

WHITEPAPER

 **blabberix**

everything you need,
all in one

BLABBERIX.COM

1. Brief overview of the project	4
1.1 Key features and values of the social network	4
1.1.2 Virtual bloggers	4
1.1.3 Decentralization and control over your data and content	5
1.1.4 Monetization	5
1.1.5 Personalization of recommendations and content using neural networks	5
2. Project goals	6
3. Problems to be solved	6
4. Social resources of the project	7
5. Project team	9
6. Funding and project partners	10
6.1 Project areas requiring financing and sources of their financing	10
6.1.1 Platform and infrastructure development	10
6.1.2 Marketing and promotion	10
6.1.3 Liquidity and staking	10
6.1.4 Ecosystem development and developer support	10
6.1.5 Scaling and expanding functionality	11
6.1.6 Partnerships and integrations	11
6.1.7 Safety provisions	11
6.1.8 International expansion and localization	11
6.1.9 User support and service	11
6.1.10 Charity and social initiatives	11
6.2 Areas of cooperation	12
6.2.1 Suggested resources and competencies	12
1. Access to blockchain technologies and decentralized infrastructure	12
Resources	12
Competencies	12
2. Artificial intelligence (AI) and virtual blogger technologies	12
Resources	12
Competencies	12
3. Access to a unique audience	12
Resources	12
Competencies	13
4. Marketing opportunities and branding	13
Resources	13
Competencies	13
5. Tools for monetization and tokenization	13
Resources	13

Competencies	13
6. Ensuring security and privacy	13
Resources	13
Competencies	13
7. Support in ecosystem development and technology integrations	14
Resources	14
Competencies	14
8. Financial support and affiliate programs	14
Resources	14
Competencies	14
6.2.2 Desirable resources and competencies of potential partners	14
1. Technological resources and infrastructure	14
Resources	14
Competencies	14
2. Development and integration of AI and machine learning	15
Resources	15
Competencies	15
3. Marketing and advertising support	15
Resources	15
Competencies	15
4. Access to global audiences and communities	15
Resources	15
Competencies	15
5. Financial resources and investments	15
Resources	15
Competencies	16
6. Security and cyber protection	16
Resources	16
Competencies	16
7. Financial services and tokenization providers	16
Resources	16
Competencies	16
8. Legal support and compliance	16
Resources	16
Competencies	16
9. Education and training	17
Resources	17
Competencies	17
10. Social responsibility and charity	17

Resources	17
Competencies	17
6.2.3 Partner search strategy	17
1. Analysis and selection of potential partners	17
Ranking and categorization of partners	17
Market research	17
Synergy assessment	17
2. Establishing contacts and negotiations	18
Initiating contacts	18
Negotiation	18
3. Conclusion of partnership agreements	18
Preparation of documents	18
Signing agreements	18
4. Support and development of partnerships	18
Regular interaction	18
Evaluation of results	18
Making adjustments	18
5. Expansion of the partner network	18
Expanding the partner base internationally	18
Participation in industry events	19
7. Choice and rationale of blockchain	20
7.1. Pre-selection criteria	20
7.2. Preliminary selection results	21
7.3. About the final selection	21
8. Tokenomics of the project	23
8.1. Funds and focus areas	23
8.1.1. Ecosystem Development Fund	23
8.1.2. Marketing and Partnerships Fund	23
8.1.3. Liquidity Fund	23
8.1.4. Reserve fund	24
8.1.5. Foundation for the Development of Virtual Bloggers and AI	24
8.1.6. User Incentive Fund	24
8.1.7. Team and Developer Fund	25
8.1.8. Initial Token Sale Fund (ICO/IDO)	25
8.1.9. Governance Foundation and DAO	25
8.1.10. Staking Fund	25
8.1.11. Security Fund	26
8.1.12. Charity Fund	26
9. Road map	27

1. Brief overview of the project

A social network with virtual AI bloggers that anyone can create.

Our team is creating a unique project that has no analogues not just as a working product, but even as a published idea. It will combine blockchain technologies, tokenomics, and neural networks.

