



The Crypto-Economy
for the Future of
Independent Press

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Journalism. Media. Social networks. Ephemeral content. Fake news.

We find ourselves swirling around in information, much of it we cannot trust, and almost all of it designed to persuade readers and consumers of one worldview or another. Opinions - rather than facts, event-based evidence and substantiated insights - dominate our feeds, creating false narratives and dangerous memes.

Whether we produce content or share it, we mostly rely on surface relationships and inauthentic identities to support our own belief systems. Unfortunately, our beliefs about the world aren't helping us transform our realities within it.

The socioeconomic and ecological realities we face are deep, isolating and divisive. We are not well-equipped to think and act differently, such that we can create viable alternatives. Our leaders and experts often recycle a tired and lazy story that the system itself can pull global citizens out of hopelessness and poverty. Meanwhile, income inequality and resource stratification continue to worsen; civil unrest intensifies; and local environments, schools, communities and our youth suffer tremendously.

And of course, the press, mass media conglomerates, corporate and institutional press outlets, reflect this great confusion. Far from empowering the public to respond constructively to these intersecting crises, instead the media industry is largely enabling the very processes disenfranchising communities and endangering the planet.

By fueling confusion and apathy, the dysfunction of the media industry underpins a fundamental dysfunction in our democracies. Instead of fostering intelligence based on authentic information - in order to cultivate a more constructive public discourse between people with different opinions and political perspectives - we have a system that converts this into a dystopian maelstrom of toxic ideological polarization. Societies and communities become paralyzed by division, fear and hatred.

It is time to move past this systemic breakdown. It is time to create the new foundations of healthy, vibrant democracies. It is time to create the next great paradigm, rooted in quality information, deep human interactions, access to intelligence, and revenue opportunities that benefit far more people.

Welcome to PressCoin:

Your direct access point to a truly independent crypto-economy for a syndicated press.



EXECUTIVE SUMMARY

Journalism and media are in crisis. A major driver behind why journalism is suffering as a profession is because it is becoming simultaneously less and less viable as a business and trusted by the public. All this means that journalism's capacity to fulfil its core function of informing and empowering the public as a service to society is at risk.

This weakens civil society, leaves the public sphere in disarray, disempowers citizens and ultimately endangers democracy, by leaving communities ill-informed and unable to engage in their societies on the basis of accurate information – and constructive approaches to disagreements about information.

The crisis in the media industry is reflective of a wider crisis of democracy, which in turn means that the issues which really matter – jobs, community, family, education, healthcare, the environment, to name just a few – are left to the whims of vested interests and lobby groups. The media crisis is, therefore, part of a wider crisis of democracy, society, the economy and the planet.

Citizens are left mired in a sea of competing opinions, swaying from traditional to alternative media outlets and back again, without any meaningful compass by which to navigate what is true, real and fake. The public sphere is thoroughly eroded, and democratic institutions become irrelevant – helplessly polarized along party political and ideological lines.

If we want to salvage our democracies, we can only do so upon the bedrock of a revitalized public sphere empowered by civic democracy. Therefore, we need to revitalize media and journalism to transform the way in which people access, process and use information to work and play in the world.

Welcome to the mission of PressCoin

PressCoin responds to this mutual degradation of media, journalism and wider social, political and ecological institutions by addressing not the symptoms, but the real causes of the media's decline.

Recognizing that the way people deal with information is at the core of the erosion of democracy and the public sphere, PressCoin addresses the challenge by making rebuilding the public sphere its pivotal goal.

The PressCoin solution rests upon an entirely different economic logic: a non-extractive, regenerative form of economic production and exchange, that flows capital and resources of all kinds into independent media ventures that sit upon the PressCoin platform.

The key to PressCoin is participation. Rather than simply extracting, PressCoin builds value at every step of participation, for investors, entrepreneurs, editors, writers, producers, curators, commenters, readers, technologists, coders, inventors, users, subscribers, and participants of all kinds. This is a system in which the accrual of rewards is assigned to productive action which improves the wider system, rather than depleting it.

PressCoin thus offers a fundamental redesign for how to create, design, fund, market, and deliver media which meets the real social, civic, economic and ecological needs of people in the real world, empowering them with new ways of harnessing and shaping information flows in a way that facilitates positive change in their own lives and communities.

The PressCoin system

PressCoin is an entire system that supports a diverse array of independent media companies upon a mesh of interconnected utilities, tools and capabilities.

By sharing data analytic frameworks, market analysis, CMSes, marketing capabilities, and other powerful tools, every company in the PressCoin world lives in an ecosystem that supports their ability to reach readers, attract investment, and create multiple revenue streams at a fraction of the cost associated with going it alone.

As such, the entire ecosystem of independent press entities are both resilient and adaptive to future scenarios. They can interact with the monopoly aggregators on their own terms, and compete powerfully with them, not by conforming to the rules of their digital landscape, but by creating new rules for a new, emergent media landscape.

By creating our own regenerative ecosystem for media, we change the very rules of the game, rendering the old media system defunct; while in turn catalyzing the public sphere through the empowerment of our participants, laying the civic foundations for the regeneration of democracy.

Platforms currently built into the PressCoin system design are:

- NextElection
- INSURGE Intelligence
- Zolori
- Mojonomy
- ChickenSoup.News

Each of these platforms has its own independent revenue stream, which collectively generate their respective total values; the values of each platform in turn contribute to the total aggregate value of the PressCoin system and its associated cryptocurrency.

Revenues are shared to all participants in the PressCoin system – whether they are investors, writers, curators, contributors, commenters, poll-participants, designers, programmers, and so on – according to their contribution, which is tracked seamlessly on the PressCoin blockchain.

PressCoin will further generate revenue, and invest PressCoin proceeds in breakthrough start-ups and media ventures through:

- PressCoin Financial Services
- PressCoin Ventures

PressCoin will thus enable other existing or new media ventures to join the ecosystem and take advantage of its unique suite of resources to cultivate their independent voice and perspective. The only condition for being able to plug and play in the PressCoin system is adhering to the PressCoin protocols.

The world when we have completed our mission

The result is a vastly superior journalism product that benefits from innovation, imagination and the freedom that only a fully supported independent press can create.

The result is the introduction of a vastly superior public dialogue that does not have to radically lower its quality to meet the demands of the extraction- based attention economy, because it is driven by a non-extractive regenerative post-attention economy.

The result is a growing intellectual competency society-wide; the ability of the intellect to work with contradiction, to access and process complexity, and to use this to act positively in the world.

A polis trained to participate in this way is the only path towards the restoration of our democratic institutions that have eroded almost to the point of collapse alongside the degradation of the public sphere of idea generation and dialogue. In short, PressCoin is building a new media paradigm for the empowerment of communities and the restoration of democracy.

PressCoin will empower a network of aligned journalistic and media ventures to not merely sustain and survive, but to grow and thrive. Imagine a future where even the smallest media venture enjoys the resource support - elements like revenue creation strategies, deep semantic data analytics, blockchain innovations, powerful audience engagement tools, new ways to enable exchange and commerce - all these in a seamlessly integrated ecosystem, powering growth of each platform on its own terms.

Thus, the PressCoin ecosystem grants our partner platforms a competitive advantage in journalism: they run within the mutual PressCoin system, benefiting from the common infrastructural advantages provided to all our media ventures, which they in turn each contribute back to, through their own unique journalistic endeavors.

The result, equally important, is that participants in the PressCoin ICO are rewarded very well for their support - now, and in the future.



1. PressCoin – a new media paradigm for the restoration of democracy

Journalism and media are in crisis. The journalist is increasingly overworked, underpaid, editorially-constrained, psychologically under siege, and at risk of disappearing beneath the wave of corporate public relations. Journalism is suffering as a profession because it's becoming less and less viable as a business. Therefore, journalism's capacity to fulfil its core function of informing and empowering the public as a service to society is increasingly at risk.

This weakens civil society, leaves the public sphere in disarray, disempowers citizens and ultimately endangers democracy.

Communities are left ill-informed and unable to engage in their societies on the basis of accurate information – and constructive approaches to disagreements about information. The media crisis reflects a wider crisis of democracy, where the issues which matter – jobs, community, family, education, healthcare, the environment, to name just a few – are dominated by vested interests and lobby groups. The media crisis is, therefore, part of a wider crisis of democracy, society, the economy and the planet.

1.1 What the media thinks is happening

By the media industry's conventional diagnosis of all this, the collapse of the media's revenue streams is an unfortunate casualty of a market accident driven by technological innovation. The rise of digital and social media has destroyed the old business models of the print press, and eaten into online advertising revenue models.

This has enabled massive market aggregators, like Google and Facebook, to dominate the flow of content, and revenues associated with content. As the traditional business model of the media has become obsolete amidst declining revenue streams, quality journalism is under threat.

Meanwhile, alternative media outlets with tiny overheads have risen up. In some cases, smaller publishers have found audiences within the SEO framework,

producing compelling journalism. In other cases, more dubious outlets have gamed the digital space and reached audiences on the basis of sloppy, partisan and even false reporting, giving birth to Fake News. Idea generation is degenerated, as all competitors attend to the 'attention economy'.

At worst, as the likes of Google have responded to the Fake News crisis with new algorithms to suppress false and misleading stories, their sweeping approach has also damaged the fragile online ad revenue-based budgets of smaller but serious alternative journalism brands.

There is some truth to this narrative, but it misses the bigger picture.

