

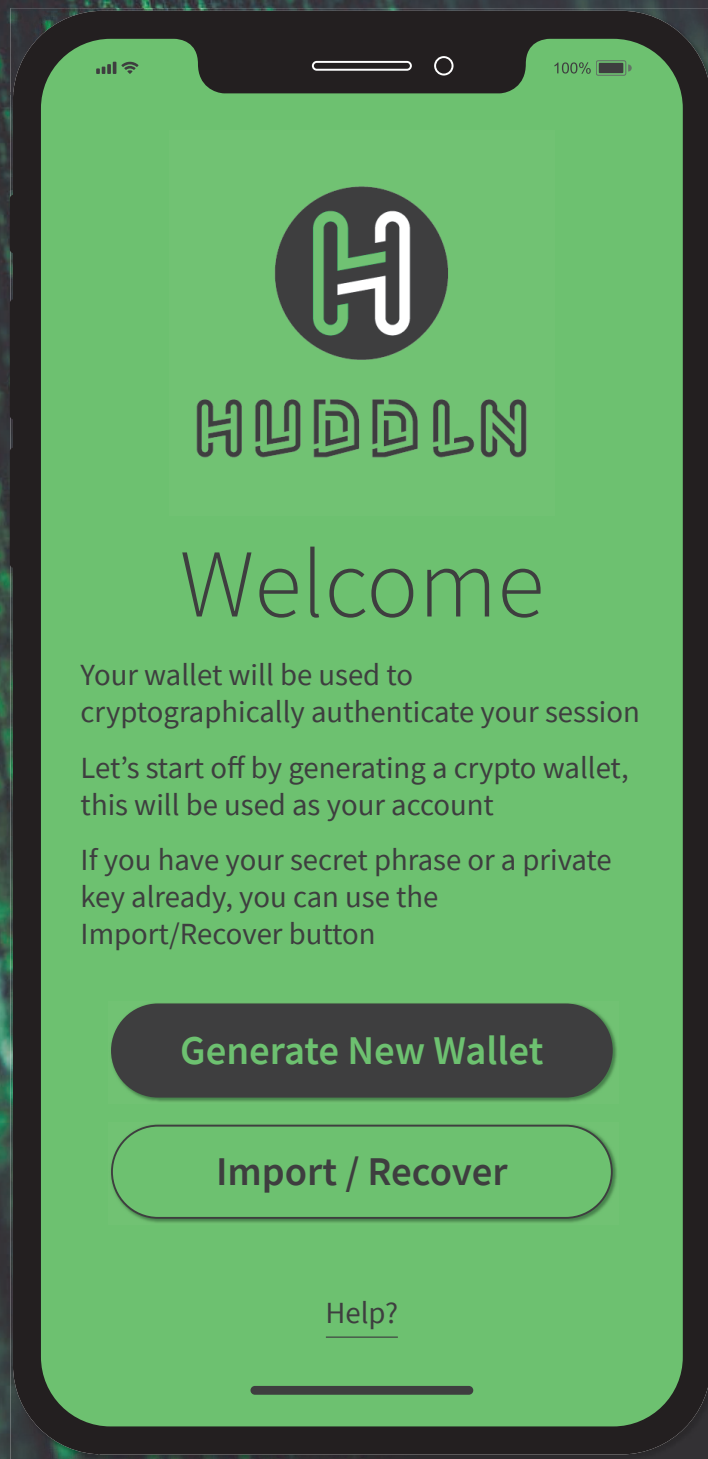


HUDDLN

**A NEW
SOCIAL
ECONOMY**

January
2020





HUDDLN

Welcome

Your wallet will be used to
cryptographically authenticate your session

Let's start off by generating a crypto wallet,
this will be used as your account

If you have your secret phrase or a private
key already, you can use the
Import/Recover button

Generate New Wallet

Import / Recover

[Help?](#)