Our project is a decentralized social network that allows you to create unique content (e.g. virtual bloggers and virtual influencers) using neural networks and AI technologies. It gives users control over their data and created content through blockchain technologies and enhances anonymity and transparency of interactions. Additionally, it offers each user unique monetization opportunities.

1.1 Key features and values of the social network

1. Creation and customisation of virtual bloggers (virtual influencers) tailored to your interests;
2. Decentralization;
3. Control over your data and content:
 - 3.1. The ability to monetize your activity on the platform;
 - 3.2. Personalization of recommendations and content using neural networks;
 - 3.3. A new format for search queries with AI integration and responses in a suitable custom format (text, audio, image and/or video with response).

A decentralized social network in which anyone can create virtual AI bloggers and customize their themes, style, and content delivery. The network provides personalized recommendations and AI-generated content, and offers unique monetization opportunities to each user. Furthermore, it provides users with full control over their data and created content, increasing the anonymity and transparency of interactions.

1.1.2 Virtual bloggers

Create a virtual blogger in a few clicks who:

- writes on topics that interest you;
- uses a language that is close to you;
- has an attractive appearance;

- may be of interest to other users;
- can bring you passive income;
- learns and gets better over time.

1.1.3 Decentralization and control over your data and content

Utilise the full potential of decentralized systems:

- full control over your data;
- direct access to your assets;
- anonymity;
- transparency;
- safety;
- censorship resistance.

1.1.4 Monetization

Receive rewards for every action you take:

- for viewing and reacting to content;
- for creating your own content;
- for the content that your AI blogger creates;
- for participating in competitions and surveys;
- for active participation in the life of the platform;
- for inviting friends.

1.1.5 Personalization of recommendations and content using neural networks

Manage your feed:

- choose priorities according to your values;
- adjust the ratio of content: entertaining, educational, content from the loved ones;
- completely block unwanted content using keywords or topics;
- enjoy a feed that gets more accurate and better thanks to AI technology.

2. Project goals

Project goals:

1. Create a social network with the ability to monetize content and fairly distribute rewards, regulated by the community itself.
2. Provide users with a powerful new content creation tool.
3. Provide users with full control over their data and assets, anonymity, transparency, and censorship resistance.

3. Problems to be solved

1. Modern social networks, although they do not charge their users for using the system, compensate for their expenses and generate excess profits, considering the attention of their users as a product that can be sold to advertisers, marketing companies, banks, government agencies, etc. At the same time, the users themselves, whose attention is sold to these companies, do not receive any monetary reward for this.

The **solution** to this problem, which is being implemented in the project, is:

To provide users with a tool to manage the monetization of their activity on the social network.

2. The process of creating content (writing high-quality texts, selecting and processing photographs and illustrations, editing video and overlaying audio, etc.) now takes quite a lot of time, especially when it needs to be done regularly, which is aggravated by the need to use several tools located on different platforms. This negatively affects the regularity, quality of content, or free time of users, and most often everything at once.

The **solution** to this problem, which is being implemented in the project, is:

To provide users with a new powerful tool that combines the use of neural networks to create graphic, text, video, and audio content, united by a single author's plan and allowing in a few seconds to create a post, a series of posts, or even a separate virtual blogger with automated release of content on a given topic.

3. Modern social networks use closed, opaque algorithms to produce recommended content without taking into account the interests of users and guided by their own interests. At the same time, the user is given the illusion of his influence on the issuance of recommendations.

The **solution** to this problem, which is being implemented in the project, is:

To provide users with a customizable algorithm for issuing relevant recommended content using neural networks and the possibility of its unconditional moderation.

4. A significant part of users are dissatisfied with the policy of social networks in the field of opaque and authoritarian censorship without the possibility of taking into account the opinion of the community, which is expressed in protests of users in the form of refusal to use these social networks, searching for alternative platforms with more acceptable policies.

The **solution** to this problem, which is being implemented in the project, is:

The use of more transparent censorship mechanisms that are primarily influenced by community input through voting, community selection of moderators, and decentralization.

4. Social resources of the project

There is no way to write about it yet.

