Contests

Users who earn the most points every month/week receive bonus tokens
Daily, weekly & Monthly leaderboards will be displayed on the home page.
Emblems on profile page saying what leaderboard achievements they've received

In addition to larger advertisers purchasing on site promotions, users also “spend” points, effectively lowering the circulating supply. This occurs as follows:
a) Spending points to level up their account
b) Spending points to promote their post
c) Spending points at “The Marketplace”

To prevent upvote spam on the network:

The ability for all users on the website to downvote low-quality content will negate any attempt to upvote spam. In addition, there will be a team of moderators to maintain quality-control

Security

2FA via google authenticator &/or email is suggested to the user, but is not mandatory

The Future

Currently, Uptrennd is a web 2.0 platform that is not built on the blockchain. After Uptrennd builds a strong userbase and sustainability, a large upgrade to be a fully decentralized and on-chain platform will occur. When this occurs, all tokens outside of the circulating supply will be burnt. From that point forwards, tokens will be mined/generated, rather than pre-mined as they currently are.

In addition, Uptrennd will transfer from a central storage of video, data, and media to a decentralized IPFS storage system.

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