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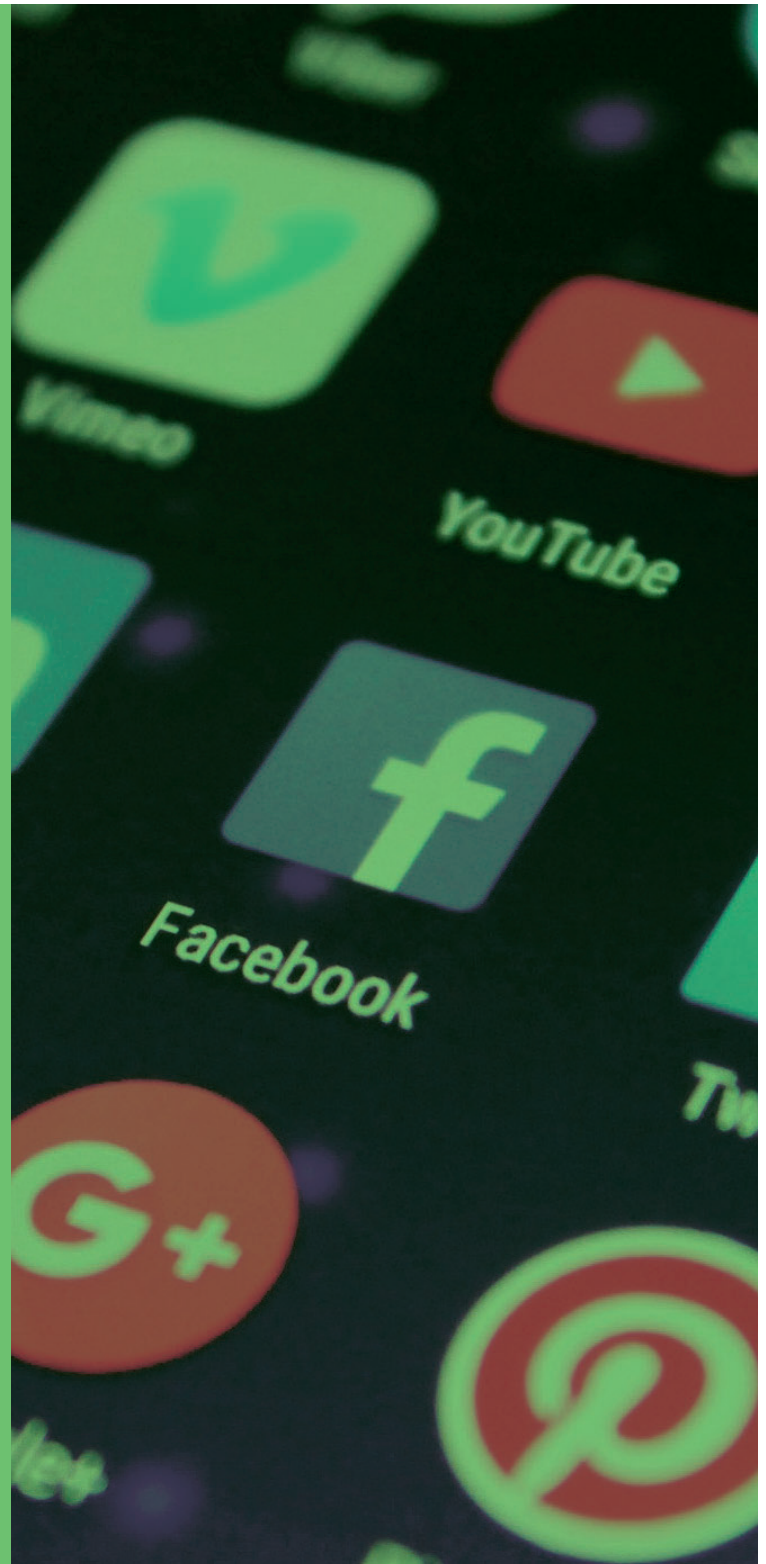
What is Huddln?

Huddln is a protocol enabling users to monetize, coordinate and fund social activities.

In a world where social media conglomerates like Facebook, Instagram and Google thrive off the sale of personal data, Huddln democratizes the power back into the hands of the users. By leveraging pooled funding and data ownership, Huddln provides any individual with a mechanism to earn additional revenue from the content they share on a daily basis.

We aim to create a suite of tools to allow creators to organize social activities through the use of autonomous smart contracts - directly incorporating an immutable state of truth while lowering coordination costs associated community funding.

Our mission is to give users control over their content to unlock true sovereignty when it comes to sharing life's most memorable experiences.



The Problems With Social Media Today

Let's face it, the internet as we know it today is broken. While the average person may not know what's going on behind the scenes, we're quickly beginning to recognize most social platforms are using us to their advantage. In particular, most platforms today suffer from:

MISALIGNED INCENTIVES



While social media platforms have become a great way for us to interact with our peers, there lacks a reliable way to incentivize content creation outside of starting a personal brand. Sponsorship opportunities are often limited to those with major followings - an incredibly small percentage of social users at large.

It's clear that everyone would like to earn some upside on the growth of their accounts, and current media platforms do very little to align their core incentives with the creators themselves. As a result, many have come to view social media as a toxic activity with little benefit for the time invested.