X.com

Link

Active management of social networks will begin soon

Interesting facts and discussion questions on topics related to the BLABBERIX project.

Youtube.com

Link

Active management of social networks will begin soon

Video presentations and speeches from the BLABBERIX team, including reports on participation in exhibitions and conferences.

Discord.com

Link

Active management of social networks will begin soon
Discussion of current tasks and short-term plans with the audience in question-and-answer format.

LinkedIn.com

Link

Active management of social networks will begin soon
Direct interaction between the BLABBERIX team and professionals in target industries.

Reddit.com

Link

Active management of social networks will begin soon
Publication and discussion of BLABBERIX's technical solutions and issues related to the project's tokenomics.

Telegram

@Blabberix

Active management of social networks will begin soon
Our TELEGRAM channel, where we share news and events about the world's first Web3 social network.

Facebook.com

Link

Active management of social networks will begin soon
Sharing information about the BLABBERIX social network with the site's target audience and showcasing its advantages.

Medium.com

Link

Active management of social networks will begin soon
Publishing articles on the long-term goals and strategic plans of the BLABBERIX team.

5. Project team



Name: Vasili Kuzvesov

Role in the project: CEO

Competencies: Project development directions, economic model, marketing

Education: Graduated in Economics, Technical Sciences, IT Project management

Name: Georgy Shakhnazarov

Role in the project: Technical director

Competencies: Tokenomics expert, blockchain development, mathematical modeling, game theory

Education: Master of Technical Sciences, mini MBA, Blockchain Basics, Smart Contracts

Name: Alexandr Zarianov

Role in the project: Frontend developer

Competencies: Graphic design, usability

Education: Graduated in industrial design, web design

Name: Viral Sephenor

Role in the project: Backend developer

Competencies: API development, app optimization

Education: Master of Technical Sciences

6. Funding and project partners

6.1 Project areas requiring financing and sources of their financing

6.1.1 Platform and infrastructure development

This area includes the creation and development of a technical platform that will become the basis for a social network on the blockchain. Funding is needed to develop smart contracts, integrate AI-based virtual bloggers, and ensure the scalability and security of the system.

Platform development is the foundation of the project, without which it will be impossible to implement other areas. Initial investment in infrastructure is critical for the successful launch and further growth of the project. This area in the first stages (up to the MVP stage) is financed from its own funds and funds received from ICO/IDO. Further financing (expansion of functionality, etc.) will be executed through funds from round A and B investments.

6.1.2 Marketing and promotion

The funds will be used for marketing campaigns, user acquisition, promotions, and affiliate programs, including both online and offline activities to increase brand awareness and attract audiences.

Active promotion of the project is necessary for the rapid growth of the user base and the creation of a sustainable ecosystem. This area will also be financed in the initial stages (before the start of the MVP development) from our own funds since it is critical for a successful start. During the MVP development stage, funding will come from ICO/IDO proceeds, and later from investments round A and B.

6.1.3 Liquidity and staking

Financing the liquidity of tokens on exchange markets and creating funds for users to stake tokens is necessary to maintain token liquidity and motivate users to participate in the ecosystem.

Without sufficient liquidity and incentives for staking, users and investors may lose interest in the project. Liquidity will be financed through the sale of tokens, and the staking fund will be formed from a portion of the issued tokens.

6.1.4 Ecosystem development and developer support

Funding for grants, acceleration programs, hackathons, and other events to attract developers and startups to create new applications and services on the platform.

To create a sustainable and innovative ecosystem, it is necessary to actively attract new developers and partners. This area will be financed through tokens.

6.1.5 Scaling and expanding functionality

This area includes the introduction of new features such as additional tools for users and developers, integration with other blockchain platforms, and performance optimizations.

Constant improvement and expansion of functionality are necessary to maintain user interest and ensure the competitiveness of the platform. This area will also be financed through funding from round A and B investments, as well as possibly through grants.

6.1.6 Partnerships and integrations

Funding to establish and maintain strategic partnerships with other projects, blockchain platforms, AI development teams, service providers, and institutional players.