1.2 What's really happening

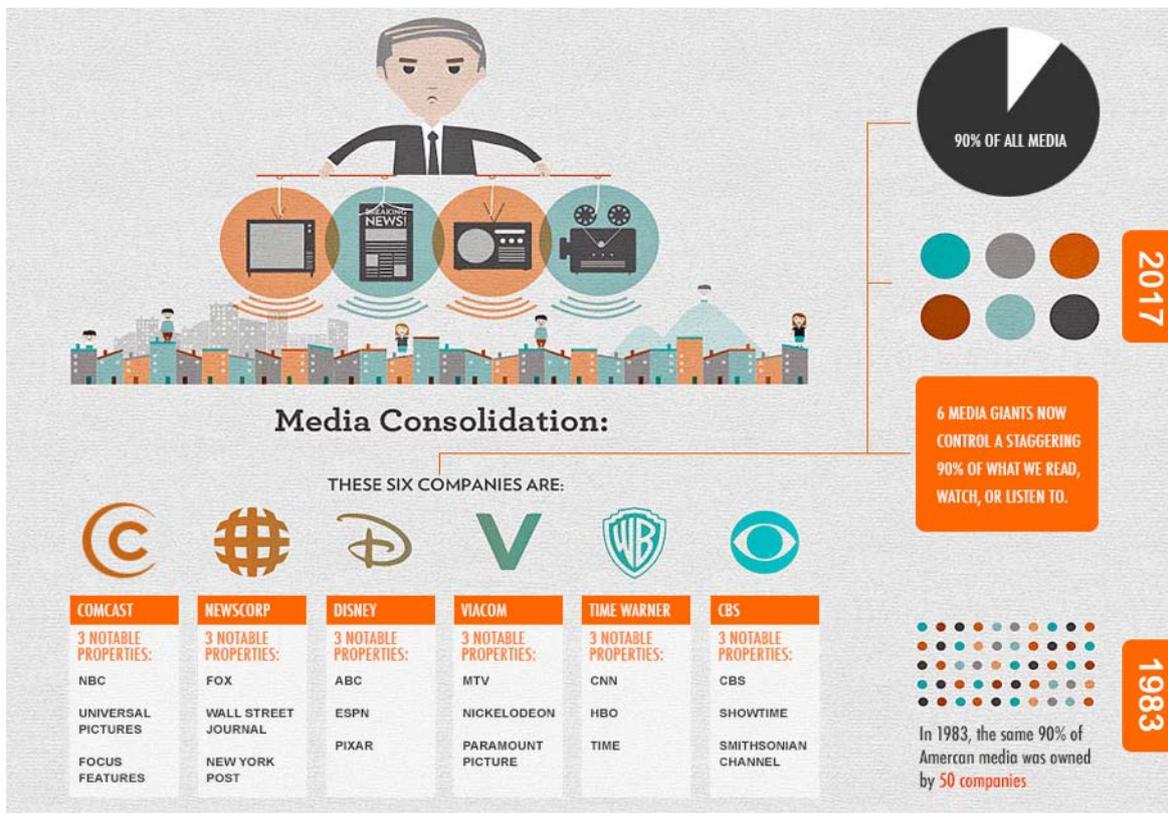
Deeper than the rise of digital, is the wider system of economic activity that informs the business models of traditional media, alternative media, and the big media market aggregators.

This economic system operates on the basis of extraction: wealth maximization is premised on the capacity to extract wealth at the expense of that from which it is being extracted, whether that be consumers, society, or wider markets and their associated ecological conditions.

So, the logic of extraction degrades the very conditions of its continuation: if extraction accelerates at the expense of the market's own wider social, economic and ecological conditions, then it is unsustainable and inevitably declines.

The traditional media industry represents one symptom of the logic of extraction. Representing a heavily concentrated network of interlocking companies, tied to powerful business, defense, technology, fossil fuel, and other interests, the journalism produced by this industry did not necessarily represent 'quality journalism' .

1 Professor Sharon Beder, 'Media Ownership,' in Business-Managed Democracy (2017)
<http://www.herinst.org/BusinessManagedDemocracy/government/media/ownership.html>



Numerous studies show that firstly, this system often produces narratives amenable to those business, defense, technology, fossil fuel and other interests; and secondly, the quality of reporting on major issues – such as financial crisis, climate change, and global poverty – has consistently been inaccurate and misleading. Worse, on foreign policy and national security, mass media journalism has often parroted propaganda in service to overlapping state and corporate interests.

In other words, the traditional media has often been a major institutional promulgator of Fake News.

The rise of digital has, however, occurred as a direct result of the same underlying economic logic of extraction, empowering certain technological innovators with the ability to compete with and outmaneuver the traditional media industry.

For detailed references and discussion see Nafeez Ahmed, 'How to Fix Journalism', Extra Newsfeed (June 2, 2017) <https://extranewsfeed.com/how-to-fix-journalism-132f793fbb6e>
 Vian Bakir, David Miller, Piers Robinson, and Chris Simpson, Fake News: A Framework for Detecting and Avoiding Propaganda, Written evidence submitted to UK parliamentary inquiry (March 2017) <http://data.parliament.uk/writtenevidence/committeeevidence.svc/evidencedocument/culture-media-and-sport-committee/fake-news/written/48255.pdf>

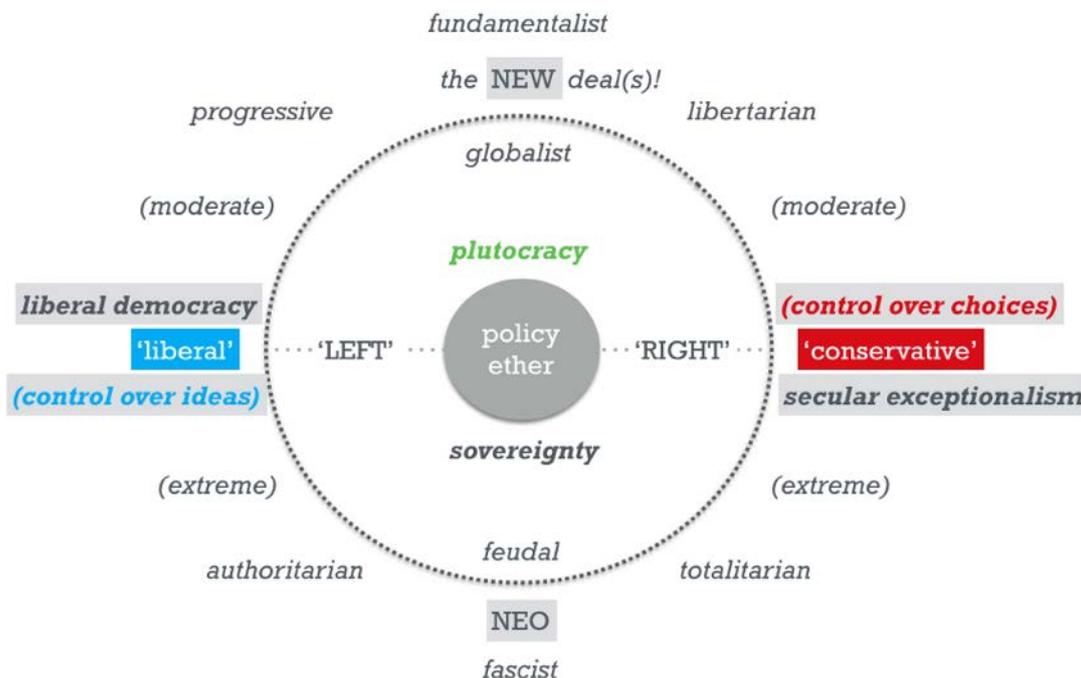
The problematic nature of the traditional media, causing public trust in media to drop to historic lows, is a fundamental reason that the rise of digital, in turn, has seen a large shift in public consumption toward alternative news sources. This means that both traditional and alternative media represent a heady mix of quality journalism and Fake News.

So, the conventional diagnosis which simplistically blames Google, Fake News and Facebook as the drivers of journalism's implosion misses the real problem. The traditional media finds itself stuck in a disempowered narrative of helpless victim. As such, these institutions are virtually powerless to respond.

The reality is that traditional media institutions have often been part of the problem. The failure to fulfil their purported function as watchdogs in the public interest, driven by the logic of extraction, gave way to technological innovators – driven by the same logic of extraction – to outcompete and dominate the media landscape.

Citizens are left mired in a sea of competing opinions, swaying from traditional to alternative media outlets and back again, without any meaningful compass by which to navigate what is true, real and fake. The public sphere is thoroughly eroded, and democratic institutions become defunct – helplessly polarized along party political and ideological lines.

The Circle of Party Parity (U.S. & other Western Gov'ts)



Meanwhile, the logic of extraction – on which both traditional and new digital media conglomerates depend – accelerates amidst widespread public apathy and resignation. As such, violent conflict, environmental degradation, political corruption, economic malfeasance, and other community, social and ecological crises intensify, while trust in government hemorrhages

1.3 The PressCoin response

There is only one way to salvage our democracies that can actually work: revitalizing a public sphere empowered by civic democracy. Therefore, we need to revitalize media and journalism to transform the way in which people access, process and use information to work and play in the world.

Recognizing that the way people deal with information is at the core of the erosion of democracy and the public sphere, PressCoin makes rebuilding the public sphere its pivotal goal.

The PressCoin solution rests upon a non-extractive, regenerative form of economic production and exchange, that flows capital and resources of all kinds into independent media ventures that sit upon the PressCoin platform.

The key is participation. Rather than simply extracting, PressCoin builds value at every step of participation, for investors, entrepreneurs, editors, writers, producers, curators, commenters, readers, technologists, coders, inventors, users, subscribers, and participants of all kinds. Here, the accrual of rewards is precisely designed to be assigned to productive action which improves the wider system, rather than depleting it.

PressCoin offers a fundamental redesign for how to create, design, fund, market, and deliver media which meets the real social, civic, economic and ecological needs of people in the real world. PressCoin empowers them with new ways of harnessing and shaping information flows to facilitate positive change in their own lives and communities.