LACK OF MONETIZATION



In the rare case that incentives are aligned, the large majority of social channels lack any means for users to monetize their content. There are sites like Reddit which encourage upvoting, and others like Twitter which allow third-party tipping.

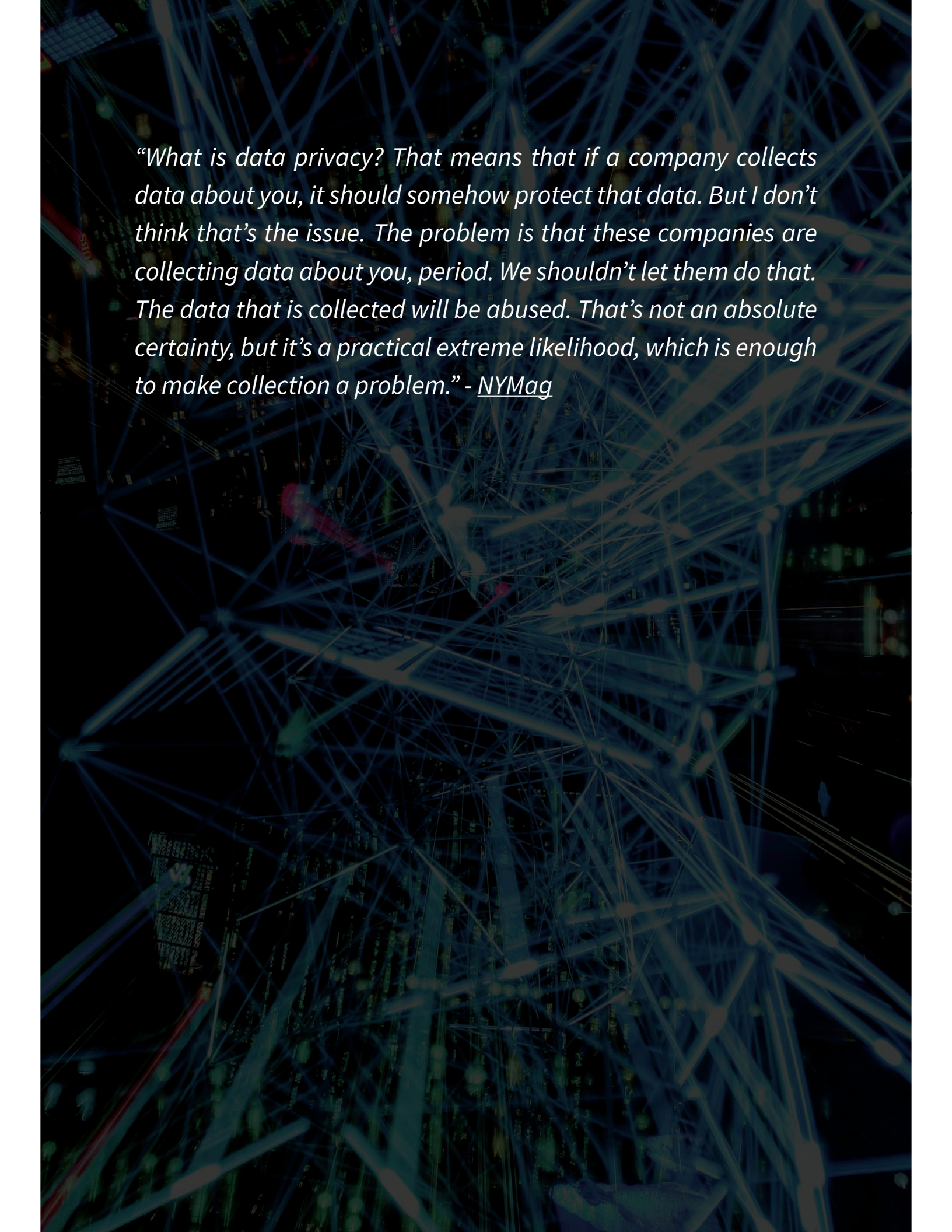
However, there lacks a standardized platform for users to earn passive income on each and every post they make, without having to spend exorbitant market budgets for it to be seen.

DATA PRIVACY ISSUES



Perhaps the biggest problems with many social platforms is the lack of control users have over their own data. Companies like Facebook and Instagram are able to aggregate user data and sell it to the highest bidder, while users doesn't see a penny.

In situations where data aggregation is shared with the users, we often see the platform issuer keeping the lion's share of the revenue and leaving scraps for the creators themselves.