Partnerships will help accelerate the development of the ecosystem and improve the functionality of the platform through integration with other technologies and by attracting new users. This area will be financed until the release of the MVP using funds from the sale of tokens, and later from funds raised from investors in round A.

6.1.7 Safety provisions

Includes conducting security audits, developing new protective mechanisms, as well as launching bug-bounty programs to identify and eliminate vulnerabilities. Ensuring platform security is a priority that requires ongoing investment, especially after the release of the platform's MVP. Funding will be allocated mainly from funds raised from investors in round A, and also partly from issued tokens.

6.1.8 International expansion and localization

Preparing the platform for entry into international markets, including localizing interfaces, creating regional offices, and marketing campaigns in different languages.

To achieve global success, the platform must be accessible and adaptable to different markets. This area will be financed from funds raised from investors in round B.

6.1.9 User support and service

Funding for customer support, including creating training materials, hiring customer service specialists, and developing automated help systems.

High-quality user support helps to retain your audience and increase their satisfaction. This area will also be financed from funds raised from investors in round B.

6.1.10 Charity and social initiatives

Funding charity programs and social initiatives aimed at improving people's lives and solving global problems.

Participation in charitable projects and social initiatives strengthens the positive image of the platform and contributes to the formation of a loyal community. This area will be financed from funds raised from investors in the round B.

For more detailed financial information, please email: blabberix@gmail.com

6.2 Areas of cooperation

6.2.1 Suggested resources and competencies

1. Access to blockchain technologies and decentralized infrastructure

Resources

The platform provides partner projects with the opportunity to create and deploy their smart contracts, implementing almost any business logic, within its blockchain infrastructure, which ensures security, transparency, and immutability of data. This is especially useful for partners who want to use blockchain to interact with platform users in a paradigm that makes sense to them.

Competencies

Experience in developing and supporting decentralized applications (dApps), integration with blockchain networks, and smart contracts. Partners can receive assistance in building their own blockchain solutions or integrating with an existing platform.

2. Artificial intelligence (AI) and virtual blogger technologies

Resources

The platform can provide access to AI tools that enable the creation of virtual bloggers to automate content creation, personalization, and user interaction. This can be useful for partners in marketing, content marketing, and automation of customer interactions.

Competencies

Knowledge and experience in developing and applying AI algorithms, including machine learning, natural language processing (NLP), and generative models. Partners can receive guidance on implementing AI solutions to automate various business processes.

3. Access to a unique audience

Resources

A social network with blockchain functionality attracts a specific audience - crypto enthusiasts, developers, and users who value decentralization and confidentiality. Virtual bloggers and AI attract audiences interested in advanced technology and automation.

Competencies

Experience in creating and promoting content that resonates with a given audience. The platform can offer partners access to an active community of users and help with marketing campaigns aimed at attracting new customers.

4. Marketing opportunities and branding

Resources

The platform can offer advertising and marketing opportunities within the network, including the integration of brands into the content of virtual bloggers, advertising campaigns, events, competitions, and other activities aimed at increasing brand awareness of partners' projects.

Competencies

Creation and management of advertising campaigns using AI and blockchain technologies. Partners can benefit from the platform's experience in developing creative solutions to promote their products and services.

5. Tools for monetization and tokenization

Resources

Opportunities for tokenization of content and interactions on the platform. Partners can use tokenomic models to reward users, stimulate activity, and create new revenue streams through sales of tokens, NFTs, and other digital assets.

Competencies

Consulting on developing tokenomics, launching and running token sale campaigns, and creating and managing digital assets. The platform can help partners monetize their products and services through blockchain technology.

6. Ensuring security and privacy

Resources

The platform provides a high level of data security and confidentiality through the use of blockchain, encryption, and decentralized information storage. These resources may be offered to partners to help protect their data and users.

Competencies

Expertise in cybersecurity, data protection, and confidential information management. The platform can offer guidance and assistance in creating secure solutions for partners who care about the protection of their information and their users.