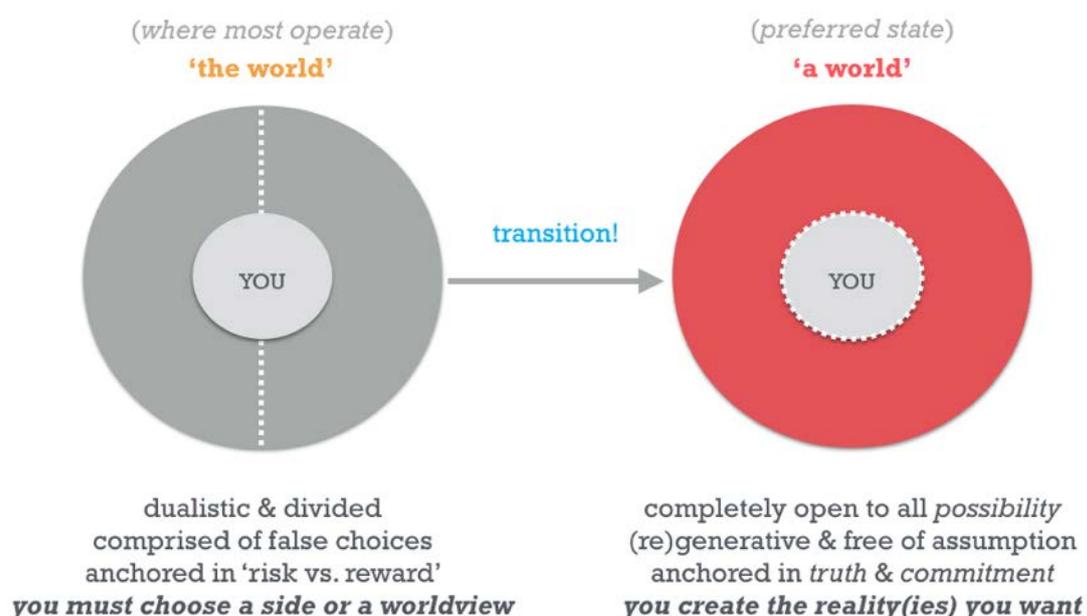
For the public sphere to matter, to create genuine civic participation, it would have to connect to precisely what it resists, which is real human power, (bi)partisanship, risk-taking and the ability to handle local issues with commitment and clarity.

The result is a vastly superior journalism product that benefits from innovation, imagination and the freedom that only a fully supported independent press can create. This product cultivates a vastly superior public dialogue that is not compelled to demean its quality to sustain depleting advertising revenues within the extraction-based attention economy, because it is driven by a non-extractive regenerative post-attention economy.

This higher quality public dialogue sustains a growing intellectual competency society-wide; the ability of the intellect to work with contradiction, to access and process complexity, and to use this to act positively in the world. The final outcome is a polis trained to participate generatively in the public sphere, thus laying out a path towards the restoration of our democratic institutions. In short, PressCoin is building a new media paradigm for the empowerment of communities and the restoration of democracy.

committed to (co)creating a different world

thriving markets & democracies require that we break free from old mental models...





2. What is PressCoin?

PressCoin establishes four core building blocks for a syndicated independent press:

1. Tools and platforms that support generative conversations;
2. A constant flow of insights that lead to coordinated actions;
3. Actions that create the next wave of integrated social groups;
4. Networks that are leveraged to create utilities of scaled civic value.

As a crowdsale, PressCoin gives investors, journalists, analysts and independent institutions access to a slate of ventures and emerging assets that are transforming the media landscape, and as well, are creating the foundation for a new kind of civic democracy.

Token holders will participate in the unique opportunity to co-develop new revenue streams, and be a part of a revolution that is turning monopolistic business and market practices into exciting new forms of self-sovereignty in commerce. The Presscoin company PressCoin Plc. will consist of :

- A portfolio of powerful interdependent media ventures and platforms (refer 8.1, Platform Companies of the PressCoin Ecosystem for details on PressCoin's current platform portfolio)
- Real technology-driven vertically-integrated assets with discernible and accruable value derived from a sustainable revenue model comprising 15 intersecting revenue streams (including SaaS; subscription for premium content; micro-payments per article; crowdfunding ecosystem; content boost; commerce; events; data services; syndication; etc. (refer 8.2, Revenue Streams of the PressCoin ecosystem)
- Unique methods for collateralizing PressCoin models and assets
Access to teams of innovators and aligned operators in a comprehensive ecosystem of advanced media, publication, revenue-building and audience-building tools.

2.1 The Future of Media with PressCoin

PressCoin will empower a network of aligned media ventures to not merely sustain and survive, but to grow and thrive. Imagine a future where even the smallest media venture enjoys the resource support - elements like revenue creation strategies, deep semantic data analytics, blockchain innovations, powerful audience engagement tools, new ways to enable exchange and commerce - all these in a seamlessly integrated ecosystem, powering the growth of each platform on its own terms.

This future is made possible because of the network of pre-existing assets upon which all PressCoin funded companies are and will be built. This looks like an integrated web of media ventures that share technology, data collection and analysis tools, marketing strategies, curation breakthroughs, leadership practices and innovative know-how as a mesh of aligned partners - all the while maintaining their own independent voices and perspectives.

Thus, the PressCoin ecosystem grants our partner platforms a competitive advantage in journalism: they run within the mutual PressCoin system, benefiting from the common infrastructural advantages provided to all our media ventures, which they in turn each contribute back to, through their own unique journalistic endeavors.

2.2 How the PressCoin Platform Works

The PressCoin blockchain is the record of everyone's contributions, interactions, engagement, influence, value. And this is weighted in community-controlled ways which seamlessly calculate each user's or node's value to the overall system, in real-time.

In order to be truly decentralized, this accounting must be transparent. Only blockchain technology can be a reliable store of such data, combining identities and profiles, moderation and contributions, monetary and credit-driven transactions, as well as a complete range of editorial and reporting workflows and collaboration activities.

At launch, each platform will be plugged into the PressCoin blockchain, thereby giving a thorough and complete picture of each entity in each people-powered community, as well as an aggregate view across platforms.

By extension, like-minded organizations and news organizations can plug in, and help shape the future of the independent press by expanding the PressCoin

universe. The PressCoin protocol will be well-documented, and libraries will be made available to partners, enabling them to plug in.

Fundamentally, the PressCoin Economy is a connected set of platforms. This means, these are open platforms, and anyone can join if they adhere to the shared protocols.

The advantages enjoyed by media ventures built on the PressCoin network include seamless investment, the flexibility to prototype new ideas that can lead to the invention of new editorial, curation and reader participation strategies, and access to leading edge blockchain, data, AI, content management and marketing technologies.

And most importantly, they get all this in direct support of their own independent voices and perspectives, which in turn feed back into and add value to the overall ecosystem.

This means that all those individuals and companies in the world with skills in the data space, AI, blockchain, journalism, marketing and many more that want to contribute to a truly decentralized, powerful global press can generate significant impact while at the same time making significant revenue for themselves - free from the constraints of the monopolies, but accessing an even more powerful suite of resource than they have.

In this way, PressCoin unlocks a way to deeply incentivize involvement on every level in the creation of a decentralized, independent global press. This global press can then do its real job: to serve as an intelligence platform for a future that embodies the very best in human beings and the democratic forms that will support all life on the planet for an infinite number of generations to come.

In order to understand what the new world looks like, a detour through the failures of the current situation is necessary.



3. The Media Status Quo

Journalists and news organizations are fundamental to any strong society. Yet the changing dynamics of the economics of the media industry have led to a weakened journalistic environment all over the world. These dynamics are now suffocating independent journalism - yet they are ripe for disruption by PressCoin.

3.1 The Rise of Social Platforms

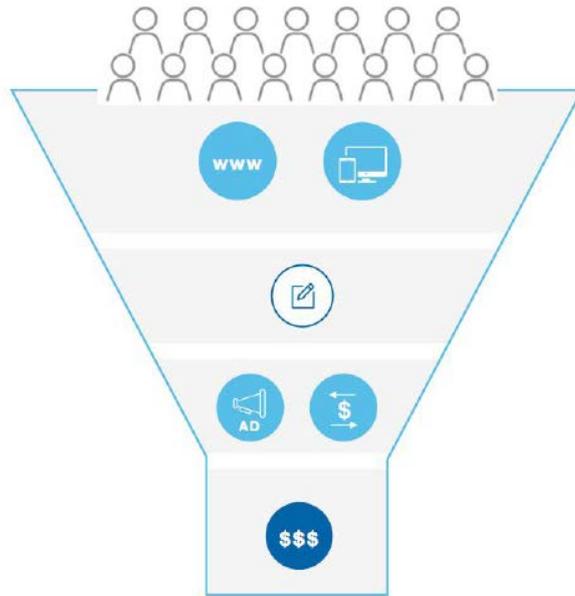
Over the past 10 years, platforms such as Facebook and Google have fundamentally altered two industry pillars: audience ownership and advertising demand.

Audience ownership is a result of the fact that the modern Internet is now, effectively a set of large social platforms, into which nearly all Internet users are aggregated. Facebook, for instance, has nearly 2bn active monthly users, not to mention their affiliated products such as Instagram, WhatsApp, and Messenger. In coming years, this number is projected to increase to 5bn. The Chinese hemisphere has a similar platform in Tencent and its affiliated products.