The background of the image is a dark, almost black, field filled with a dense, intricate web of thin, glowing blue lines. These lines represent connections or data paths, crisscrossing the entire frame. At various points where these lines intersect or terminate, there are small, bright nodes or dots in shades of blue, green, and yellow. The overall effect is one of a vast, interconnected digital or neural network, possibly representing data flow, social media connections, or a complex system architecture. The lighting is subtle, with the blue lines providing the primary source of illumination against the dark background.

“What is data privacy? That means that if a company collects data about you, it should somehow protect that data. But I don’t think that’s the issue. The problem is that these companies are collecting data about you, period. We shouldn’t let them do that. The data that is collected will be abused. That’s not an absolute certainty, but it’s a practical extreme likelihood, which is enough to make collection a problem.” - NYMag

Introducing Huddln

When it comes to providing social self-sovereignty, we created Huddln - a platform providing creators with a framework to curate high quality content. The platform was designed with the end-user in mind, meaning that creators own their own data while taking control of what content should or should not be censored on the platform.

We strive to provide tools to easily coordinate funding from individual posts to group huddles and community events. In short, Huddln aims to be the go-to solution for those looking to easily organize and distribute funds from a pool of peers in an autonomous, distributed fashion.

All users determine if they want to monetize their posts or sell data to third-parties. We act merely as a service provider, rather than a dictator of social preferences. With Huddln, users can unlock:

Content Markets



Content creators can enable shared tips on any given post. These are tips which are shared pro-rata relative to any capital contribution from other users. In practice, we expect viral content to be a primary revenue driver of the biggest content markets.

With this in mind, we've developed a suite of smart contracts to incentivize the curation of high quality content. By providing functionality for users to share in the upside of viral content, content creators can directly monetize posts and events that garner attention from a large audience.

Data Ownership



Huddln users retain 100% of their data. Any brands or advertisers that wish to leverage personal data must receive consent from the user themselves, with special rewards and incentives for those who contribute data for better ad targeting.

Huddln Features

At inception, Huddln's MVP will focus on a few core features integral to the product experience. These features include:

Content Incentives: All content creators will have the ability to monetize across unique posts and events. We've illustrated a flow of how this works below.

Value will be aggregated in Ether (ETH) while amounts are displayed in USD. We ultimately strive to make our user experience as intuitive as possible as to limit the need to calculate the relative value of Ether at any point in time.

Beyond content incentives, Huddln plans to integrate features including but not limited to:

Huddles: Huddles are a mechanism to coordinate funding across a group of peers for a specific event. Whether it's something casual like a flag football game to something more serious like a business conference, Huddln's use of smart contracts will allow funding to be collected and distributed in an autonomous fashion relative to the consensus of the group as a whole.

Huddles effectively serve as a deposit system. If you don't show up to the event, your deposit gets redistributed to the rest of the group who did attend.

Encrypted Messaging: Huddln aims to incorporate encrypted messaging as to provide our users with peace of mind that their messages are always protected and will never have the potential to be leaked to a third party. With this in mind, we hope to encourage our users to always speak freely about their opinions knowing their private messages will not be censored.

Distributed Storage: Huddln will continue to explore distributed providers such as IPFS for the storage of all content uploaded to the platform. We ultimately strive to maintain a decentralized ethos and believe a gradual shift to a distributed storage system builds a strong foundation for removing trust from the issuing entity as we continue to grow.

As it stands in our beta, public addresses are the only thing being stored by Huddln. All wallet generation happens locally, meaning that Huddln does not have access to any users private keys or seed phrases.

How Does It Work?

Huddln leverages Ethereum to provide a distributed framework for content monetization. At inception, Huddln will provide an MVP which offers users a glimpse into the full product by making small tradeoffs on decentralization in favor of efficiency.

Glossary

- **Post Parameters** - Specific aspects of a post governed by the creator. “Open” or “closed” representing if a post should be monetizable
- **Staking Distribution** - How shared tips should be split among all vested parties on a given post .
- **Staking Period** - The time in which users can contribute capital for a claim on shared tips
- **Shared Tipping Period** - The time in which users share tips that are contributed to a post
- **Payouts** - The transfer of shared tips from a post’s smart contract to a given party relative to their pro-rata claim of the Staking Distribution

Let’s take a look at a typical creator flow:



When posting, creators must unlock the ability for shared tipping by signing a series of transactions. Once unlocked (marking a post “open”), creators have the ability to split post revenue through shared tips. In our MVP, all posts will be “open” by default.