7. Support in ecosystem development and technology integrations

Resources

The platform provides API, SDK, and other tools for integration with external services and the expansion of the functionality of the ecosystem. Partners can connect to the ecosystem to provide their services or expand their capabilities.

Competencies

Experience in integrating various technologies and platforms, supporting and developing the ecosystem. The platform can help partners connect to the ecosystem and take advantage of all its opportunities for growth and scaling.

8. Financial support and affiliate programs

Resources

The platform can offer financial support through grants, acceleration programs, and other initiatives aimed at developing projects in the ecosystem. Partners can access resources to develop and scale their products.

Competencies

Experience in attracting funding and implementing partnership programs. The platform can offer assistance in participating in grant programs and accelerators, as well as support projects through joint investments.

6.2.2 Desirable resources and competencies of potential partners

1. Technological resources and infrastructure

Resources

Partners who specialize in providing cloud solutions, data centers, servers, and other infrastructure resources can offer support in hosting and scaling the platform. Technologies to speed up blockchain operations are also important, including optimizing performance and reducing transaction costs.

Competencies

Experience in managing large-scale IT infrastructures, optimizing blockchain solutions, and integrating new technologies (for example, new consensus algorithms or security-enhancing tools) can significantly improve the efficiency of the platform.

2. Development and integration of AI and machine learning

Resources

Partners with powerful AI tools and machine learning technologies can help improve algorithms for virtual bloggers, develop more sophisticated models, and expand the platform's AI capabilities.

Competencies

Expertise and experience in developing and implementing AI solutions, natural language processing (NLP), computer vision, and other areas of machine learning are essential. This will help improve the functionality of the platform, as well as personalize and automate interactions with users.

3. Marketing and advertising support

Resources

Partners with major advertising platforms, agencies, and access to marketing tools can help promote the social network, attract new users, and expand audience reach.

Competencies

Expertise in developing and implementing global marketing campaigns, content marketing strategies, and social media marketing (SMM). Partners can contribute ideas and tools for effective positioning of the project in the market and brand-building.

4. Access to global audiences and communities

Resources

Partners with substantial followings or users can offer access to their audience to expand the social network's user base. These could be media companies, large influencers, platforms, or even other social networks.

Competencies

Experience in creating and managing large communities, and organizing events and activities aimed at engaging audiences. Partners can assist with active audience participation in the life of the platform and creating an active community.

5. Financial resources and investments

Resources

Venture partners, investors, or crypto funds can offer financing to scale the project, implement new functions, and accelerate the growth of the platform.

Competencies

Experience in attracting and managing finances, consulting on tokenomics development, strategic planning, and launching new products. Partners can offer not only financing, but also assistance in attracting other strategic partners and creating a sustainable economic model.

6. Security and cyber protection

Resources

Partners with advanced cybersecurity technologies and solutions can offer tools and platforms to protect data and prevent threats. This includes data encryption, access control, and security monitoring.

Competencies

Expertise in conducting security audits, identifying vulnerabilities, and developing measures to eliminate them. Partners can help ensure a high level of security on the platform, which is especially important when working with blockchain and confidential user data.

7. Financial services and tokenization providers

Resources

Partners providing financial solutions such as liquidity provision, smart contract development, and management can help improve the platform's financial infrastructure.

Competencies

Experience in managing financial transactions on the blockchain, as well as launching and supporting DeFi products. Partners can offer advice and support in the areas of tokenization and digital asset management.

8. Legal support and compliance

Resources

Partners with legal expertise can offer support in regulatory compliance, data protection, intellectual property, and platform due diligence.

Competencies

Legal expertise in matters of regulation of blockchain, cryptocurrencies, and working with user data. Partners can help the project stay within the legal framework, minimize legal risks and effectively interact with regulators.

9. Education and training

Resources

Partners providing educational programs and training sessions can help educate users and developers on how to work with the platform, blockchain, and AI.

Competencies

Development of educational materials, conducting courses and seminars on blockchain, AI, and development based on new technologies. Partners can increase the level of knowledge and competencies of users and developers, which will help the project develop and attract new talent.

10. Social responsibility and charity

Resources

Partners involved in charity and social projects can help implement initiatives that support social and environmental programs.