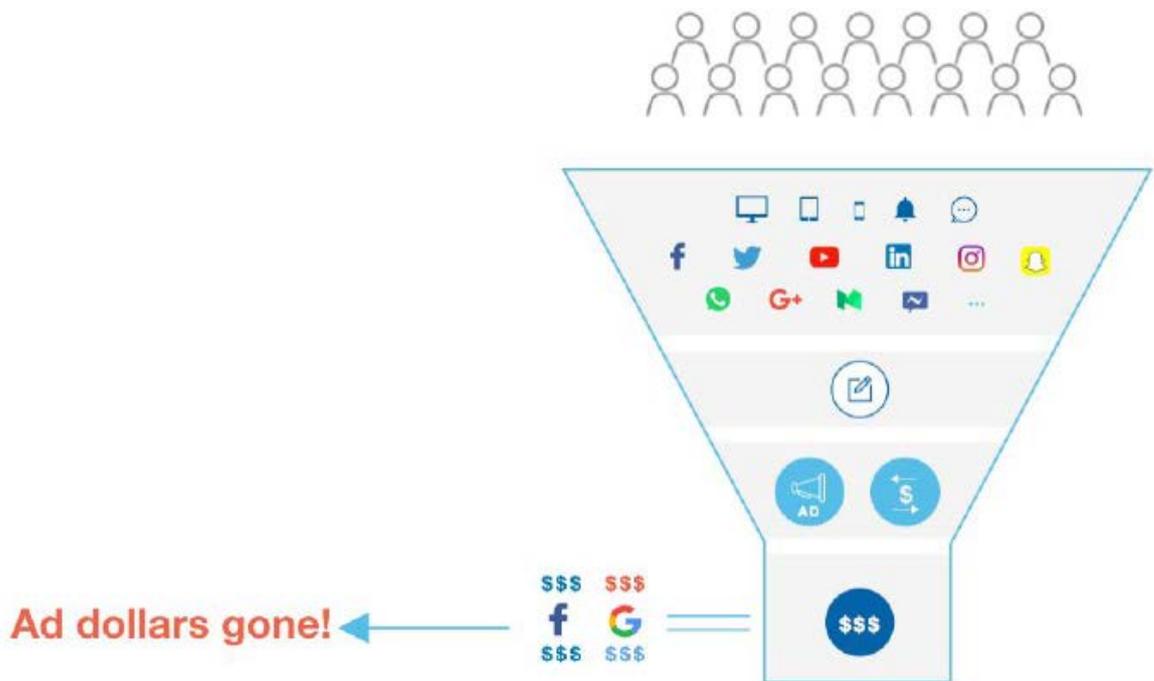
Search is essentially owned by Google and Baidu. Whether organic or paid, the path for search discovery is a monopoly. The platform giants have thus recreated the Internet landscape for everyone else.

3.2 Advertising

Google and Baidu monopolize 'discovery through search', while Facebook and Tencent monopolize audience attention itself. So, what used to be a revenue funnel that looked like this:



Has gone to looking like this:

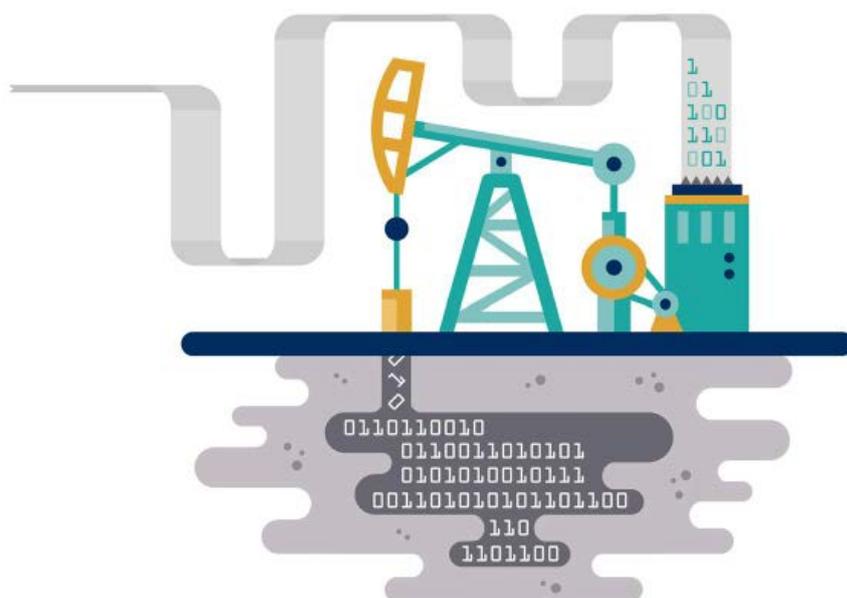


The biggest fallout of this restructured Internet landscape is the traditional advertising model as a revenue stream for journalism. For if Google and/or Facebook can cost-effectively reach anyone in the world across all web and mobile, then why should a brand bother advertising on a limited audience newspaper website?

Why should a brand advertise on a news website when the same audience is available for cheaper on a platform such as Facebook, with far better technologies for targeting, tracking and analytics, native ad-units, clean omni-channel reach, sheer audience volume, super-high engagement, and so on?

3.3 Data is the new Oil

All this speaks to the exponential rise in the value of data. Real data about real people is the new oil. Knowledge is power, and those with access to all this data therefore have tremendous power.



What Facebook knows about you is dependent on what you do on Facebook: what you share, who you are connected to, what you comment on, what you like, as well as when and where you do it from. Facebook combines this with other second and third-party data sources to connect the dots using advanced algorithms which generate behavioral profiles of each user. These user-profiles are then sold to advertisers.

If nothing changes, these platforms will continue to consolidate their centralized technological monopoly to fashion an increasingly unequal Internet, where important journalistic endeavors have no independent funding. Society and democracy will be increasingly dominated by those that control the revenue streams of all these media companies, and thus influence the mindshare of the populace.

3.4 The Fall of Journalism

While it is incredibly expensive to produce quality journalism, we human beings only have 24 hours in a day. When two billion of us and counting are spending endless hours on the likes of Facebook, and when advertisers are after one thing and one thing alone - our attention - it is inevitable that they flock to where we spend most of this precious commodity.

The exit of advertising dollars from journalism to social platforms has happened so rapidly, most news organizations have been unable to anticipate or adapt to the consequences. Meanwhile, most of the content shared on Facebook costs the platform literally nothing. Which means Facebook is monetizing the journalism that we all need, but keeping the largest share of advertising revenue for themselves because of their distribution monopoly power.

Hence, there is no commensurate revenue-share back to news organizations. And their lack of technological prowess has hastened their creeping demise. Those that are still around will either find new, deep, relevant niches, or dramatically different business models. Most will simply shrink or die.

This is not good for anyone, except the Facebooks of the world. The resulting weakening and degradation of journalism has disastrous consequences for the functioning of our democracies, the health of our communities, and the integrity of planetary ecosystems. Rather than empowering constructive action in the public interest, journalism is simply forced to chase declining advertising revenues.



4. How PressCoin Creates True Independence

A fundamental problem with the collapse of the independent press is clearly the collapse of revenue. But the collapse in revenue has occurred as a result of the extraction paradigm, which values the centralized monopolistic maximization of wealth at the expense of the wider conditions of its creation.

PressCoin adopts a different approach, in which the generation of value accrued by some, is tied to the enrichment and empowerment of the whole. This is based on a distinctive non-extractive approach which sees real value as embedded in a system of participation.

4.1 Transitioning to Purposeful Journalistic Platforms

PressCoin recognizes that an independent press can only thrive in recognition of 'co-dependence': that is, all of us are intimately connected with our communities, our countries, and one another. Therefore, the independent thriving of each of us can only come from cultivating our 'co-dependence' based on mutual respect and recognition of one another as vital parts of our own whole.

So, any platform of the future must operate from a deep recognition that human beings connect with each other in purposeful, meaningful ways, which we value. This value can be tracked through data, and the value generated can be used to fund the platform, and its contributors.

The PressCoin model thus moves away from journalism revenue models that rely purely on advertising revenues, grants or donations, or a mix of these. The dramatic transformation in digital marketing and advertising demands a new approach that goes beyond the 'attention' economy of the old model dominated by the Facebooks of the world.

4.2 Activity and Engagement: Beyond Attention

Attention/engagement contributed by the user-community on various platforms today is highly superficial and generic. Facebook, as an example, is simply a reflective layer of what people are sharing or reading or liking. There is no depth.

This model focuses journalism on shallow attention metrics. This leads much journalism to devolve into a hapless, fragmentary mess of binary, reactionary ideologies, designed to spark short-term attention to capture declining advertising revenues, but in the long-run fueling a deep sense of public confusion and alienation. Instead of empowering, it is generating apathy.