In order for a shared tips to be claimed by the creator, they must “close” the post. When a creator closes a post, funds are automatically withdrawn from the smart contract back to creator and stakers wallets pro-rata relative to the Staking Distribution. Please note that posts may be automatically closed when the Tipping Period expires and stakers may withdraw their pro-rata share of tips prior to a creator closing a post.

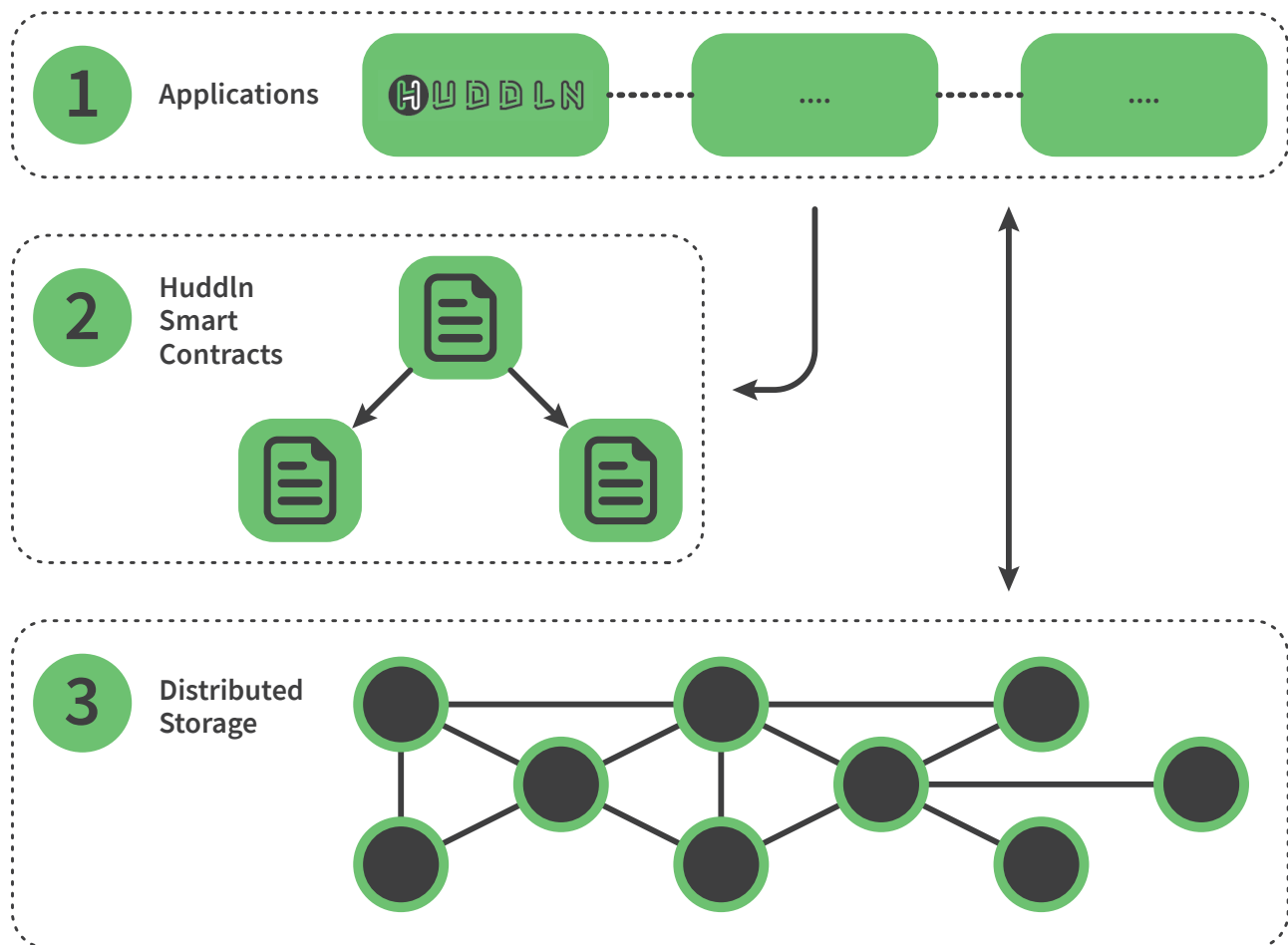
Closed posts are never removed from a creators profile, it simply marks that shared tipping is now disabled. Following the shared tipping period, users may still tip directly to the post owner. In practice, this means the shared tipping aspect will have a finite life while direct tipping will always be available.