Competencies

Experience in organizing and conducting charity events, managing social initiatives, and sustainable development programs. Partners can make a significant contribution to increasing the social responsibility of the project and strengthening its reputation.

6.2.3 Partner search strategy

Partnerships with various organizations and projects will not only accelerate the growth of the platform, but also expand its functionality, improve user experience, and attract new audiences.

To identify and secure promising partners, the following actions are planned.

1. Analysis and selection of potential partners

Ranking and categorization of partners

Market research

Conducting detailed market analysis to identify the most suitable companies and projects for partnership. Various sources of information are utilised, such as reports, ratings, media publications, and industry research.

Synergy assessment

Evaluating the alignment of potential partners with the goals and priorities of the project. The reputation of potential partners, previous collaboration experience, technical and financial capabilities, as well as the potential for synergy between projects are thoroughly analyzed.

2. Establishing contacts and negotiations

Initiating contacts

Actively interact with potential partners through participation in industry events, face-to-face meetings, submission of partnership proposals, and active use of networking opportunities.

Negotiation

Offering various partnership models and developing a long-term collaboration strategy.

3. Conclusion of partnership agreements

Preparation of documents

Documenting the agreed terms of cooperation in the form of legal documents such as memorandums of understanding (MOU), confidentiality agreements (NDAs), and contracts.

Signing agreements

The agreements clearly specify the rights and obligations of each party, implementation deadlines, and financing conditions.

4. Support and development of partnerships

Regular interaction

Partnerships require constant attention and nurturing. To strengthen ties and ensure long-term cooperation, regular meetings, status updates, and joint initiatives are planned.

Evaluation of results

It is important to periodically evaluate the results of the partnership to ensure that it is meeting expectations and delivering the desired results.

Making adjustments

If the evaluation of results reveals deviations from expected results and/or ways to improve the effectiveness of the partnership, then adjustments are made to the interaction strategy.

5. Expansion of the partner network

Expanding the partner base internationally

As the platform grows, it is necessary to seek new partners not only locally, but also at the international level. This will expand the capabilities and audience of the platform, as well as increase the competitiveness of the platform.

Participation in industry events

Participation in industry exhibitions, conferences, hackathons, and forums is an effective way to find new potential partners and strengthen the project's position in the market.

7. Choice and rationale of blockchain

7.1. Pre-selection criteria

To make an informed choice of the most suitable blockchain, the following criteria were used at the preliminary selection stage.

Transaction costs

Given that the platform involves recording not only data about user posts but also metadata in the blockchain (such as reactions, comments, views, etc.), when choosing a blockchain, one of the critical parameters is the cost of transactions. Only networks with very low transaction fees (about \$0.01 and below) passed the primary selection.

Speed and confirmation speed

On a social network, users expect instant interaction with content, including posting, liking, commenting, and reacting. High transaction speed (from 1000 TPS) and short confirmation time (within 1-2 seconds) are necessary to ensure a smooth user experience, especially with a large number of active users. Slow transactions and long confirmation times can lead to delays in updating information, which can negatively impact user engagement and overall platform performance.

Development and Testing tool support

Developing and testing new features and updates to a social network requires powerful and user-friendly tools. Support from development and testing tools simplifies the integration of new features, speeds up the development process, and improves the quality of the final product. This also reduces development costs and enables faster response to market and user requirements.

Length of blockchain history

Blockchains with a proven history of operation provide stability and reliability, which is critical for any social network seeking to gain the trust of users. Blockchain's long history of operation indicates its resistance to attacks and failures, as well as the presence of an active community and support, which reduces the risks of using this technology.

EVM compatibility

EVM (Ethereum Virtual Machine) compatibility allows you to use existing tools and libraries written in the Solidity language. This greatly simplifies the process of

developing smart contracts and integrating with other projects built on Ethereum. Thus, the platform gains access to a huge number of proven solutions and a large community of developers, which speeds up the implementation and expansion of functionality.