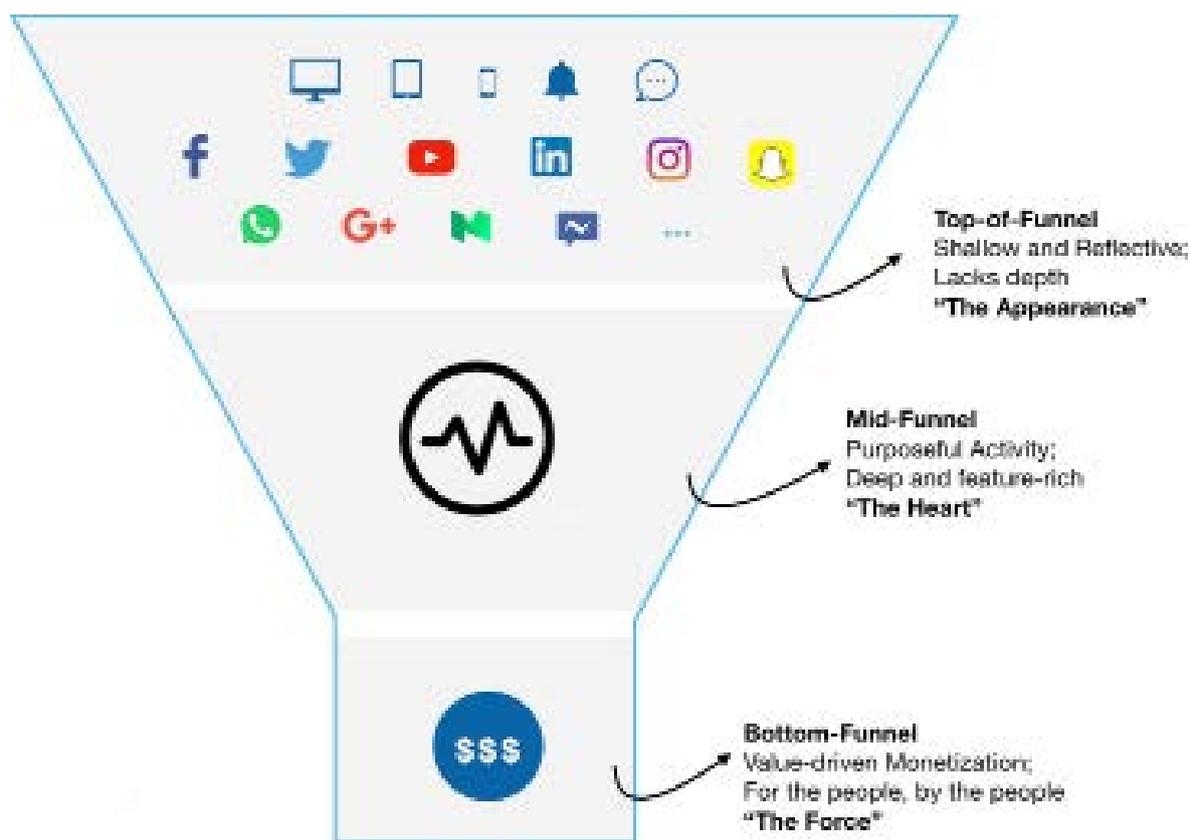
Every digital business works as a funnel. There is a top of the funnel, where new and repeat visitors first arrive. Most visitors will only click on a page or two. Visitors who log in and engage deeper progress further into the funnel, from the top of the funnel, towards the bottom of the funnel - where you want them to be - and transact.

Therefore, pure attention is a transient commodity that monetizes audiences because they are there, and for no other purpose. Not only is this terrible for journalism, it is a huge missed opportunity, both for revenue, as well for creating real value for everyone. So how do we go beyond single-dimensional view-based engagement models?

4.3 Beyond Views: Mid-funnel Activity

If views are at the top of the funnel, and transactions are at the bottom of the funnel, then one can term all the activity and engagement that occurs (or should occur) as the utility or purpose of the platform as the mid-funnel.

This mid-funnel activity platform manifests the purpose for which it was envisioned, and indeed why the community has come together around it. Each interaction within the purposeful activity model for each platform has an economic value associated with it, and this is captured in real time as the various users utilize the platform.



Each PressCoin platform captures a specific set of related mind-spaces - such as elections, investigative reporting, local news, citizen reporting, along with crowdsourced collaborations between professional journalists, community leaders and citizen watchdogs - all without compromising editorial independence or fueling intractable factions. By being deeply embedded across such a network of independent press platforms, PressCoin ledgers capture the real value of contributions, not just attention-driven metrics like page views and time-spent.

This end-to-end integration, across the top-to-mid-to-bottom of the funnel is why the NEWS token can capture the complete value, not just the proxy measured by said advertising-led metrics.

4.4 Full-Funnel Engagement

Within old models of journalism, while professional journalists may receive tips, leads, investigative assistance, and other help from citizens, activists, and other stakeholders - often at the lower cost of discovery than conducting an expensive lone-wolf investigation - those community participants are not rewarded. The old models do not offer an economic or revenue approach that factors in or incentivizes generative public participation in journalism.

PressCoin, in contrast, creates a new economic model designed to facilitate exactly that kind of participation, and to reward it appropriately, so that different community stakeholders who contribute to journalism in all sorts of ways will be seamlessly tracked on the blockchain, deterring those who might try to abuse or game the system, while rewarding real participants through fair revenue shares. This dramatically widens the circle of participation, and incentivizes participants to contribute in ways that are generative of real journalism valued by wider communities.

For instance, the NextElection platform (refer 8.1.1, NextElection) not only captures simple attention metrics, but also the deeply native activity such as data-driven contextual polls or incumbent scorecards, in real-time across various elections and issue coverage. Taking a poll would constitute such an interaction and would have an economic value in the aggregate, something which would be shared with the poll taker. This value would be earned by the user, automatically showing up in her integrated wallet. She can cash this out at any time, or indeed, use it in the real world like she would any other currency.

Another example is a user with enough credentials and karma points approving a comment pending approval. This would add value to the aggregate system and would generate a certain amount of PressCoin, which would be credited into the user's wallet.

Similarly, even purchasing an item on the Zolori Bazaar ((refer 8.1.3, Zolori) would earn both sides of the transaction a certain amount of PressCoin, and both users would find that the respective amounts get automatically credited into their wallets.

The kind of deep mid-funnel activity, community-driven and media rich, creates a self-perpetuating field for incredibly diverse, domain-specific value creation.

4.4.1 Data and Sentiments

Not only does taking an action have value for instance, engagement value but so does the data produced by the action. For instance, a poll response results in data which has value and a shelf-life; indeed, it has a value-stream in terms of revenue.

PressCoin platforms like NextElection, INSURGE and others create extraordinarily deep first party data, the value of which is also in the data further derived from actions on the platforms. This would include aggregate information across populations, or sentiments on issues across sections of society. These incredibly valuable data, algorithms, and models all occurring on a single, seamlessly

integrated data-backbone, represent a vast trove of revenue share with the constituents who contribute to it.

4.4.2 Community and Town Square

Platforms that bring people together for specific purposes allow them to form groups for further collaboration. These topic-focused micro-communities within each platform allow interested users to go deeper into highly-engaged spheres of each activity.

Such communication and collaboration tools are built into all PressCoin platforms. For example, INSURGE groups can form around topics of interest such as “climate applications of blockchain technology”; or on NextElection, groups can form around specific bills or propositions, or even campaign support groups.

Each platform also has public town square mechanisms for open conversations and debates, with advanced mechanisms of real-time discovery and engagement. These actions and interactions all have deep economic value, captured via the PressCoin protocols, with the resulting revenue and concomitant economic value being credited into respective user’s accounts.

4.4.3 Bazaar and Grapevine

When people come together, they naturally exchange not just information, news, and stories, but also things and services. All PressCoin platforms enable this commerce in various ways.

On INSURGE, a deeply researched investigative report may be a premium article, letting interested readers pay a small fee from their integrated PressCoin wallet via the built-in micropayment mechanism. On Zolori, a local business may offer a product discount which is instantly and automatically redeemable, via the integrated payment mechanism on the mobile app. PressCoin platforms also retain more public communication and collaboration features including more domain-specific ways of discovering and engaging in conversations and moderated discussions.

All these transactions have value beyond the actual amount of the transaction. This residual value, including all the interactions that these entailed, contribute to the total aggregate value of the respective platform. This value will be shared amongst the various value creators, and all users will receive their earned PressCoin in their wallet.

4.4.4 Empathy and Giving

In the age where Oracle gave us databases, and Google gave us information, we still lack real understanding.

PressCoin platforms promote a more complete understanding of the world. When people come together with shared understandings of the world, there is a possibility for greater empathy. This cultivates scope for taking compassionate action in the world.

NextElection allows users to donate to campaigns or action groups around specific issues. INSURGE allows members to donate to micro funds set up to support investigative reporting teams around the world. The platform also facilitates curated conversations for real world action to create positive change; where communities of real people with skills, resources, experience, tools and funds can come together to create real world actions and solutions (the PressCoin platform suite is described in Appendix 7.1).

The PressCoin infrastructure thus enables fearless exposés of power to inspire determined action to transform power through sharing best practice, proposing new projects, as well as contributing intelligence and resources. This in turn mobilizes the PressCoin economy, API and social networks to generate direct change impacts across the issues that matter to participants, whether that is climate change, war, food, energy, water, technology, and beyond.

All these transactions facilitated in each platform are captured on the PressCoin blockchain. Their discrete economic value adds to the overall aggregate economic value of the ecosystem, and all parties in these transactions are automatically credited PressCoin appropriately in their wallets.

In this way, the PressCoin infrastructure funds and incentivizes a new type of constructive and generative social network in which insightful journalism inspires, and materially catalyzes positive actions in the world. Those projects and actions, as part of the PressCoin infrastructure, add value to the whole system, benefiting all participants, while further enriching and informing whole new areas of journalistic exploration. PressCoin thus becomes the vehicle of the transformation of media, the empowerment of citizens, and the revitalization of democracy.

4.5 PressCoin Token Technology

The PressCoin platform harnesses the power of the Ethereum blockchain to create, manage and direct the NEWS tokens in the platform. The platform runs on Ethereum based smart-contracts integrated with a banking and financial services platform which provides liquidity in 170+ fiat currencies around 60+ countries.

This enables seamless transactions which are on the publicly visible ledger. Each smart contract is an ERC20-compatible contract and implements an interface between the depository Platform Wallet with income, and external addresses such as exchanges or ETH wallets.

4.5.1 PressCoin Token Utility

PressCoin platforms integrate a real-time payment infrastructure using ERC-20 stable tokens. The revenue share and payouts to all the participants and cocreators of the PressCoin economy including content creators, journalists, moderators, and consumers of the content are determined by intelligent algorithms weighted in terms of complexity of the tasks, time and effort needed, and most importantly, the impact on the revenue.

The smart contracts are then forged after mutual agreement and all the participating parties get rewarded when the contract conditions are met and executed. The existing platform companies of the PressCoin economy and all the upcoming companies and ventures will have immutable smart contracts forged after mutual agreement.