In the future, we plan to integrate functionality for shared tipping to be “always on” while payouts are distributed in real time. Seeing as users who stake to a post automatically repost it to their profile, we’re aiming to maximize exposure by encouraging creators to enable shared tipping so that their content is viewed by all of their staker’s networks.

Huddln ultimately aims to allow users to determine their own staking parameters for every unique post. We plan to offer a “default” distribution with the ability for customization on a case by case basis. We imagine that those who provide stakers with a large portion of shared tips will likely see the most traction.

Huddln Protocol

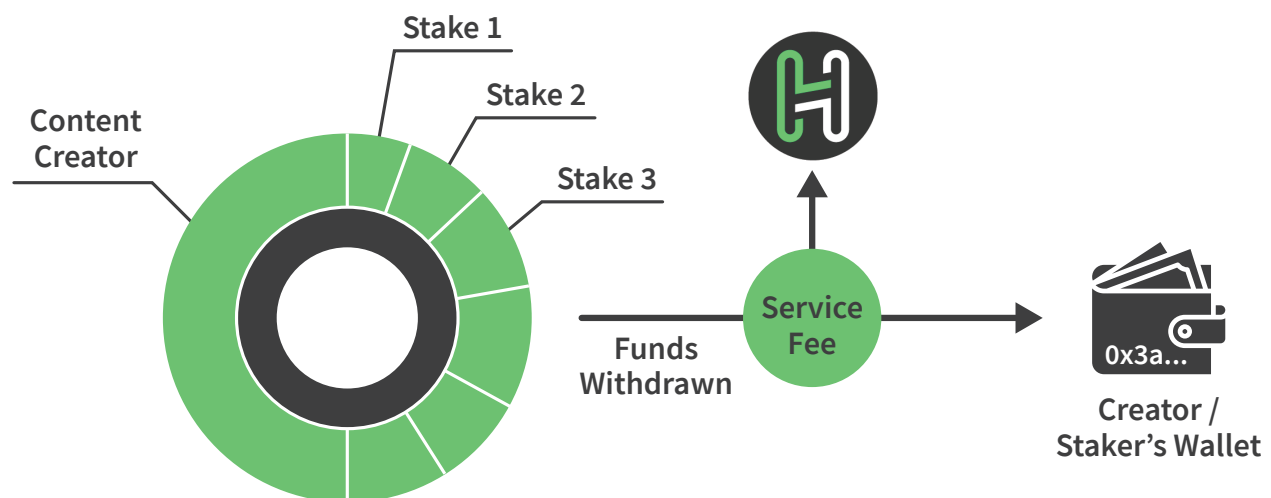
At its core, Huddln is designed as a protocol standard for anyone wishing to leverage distributed, incentive enabled content creation. While the Huddln MVP will serve as the first application built with our contracts and storage system, we ultimately envision a future in which anyone can utilize our code to launch permissionless content curation.



Business Model

As users earn payouts, Huddln will take a flat percentage on all capital claims (initially denominated in Ether or Dai). By taking a flat percentage of tips in a liquid asset, Huddln establishes a moderate revenue stream without having to worry about launching a native token to keep our operations afloat.

While content creators will be able to adjust their share of tips relative to other stakers, Huddln's percentage will be fixed and charged when tips are withdrawn by any party from a post to their native wallet.



While the breakdown is likely to change over time, our default staking distribution is split evenly between creators and stakers. (50/50).

Outside of the future sale of equity or native tokens, Huddln may choose to enable creator content promotion (i.e. sponsored posts) and self-sovereign data monetization.

With both of these potential options, we'd like to emphasize that the majority of all revenues generated will be directed to the users and content creators while Huddln takes a small cut for coordination efforts.

Ultimately, we want to prioritize the proliferation of web 3 and open-source software and the business models that come with it rather than the same motives as our profit-driven incumbents.