The NEWS token will be listed on all the major exchanges in addition to the CointypeX exchange. The CointypeX exchange facilitates instant inter-conversion among cryptocurrencies and cryptocurrencies to fiat making it ideal for disbursing the salaries of employees of the platform companies, and also charging customers in NEWS token itself. The in/out of respective fiat currencies happens on the fly at zero transaction fees, whenever required, or on demand.

Revenue from various PressCoin revenue streams increases over time as the network grows, as does therefore the economy value per token.

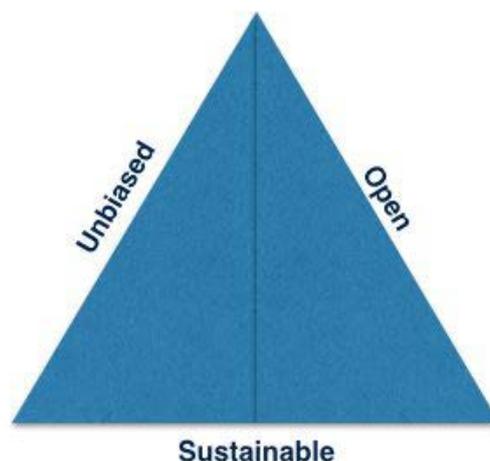
5. Investing in the PressCoin Economy

PressCoin represents an unprecedented opportunity to create a strong and independent free press based on independence through 'co-dependence'. Each platform within the PressCoin ecosystem has its own independent revenue streams, which generate their own value.

The PressCoin blockchain aggregates this into a total value against which the value of the PressCoin cryptocurrency is derived. That value is distributed among the participants, investors, and co-creators within the overall PressCoin economy based on their levels of contribution, all tracked in real-time on the blockchain.

5.1 The Power of Co-Dependence

The PressCoin Economy is an emergent property of co-dependence. By connecting interrelated platforms via a secure, real-time data-backbone, a single cohesive whole is manifested, that is greater than the sum of its parts, sustaining the three core pillars of an independent press:



- Sustainable for-profit, sustainable revenue model
- Impartial by presenting a complete spectrum of perspective
- Open open to all, but curated and moderated by the community itself

The value of any digital platform derives from the activity promoted by the platform, and the community of users who actually create the value by doing the

activity - including participating citizens, journalists, contributors, moderators, NGOs, and investors, along with coders and designers who run these platforms.

So, the total value of these platforms is a total of the value contributed by everyone connected to it. By tracking and measuring the contribution of this community on the PressCoin blockchain, it is possible to share the total value amongst all participants. Today, this value distribution is extraordinarily unequal, amounting to value extraction, certainly not value creation.

PressCoin instead facilitates sustainable co-creation, the value of which is correctly shared among all the co-creators, according to their contribution - with greater contributors achieving a larger share in a way that is transparent. Thus, independence is achieved through co-dependence.

5.2 PressCoin Value

As a technology platform, PressCoin represents the re-enablement of the technologically weak legacy systems that most journalism organizations are dealing with. As an interconnected set of platforms, PressCoin attracts populations from all over the planet to engage in a variety of critical conversations, across a set of feature-rich platforms, designed to nourish and enrich lives at a very real level. As an investment opportunity, PressCoin enables investors to benefit from an end-to-end journalism and technology-driven platform play:

1. The post-ICO roadmap consists of launching and/or growing the core platforms: INSURGE Intelligence, NextElection, Zolori, and Mojonomy. Each of these platforms have independent revenue streams, and by design of the underlying architecture, are interconnected in meaningful ways that increase overall utility. Examples include SaaS revenue stream from enterprise news customers paying for their elections microsite, or for advertisers paying for a branded poll-driven campaign (see Appendix 7.2 for details on independent revenue streams for each platform).
2. Each of these companies is a revenue-generating platform, solving a specific vertical within the journalism, free press, and democracy spheres.

3. Each platform mobilises participation of users at all scales - contributors, journalists, readers, subscribers, pollsters, as well as people, businesses and institutions - as well as people who want to start their own newsroom, or media projects. The PressCoin suite of tools and services facilitates the participation of all these community segments in a seamless and technologically superior manner, facilitating great efficiencies of scale and time to market.

4. In addition to the strategically aligned nature of the technology and the various platforms, the PressCoin currency is able to derive its value directly from the total value of the 'full funnel' of all the interactions and revenue generation taking place on these platforms, as a single interconnected whole.

5. In the new world, all this value is captured on the PressCoin blockchain, via well-documented and federated services that implement the PressCoin protocols. This value is distributed back to the entire community of users and other entities, based on the nature and value of their actual participation and creation within the PressCoin ecosystem and econometric model - auditable on the blockchain in an egalitarian manner.

For further details of the revenue streams for PressCoin's platforms refer 8.2, Revenue Streams of the PressCoin ecosystem

5.3 Tokens

The value of the PressCoin economy is a function of the aggregate compounded value of the various interconnected platforms, communities, audiences, engagement, commercial transactions and straight revenue, jobs created, societies sustained, and value created.

For the valuation, the foremost of these components include:

1. NextElection
2. INSURGE Intelligence
3. Zolori
4. Mojonomy
5. ChickenSoup.News
6. PressCoin Financial Services
7. PressCoin Ventures

5.4 Overall Valuation

While the projected economy over a 5 year and a a 10-year period can be valued in multiple billions USD depending on the valuation approach, for the purposes of this Initial Coin Offering, the PressCoin economy is valued at 105m USD prefunding.

This gives very tractable valuations for each of the components of the initial postlaunch economy, keeping aside that the total value is actually higher, since these components combine together in a compounded, non-linearly additive whole.

5.5 Token Details

A total of 100,000,000 NEWS tokens will be issued, for a total of 100m USD. The tokens will be the trading currency of the PressCoin crypto economy.

5.5.1 Post-ICO Liquidity

Once the ICO is completed, the tokens will be available to trade on the [CointypeX](#) exchange, after a period of no longer than 10 days.

5.5.2 Regulatory Information

We have designed the PressCoin system to be self-regulated and transparent.

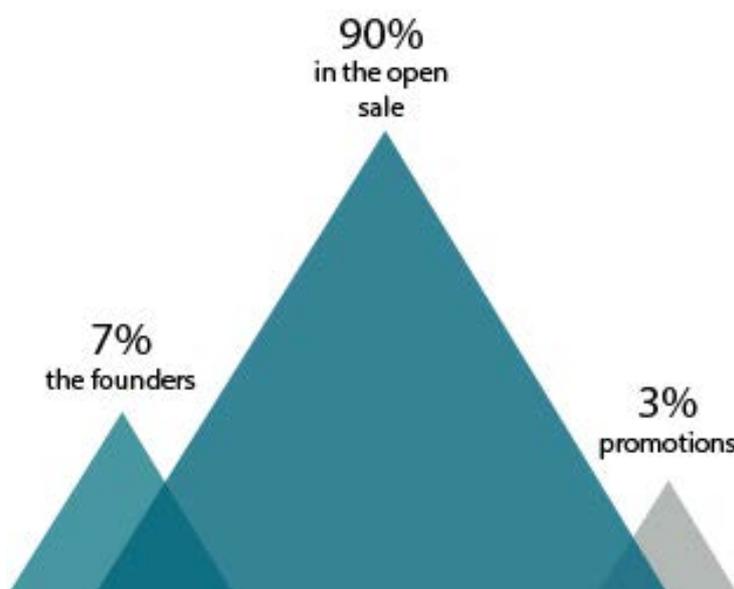
PressCoin token holders will be kept informed at all times of developments within the PressCoin eco-system including a high degree of openness around the financials of PressCoin Plc..

5.6 ICO Schedule, Token Distribution, and Bonus Structure

ICO will go live on 12.11.2017

The ICO will run for a total of 42 days.

The 100,000,000 NEWS tokens will be distributed in the following manner:



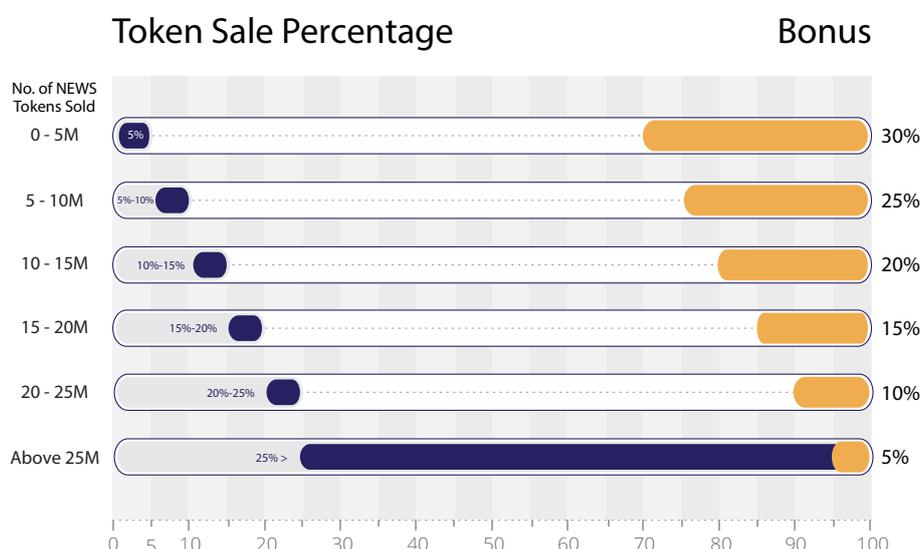
What better way to create a decentralized press that to base it on a decentralized currency that anyone can purchase? 90% of NEWS tokens are made available to anyone wishing to be a part of this historic endeavor to create a truly decentralized press.

7% of the tokens are made available to the founders to sell via offline channels.