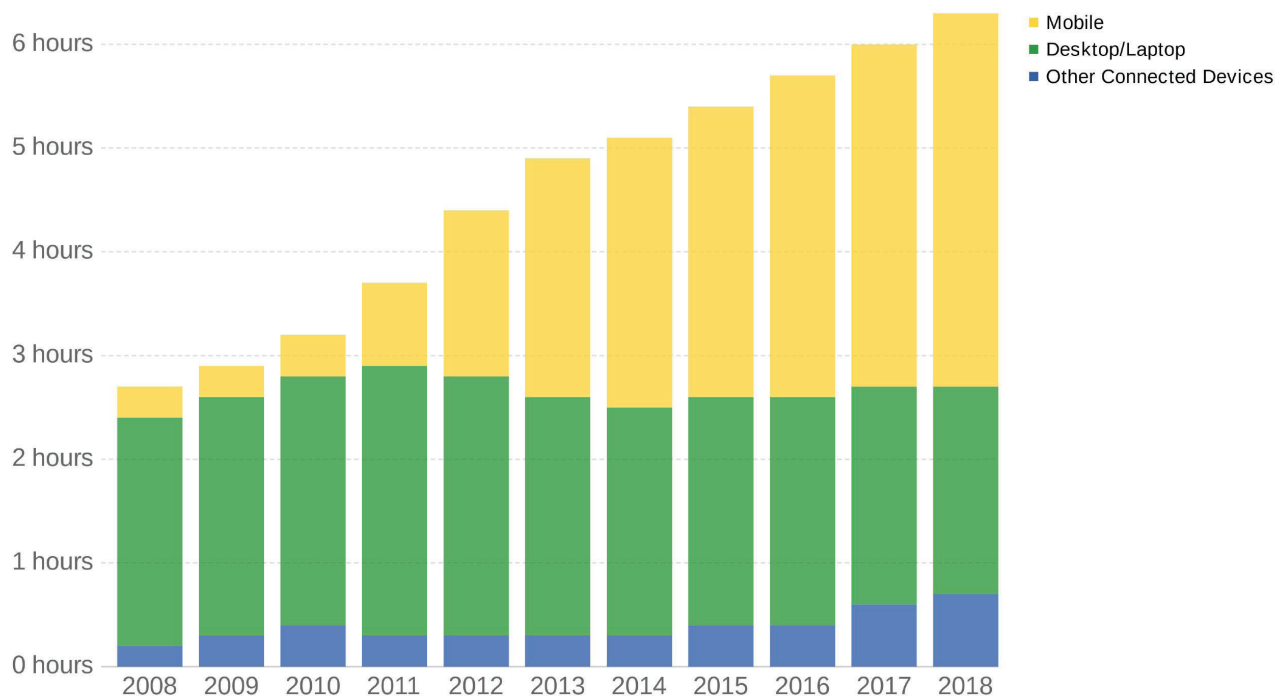
Market Opportunity

In the past decade, the social media industry has seen unprecedented growth across the board. Hundreds of millions of Americans have embraced social platforms such as Twitter, Facebook, and LinkedIn. Consumer spend hours per day fixated on those content platforms. Since 2018, the industry has surged at an annual rate of 36% to over \$34 billion.¹

In the US alone, adults spend more than 6 hours per day on digital media, largely on smartphones and tablets.² Social media use has grown rampant as the percentage of US adults using social media increased from 5% in 2005 to 79% in 2019. On a global scale, Facebook usage has surged from 1.5% of the population in 2008 to 30% in 2018. It's become apparent that social media has embedded itself into our culture and will remain a prominent technology in the foreseeable future.

Daily hours spent with digital media, United States

Average hours per day spent engaging with digital media (e.g. digital images and videos, web pages, social media apps, etc.) The data for 'other connected devices' includes game consoles. Mobile includes smartphones & tablets. All data includes both home & work usage for people 18+.

Our World
in Data


Source: BOND Internet Trends (2019)

CC BY



As of 2017, **89%** of Facebook's revenue derived from selling user data to advertisers

With the surge in social media usage in the US and across the globe, the underlying tech companies have completely violated user privacy to an entirely new level we've never seen before. As of 2017, 89% of [Facebook's revenue](#) derived from selling user data to advertisers. Moreover, Facebook has been accused in a series of violations over the past few years regarding data privacy. The most widely known is the Facebook - Cambridge Analytica scandal where Cambridge Analytica harvested the data of millions of individual's Facebook profile without consent to push political agendas.

There's a growing distrust in social media giants as data privacy continues to persist as an issue in society. Therefore, Huddln aims to democratize the power of the social media tech giants and redistribute it to the users of the platform. By embedding the platform with self-sovereign data rights and a native monetization mechanism for content creators, Huddln is able to provide a next-generation social platform built by the users, for the users.

Competitors

While a few web 3 social platforms have launched, none have garnered any significant traction. This is largely due to the high cost of switching platforms for users and the attempt to bootstrap network effects with an obscure token economy.

With Huddln, users will be able to connect existing social accounts while being incentivized with Ether and other popular crypto assets.