3% of the tokens will be paid out towards costs of sales, advertising and promotion of the ICO.

5.7 Token Sale Bonuses

A variety of tiered bonuses are available during the ICO period depending on the number of tokens sold.



This essentially means that the Pre-ICO phase begins with a 30% bonus. And the bonus lasts till 5% of NEWS tokens are sold or the Pre-ICO period ends on 10th December 2017. The bonus consecutively reduces after every 5% till 25% tokens are sold. Rest of the tokens will be sold at 5% bonus.

5.8 Currencies and Modes of Payment

All fiat currencies will be supported around the world, via an inbuilt KYC process. From the comfort of their home, and having no previous cryptocurrency wallets or having ever purchased a token before, investors will be able to simply invest via their existing financial channels (including credit cards, debit cards, wire transfers, EFT, and so on).

For those that prefer to invest using cryptocurrencies, these cryptocurrencies are accepted as well: BTC, ETH, LiteCoin.



6. Team

PressCoin is run by a multidisciplinary team of technologists, business leaders, strategists and, of course, award-winning journalists who report on the frontlines of the world's biggest challenges, and most empowering solutions.

<https://www.presscoin.com/who/>



7. Roadmap

Q4 2017:

- Finalize new design for INSURGE Intelligence
- Complete Metype development and launch beta
- Finalize design of core features for Next Election
- PressCoin launch

Q2 2018:

- Develop and release the first version of the next generation INSURGE platform
- Optimize and take Metype out of beta
- Develop and release the first version of Next Election

Q4 2018:

- Integrate PressCoin and Cointype for marketplace purchases and fund donation into INSURGE and Next Election
- Add video to first Next Election feature upgrades
- Complete Mojonomy system design integrated with PressCoin marketplace
- Conduct security audits and implement recommendations

Q1 2019:

- Integrate crowdsourcing-based monetization features into Next Election
- Develop and release Mojonomy
- Integrate PressCoin and Karma point system to allow activity-based earning
- Develop advanced analytic and intelligence report features for all the platforms
- Move data to decentralized and encrypted storage

BEYOND:

- Launch Zolori platform
- Launch ChickenSoup platform
- Continuously add new features based on crowdsourced feedback from users and stakeholders
- Launch PressCoin Financial Services
- Launch PressCoin Ventures

8. APPENDIX 1

8.1 Platform Companies of the PressCoin Ecosystem

The PressCoin ecosystem is a step away from the general-purpose nature of Facebook et. al, and is oriented around a specific purpose, and a specific set of features/activities that provide value around the needs of all the community members.

Each platform is geared around an aspect of Free Press and Independent Journalism, and implements deep features that enable the various members of the audience/community to engage in meaningful ways, around relevant activity and workflows.

Each platform has its own independent revenue model which contributes to the value of the whole PressCoin ecosystem.

8.1.1 NextElection

NextElection is a new town hall that brings together politicians, journalists, and citizens. The platform also allows similarly verified representation by news organizations, NGOs, neighborhood coops and boards, and so on.



The global NextElection platform tracks elections around the world, and individual countries, states, and local populations can engage on individual races. Races are organized around incumbents, challengers, and relevant social issues around the race. Data-driven polling and structured conversations allow the population to share a transparent view of the political world around them.

The same data allows the populace to make more reasoned decisions around voting time, and also keeps the elected officials on track for the next election.

8.1.2 Insurge Intelligence

INSURGE is an intelligence platform and action network, which integrates groundbreaking investigative journalism with curated conversations for possibility, designed to facilitate real world action for local, national and global change.

Based on our Euclidean-based Open Inquiry format, INSURGE is designed to map out the complex interconnections between different issues across climate, energy, economics, food, the deep state, war, culture, psychology, ideology and spirituality.



Our journalism format empowers users to navigate the growing complexity of our world with ease and simplicity, while simultaneously enabling them to explore and build solutions in new communities based on constructive conversation.

INSURGE is the first journalism platform integrated with a social network for open inquiry and conversations for possibility, which can facilitate building actual solutions in the world. Transdisciplinary journalism, grounded in a unique methodology derived from complex systems sciences, fearlessly deconstructs prevailing institutions of power; showcases solutions and change initiatives people are building here and now all over the world; and provides a secure space for people at the forefront of such initiatives to share best-practice, tap into resources they would otherwise be unable to access, and innovate new projects or new ways to scale their projects.

8.1.3 Zolori

Local news organizations around the world have been decimated, as described earlier, by the twin forces of technology and platforms such as Facebook and Google. The latter is a problem of economics, one that PressCoin is solving.



The former, a problem of technology, afflicts all news organizations, but small ones in particular. The reason is similar to the reason why the Uber platform wasn't created by a taxicab company, and Zolori is a platform that helps local news organizations and local independent journalists thrive again.

A unique blend of local news, events, civic organizations, and businesses, Zolori is an end-to-end SaaS platform that brings together audiences and local news bureaus.

8.1.4 Mojonomy

Mojonomy is building a global platform for citizen mobile journalists, allowing for both verified, on the ground reporting of events of all kinds, but also a way for quality journalism and content to surface up and for the citizens to get paid.

mojonomy

Citizen Journalists Unlimited.

Engaged citizens and citizen journalists are the last mile of an Independent Press, and Mojonomy weaves this fabric over a technology and financial layer.

8.1.5 ChickenSoup.News

ChickenSoup.News (CSN) is a new media platform focused on positive change around the world. Less than ten percent of the world's population believes that things are improving around the world and in their lives.

ChickenSoup
NEWS

Current forms of media have a lot to do with this point of view. The present system of journalism tends to gravitate obsessively to the bad news, without drawing much attention to prospects for positive change and action. The CSN media platform addresses this deficit by exploring real stories of human progress and positivity, and unpacking the choices, systems and breakthroughs that drive them forward. Real progress is being made all around us, every day, in every part of the world.

CSN brings these stories, and the communities in which they are embedded in their various roles and forms, to an advanced platform for the global populace to engage in.

Together these platforms function as an integrated ecosystem of media, journalism, intelligence services and tools, each with their own overlapping and sustainable revenue streams.

8.2. Revenue Streams of the PressCoin ecosystem

8.2.1 Product Platforms as SaaS - Monthly Recurring Fees

Several SaaS revenue streams exist within the initial set of launch platforms. These include, but are not limited to

- NextElection: Elections Portal Microsite for News Websites (national or other)
- InsurgeIntel: Investigative-Reporting Platform for Independent Journalists
- Zolori: Local news product platform for Local News Organizations
- Mojonomy: external-contributors, stringers workflow/management platform
- Repoll_me: white-label polling SaaS

8.2.2 Advertising: Data-driven Engagement Units, Commerce Units

Taking traditional display ad units much further, these digital ad-units bring data and interactivity to these engagements.

- Poll-driven units
- Branded score-cards
- Branded data-viewers
- Buy-Buttons from across vendors
- Branded Storyboard
- Follow Me Video
- Video Polls

8.2.3 Premium Content

There are several areas where readers will be able to support paid journalism, including but not limited to:

- InsurgeIntel, Zolori: Premium Reader Subscriptions for top 5% of content
- InsurgeIntel, Zolori: Per-Article Purchases

8.2.4 Crowdfunding

People-funded models are increasingly a way to engage a smaller, more passionate group of engaged followers or co-creators. In this vein, the notion of powering distributed sources of donations will be baked into the platform, and donations can be made straight from the wallet, in any currency, fiat or crypto.

- InsurgeIntel, Zolori, Mojonomy: a small percentage of crowdsourced funds for investigative journalism projects
- NextElection: a small percentage of campaign donations

8.2.5 Content Boost

Not only is it important to make it easy to create and platformize quality content, but various community members will be able to pay to boost their content so that more interested parties can access it via their feeds, inboxes, push-notifications, and through all the other channels where users engage with features and content.

- NextElection, Zolori: Similar to Facebook “boost post” - allows anyone to promote their content

8.2.6 Commerce

When engaged communities come together around a rich set of features that let them co-create value for each other, this can often be monetized in ways beyond just direct platform engagement. Common interests and groups can be a vital market for related physical goods, ranging from consumer items such as books, to lifestyle items, as well as services and events. All platforms enable their user bases with a built-in wallet that facilitates easy transactions, across the platform features, as well as 3rd party businesses selling on the platforms.

In all cases, the platforms will enable this frictionless commerce in exchange for a small affiliate fee:

- InsurgeIntel: direct sales of books, webinars, etc., small percentage as affiliate fee
- Zolori: direct sales of local business products, services, events, etc. small percentage as affiliate fee

8.2.7 Events

Publishers of all stripes have realized the power of communities, and are engaging with them offline as well. A series of platform events will power this offline engagement, with all the concomitant opportunities across sponsorships, commerce, and partnerships.

- InsurgeIntel: Quarterly / Semi / Annual InsurgeMeets
- NextElection: local elections' group events, campaign events
- Mojonomy: local citizen reporter groups, training, security seminars, etc.

8.2.8 Data Services

Data is the new oil, and in the new world, all platforms will need to be built on top of a strong big-data foundation. The PressCoin infrastructure that cuts across all of the platforms includes just such services for deep analytics and data capture. Unlike platforms like Google and Facebook, however, the value derived from this data will not be monopolized and extracted centrally, but distributed for the benefit of all participants in PressCoin. Insights and predictive models built from this data will generate significant revenue:

- InsurgeIntel: Data panels
- NextElection: Data panels, Polls, Issues, Sentiments
- CivicRadar: real-time monitoring and alerting of significant events

8.2.9 Syndication/Wires

Content created by the community, as well as that produced by professional journalist teams and partner news organizations will be a rich source of revenue, by providing the highest quality quartile of this via wire and syndication feeds.

- InsurgeIntel: Content syndication feeds
- NextElection: Content syndication feeds, top curated video feeds
- Zolori: Content syndication feeds, top curated video feeds
- Mojonomy: Content syndication feeds, top video feeds

8.2.10 TV Packages

The last mile in many countries is still television. Even in developed countries, TV remains a staple for large sections of society. The nature of all PressCoin platforms have a strong video-first element to them, allowing for the top content to be edited into TV packages that can be carried by local television channels. Further, the community driven aspect, as well as virtual workflow tools allow these program segments to be in multiple languages, as supported by the various local communities.

- NextElection: TV packages - 22 min curated/produced programming
- NextElection: TV packages - Local/Vernacular language produced/curated programming

8.2.11 Polling

Polling and focus groups are a fundamental way to gauge the sentiment or opinion around various issues. The polling engine that powers this important engagement feature set is monetizable in multiple ways. These are a few:

- NextElection: Exit polls, Mock polls
- InsurgeIntel: Focus groups, market research

8.2.12 Native Advertising

Depending on the specific platform, native advertising can be taken far deeper into the formats of the various conversations. For instance:

- NextElection, Zolori: Sponsored: Appear on a Show - panel discussions, Ask-Me-Anything
- NextElection, Zolori: Direct brand sponsorships

8.2.13 PressCoin Co-creation Partnerships

The PressCoin expertise across the various platforms can be leveraged outside the ecosystem as well, by helping other organizations and partners implement PressCoin within their worlds. Some such revenue generating activities include:

- News and Journalism Monetization Strategy
- Technology Platform Partnerships
- Newsrooms subscriptions and monetization

8.2.14 PressCoin Financial Services

Given that PressCoin is a currency, the financial services opportunities in a vibrant economy are significant. These are a few areas for revenue-generation:

- Yield management of return on spreads and floats
- Data-driven credit within the PressCoin economy

PressCoin Ventures

The beauty of PressCoin is that it is extensible. The platforms we describe are ones that are already under construction, but the open nature of the architecture enables new organizations to plug in and become part of the ecosystem. To enable this, part of the proceeds from the fundraise, and revenue generated from the platforms, will fund a pool of capital that will invest in such new ventures.

PressCoin Accelerator

This internal innovation and strategy arm will operate an accelerator model to funnel some of this capital into startups around the world. It will cover broadly two types of investments: virtual newsrooms around the globe, and technology teams that add or enhance the PressCoin economy or improve the efficiency of the news/journalism industry.

Because PressCoin data itself will be used to guide the operations of each startup, PressCoin Ventures will easily support each startup to great success, as it is no longer done blind to operational data. All operational data is now available to the startup management teams as well as to the PressCoin Ventures leadership team, to work together to ensure success.

Accelerator Partnerships

The PressCoin Accelerator will partner with other startup accelerator programs around the world to ensure a wide spectrum of society is covered, and is able to take advantage of the financial and technology benefits of PressCoin.



9 Appendix 2: Technical Considerations

9.1 Blockchain

The PressCoin platform harnesses the power of the Ethereum blockchain to create, manage and direct the NEWS tokens in the platform. The platform runs on Ethereum based smart-contracts integrated with a banking and financial services platform which provides liquidity in 170+ fiat currencies around 60+ countries.

This enables seamless transactions which are on the publicly visible ledger. The platform contract holds the deposit wallets' logic based on Asset Proxies. Each Asset Proxy is an ERC20-compatible contract and implements an interface between the depository Platform Wallet with income, and external addresses such as exchanges or ETH wallets.

Further, the plan is to utilize various blockchain-based technologies as they mature and add value to the ecosystem. Examples of what we are exploring are Storj for multimedia uploads and BigchainDB for data storage, among others.

9.2 Algorithms

Given that revenue share will be computed based on collected interaction and performance metrics, auditability of this data is critical.

Equally important is that algorithm changes are accounted for, as the algorithms themselves will evolve – and any algorithm changes will be tagged with the data collected as well, in order to ensure auditability.

9.3 Technological Advantages

9.3.1 The Cointype Advantage

PressCoin is integrated with a breakthrough banking and financial services platform known as Cointype. PressCoin's main area of operations directly addresses the public sphere, such as the arena of politicians, news organizations, civil society, the various services and brands we know and use, and the various platforms in existence today including Facebook, Twitter and so on.

Cointype represents a new blockchain infrastructure addressing the financial flows behind the public sphere.

In order to be truly decentralized and fundamentally independent, one has to go deeper into underlying financial structures. The Cointype platform offers a suite of banking and financial services which disrupts the way banking, payments, and financial transactions are conducted..

Cointype technology integrates a Swiss bank account with a digital wallet for both fiat and crypto currencies, with complete merchant banking support on the payments side. It supports over 170 fiat currencies and all existing cryptocurrencies in use today via a sophisticated, ultra-low-latency real-time exchange.

This essentially means all the banking/wallet technology and the actual exchange of money on the PressCoin system will be handled via Cointype, our state of the art technology partner. Together, this unique PressCoin-Cointype integration will be able to withstand any external pressure - financial or political.

9.3.2 The Quintype Advantage

Quintype is a company based in California known for its award-winning modern media and publishing technology cloud system, offering a comprehensive suite of digital services for publishers. Quintype's founders and developers are core members of PressCoin's technology team, and bring with them decades of deep expertise in facilitating monetization within new media, news and journalism organizations. The clear realization is that a purely advertising driven revenue model has been thoroughly shaken up by the new audience-control platforms of the Internet, such as Facebook and Google.

The PressCoin founding team therefore also brings with them the components needed to build viable, sustainable revenue streams for modern media operations. From a technology point of view, the developer platform offers a seamlessly integrated set of microservices including:

9.3.2.1 Content Creation and Distribution

- A modern CMS that can also function entirely in headless mode, allowing for a pure content-as-a-service layer
- Content transforms for all the social and other platform channels - compatible with Facebook (including Instant Articles), Twitter, Snapchat, LinkedIn, Google (including Google AMP) etc.
- Syndication Engine - lets content feeds and complex feed transforms occur In and Out of the Content Platform
- Smart collections - rules based collections of content and interactive types, allowing nested collections and API access, allowing complex logic to be captured easily and without coding

9.3.3.2 Monetization and Revenue

- Subscriptions 2.0 - advanced premium content monetization manager - including subscriptions and micropayments-based paid content
- Media Monetization - Data-driven Ad Units, Native 2.0 Engagement Units, Branded Poll and In-Conversation Digital Experiences
- Payment gateway and wallet

9.3.3.3 Engagement and User-Generated-Content

- Push-notifications - across all devices and platforms, driven by intelligent and integrated tools
- Email newsletters and triggers - abstractions to run integrated and personalized newsletters and trigger emails
- Polling 2.0 - built in polling engine to allow bi-directional conversations with omni-channel audiences, real-time data-driven
- Conversations 2.0 - advanced conversational and engagement platform, deeply integrated to allow real-time interactivity in an omni-channel manner

9.3.2.4 Personalization & AI

- Personalization Service - automatically learns and provides engaging content per user, depending on their preferences, AI, and clustering algorithms. Also supports editorial heuristics to be encoded into the content
- Smart chatbots - deliver smart content audiences across chatbots

9.3.2.5 Commerce

- Built-in integrations into Shopify and APIs for others
- Payment APIs simplify all payment-related functionality into a single API

9.3.2.6 Big Data and Data Integration

- A CDP layer - Customer Data Platform layer to allow real-time structured data CRUD operations from all digital channels, as well as managing complex entity-to-entity relationships in User-Generated-Data.
- Shrubbery - a real-time micro-service for capturing analytics events - both standard and custom events - to enable data-capture of all operational metrics for funnel optimization
- Integration Layer and Enterprise Bus - allowing all digital experiences and services to be connected to the same Intelligence Backbone
- Support for mobile Apps (iOS and Android)
- Support for, and sample code, for Java, Python, Ruby, PHP, Node - new teams can integrated PressCoin into the ecosystem easily

9.3.2.7 API access

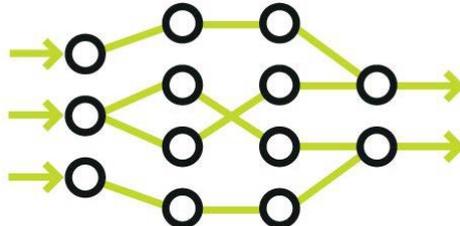
- All functionality available through headless means - programmatically - via secure APIs

9.3.2.8 Infrastructure, Security, Scaling

- 24x7 infrastructure monitoring and support
- Entirely hosted on AWS, highly scalable and low-latency, globally distributed cloud.
- 99.99% up-time
- Distributed CDNs and caches
- Automatic backups, security audits, DDoS protection

9.3.3 The Power of Abstraction and Microservices

The underlying technology platform was built to house all modern media company needs under a single, seamlessly integrated platform (refer 8.1, Platform Companies of the PressCoin Ecosystem). These micro-services are built out like a set of Lego blocks, which can be combined programmatically in exponentially large numbers of combinations. Each component, though engineered as an independent unit, is collectively combinable like a swiss army knife, allowing for a lean operation that can innovate digital experiences for community members without them having to be thought of in advance.



MICROSERVICES

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This is the power of abstraction. And because they are behind these API abstractions that are all seamlessly compatible with each other, applications built on top of the Quintype Developer Cloud are able to compound the benefits of each of these microservices.

9.3.4 PressCoin Protocols, and Second Order Abstractions

The advantage of building on top of a well architected set of services such as the underlying Developer Cloud is that the products by themselves also lend themselves very well to a similar architecture.

These second-order services and APIs are then available as equally smart first-class citizens of the Quintype API world, and all are compatible with the PressCoin Protocols.