With data sovereignty and privacy, seamless on-boarding, and the ability to easily monetize content without burdening users with advertisements, we believe Huddln is in the best positioned to become an industry leading social application.

| | SocialX | Steem | Kickback | 2100HQ | Huddln |
|----------------------|---------|-------|----------|--------|--------|
| Uses ETH or DAI | ✗ | ✗ | ✓ | ✓ | ✓ |
| Content Monetization | ✓ | ✓ | ✗ | ✓ | ✓ |
| Staking | ✓ | ✗ | ✗ | ✓ | ✓ |
| Event Planning | ✗ | ✗ | ✓ | ✗ | ✓ |
| Revenue-Sharing | ✓ | ✓ | ✓ | ✓ | ✓ |

Roadmap

- Security Audits
- Huddln Explainer Content (Whitepaper, Pitch Deck, Explainer Videos)
- Huddln v1 on Android
- Huddln v1 on iOS

**Q1
2020**

**Q2
2020**

- Huddln v2
- Encrypted Messaging
 - Security Fixes
 - Partnership Outreach
- Decentralized Storage Research & Design
- Product Enhancements based on user feedback

**Q3
2020**

- Huddln v2.5
 - Huddles
 - Meta Transactions
- UI/UX Design Updates

**Q4
2020**

- Huddln v3
 - IPFS Storage
 - Browser Support - 3rd party + MetaMask integration

Our Vision

We've intentionally designed a number of tools that can be leveraged by third parties to enhance the way content is curated across all use-cases. By building on Ethereum, our smart contracts become usable across a wide variety of protocols, ultimately serving as a building block for new companies to iterate off of in time.

We've created Huddln as the first front-end iteration of shared tipping, and hope that others will look to leverage our contracts and storage system in new, innovate fashions.

Looking at our company from a 10 year perspective, we hope that our smart contracts can be driving the way content is monetized around the globe. As major companies like Twitter [aim to shift](#) towards a decentralized social platform, we hope that Huddln can be in the realm of contenders for designs that make that mission a reality.

Based on the recent developments surrounding censorship, Huddln has decided to take a very user-oriented approach to content removal. We ultimately wish to have our users be responsible for what should and should not be flagged through distributed censoring. In this sense, we hope to be inviting freedom of speech while being able to account for any graphic or obscene posts that are made by malicious actors.



"Finally, new technologies have emerged to make a decentralized (media) approach more viable. Blockchain points to a series of decentralized solutions for open and durable hosting, governance, and even monetization. Much work to be done, but the fundamentals are there." - Jack Dorsey, CEO of Twitter

Reflections

Huddln has undergone a significant amount of research and iteration prior to this initial MVP release. The designs outlined in this paper are the result of over a year of experimentation leveraging everything from other blockchain capabilities to different revenue models and native token workshops.

Prior to posting this paper, Huddln underwent a full project audit with [Fitnzer Blockchain Consulting](#) to get a better look at the strengths and weaknesses of our business. The audit took us through a number of workshops to strengthen our value proposition along with testing key competitor products to identify how to differentiate ourselves in an evolving market.

In summary, the audit helped us decide not to pursue a native token upon launch and rather leverage established currencies like Ether (and possibly Dai) to lower the barriers to entry as much as possible. The audit led to the creation of our first revenue streams and a more streamlined roadmap. Combined with enhanced staking flows and a switch from Tron to Ethereum, we're feeling more confident about our product than ever.

If you are interested in reviewing the full product audit to see the evolution of Huddln, please contact josephgonzalez@huddln.com

During our beta release, we hope to utilize user feedback to further tailor the product experience to Ethereum enthusiasts. While we ultimately strive for Huddln to make its way into mainstream markets, we fully recognize that the realistic course of action is to start with enthusiasts and slowly expand the potential for less technical enthusiasts in time.

Conclusion

In the next 5-10 years, we envision web 3 tooling becoming intuitive enough to garner the intention of a mainstream audience. In the interim, we're focused on building a compelling product that can gain support from a specialized audience in the form of Ethereum users.

By providing coordination mechanisms to incentivize the curation of high quality content, we aim to gain traction through the gradual understanding of how powerful a market-driven social platform can truly be.

Our understanding and resonance with many of the core tenants of the web 3 movement have allowed us to design a solution that enables sovereignty. At the end of the day, our product is being designed to benefit our most active users.

In a world in which the users call the shots, we expect the wisdom of the crowd to provide us with valuable insights to gradually distribute all decision making to ultimately create a social platform built for users - by the users themselves.

If you or your business are interested in helping us build the next generation of content curation markets, please reach out! We'd love to hear your feedback in our journey towards building a compelling blockchain product.

Sources

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