The opportunity to create your network

The ability to establish your own network based on the selected blockchain provides control over the network and its parameters. This allows you to customize functionality and settings to suit your unique project requirements. This capability is important for ensuring the flexibility and scalability of the platform, as well as for introducing special functions or business logic.

Possibility of attracting nodes from third parties

Attracting nodes from third-party participants for a fee stimulates decentralization and increased network security. This creates a more resilient and trusted infrastructure because the network is maintained by multiple independent participants. Rewards for participation also help motivate users to maintain and develop the ecosystem, making it more resilient and protected from centralized attacks or manipulation.

7.2. Preliminary selection results

Based on evaluation against the above-mentioned criteria from a preliminary list of 22 networks (Ethereum, Binance Smart Chain, Cardano, Solana, Polkadot, Tezos, Avalanche, EOS, TRON, Chainlink, Stellar, Algorand, Hedera Hashgraph, NEO, Cosmos, Fantom, VeChain, Near Protocol, Polygon, Arbitrum, Optimism, IOTA) 4 networks have been shortlisted for closer consideration.

The shortlist included: Polygon (Matic Network), Avalanche, Fantom, and Optimism.

7.3. About the final selection

The following criteria were taken into account for shortlisting.

Threshold for setting up your own subnet

A low entry threshold for creating your own subnet allows the project team to launch their network with unique parameters and settings faster and at a lower cost. This is especially important at an early stage in a small project team, when you have to carefully distribute resources between several important areas.

Ease of access to mainnet liquidity

Easy access to the main network liquidity allows for smoother interactions between the subnet and the main blockchain ecosystem. This allows users of the subnet to easily transact and exchange assets, increasing the overall liquidity and usability of the platform. This access also facilitates integration with other projects and solutions within the core network, which enhances functionality and value proposition for end users.

Potential for marketing and financial support from core chain funds

Support from core network funds can significantly accelerate the development and market acceptance of a project. Marketing support helps promote the project and attract new users, while financial support can cover development, infrastructure, and scaling costs. The presence of such potential reduces financial risks for the project team and increases the chances of successful implementation and growth of the ecosystem in the long term.

Comparison of blockchains by criteria

Considering that when working in your own subnetwork, the cost of transactions can be set by the project team, this parameter was practically not taken into account in the final choice.

Based on the assessments below, the Avalanche blockchain has been selected for the project at this stage, but support from the Polygon network foundation may shift the choice in its direction.

Blockchain	Polygon	Avalanche (C-chain)	Fantom	Optimism
Gas cost for coin transfer, \$/100	~0.01	~1	~0.01	~0.003
Transaction costs	Very low	Low	Very low	Very low
Transaction speed (TPS)	65000	4500	3000	2000
Development and testing support	Very good	Very good	Fine	Fine
History of the blockchain	Big enough	Average	Average	Average
EVM compatibility	Full	Full	Full	Full
Opportunities for creating your own network				
-entry threshold	Average	Short	Average	Average
-access to liquidity	Average	Good	Average	Average
-potential for support from funds (marketing and financial)	Big	Average	Average	Average
-likelihood of receiving early support	Average	High	Low	Low

8. Tokenomics of the project

8.1. Funds and focus areas

8.1.1. Ecosystem Development Fund

The Ecosystem Development Fund is intended to stimulate the growth and expansion of the project by supporting developers and teams that contribute to the ecosystem. These funds will be used to finance new projects and initiatives aimed at integrating virtual bloggers and AI, which will help develop and strengthen the technological base of the project. Support from this fund may include grants, acceleration programs, and competitions to identify the best ideas and projects that drive innovation and add value to the platform.

Areas

- Support for new developers and teams working on projects in the ecosystem.
- Grants for projects that integrate virtual bloggers and AI.
- Funding improvements and updates to the platform.

8.1.2. Marketing and Partnerships Fund

The Marketing and Partnerships Fund plays an important role in promoting the project on the market and attracting new audiences. Resources from this fund are used to implement comprehensive marketing campaigns, including online and offline events, promotions, and loyalty programs. Partnerships with leading companies and projects help expand the platform's presence in new markets and new niches, strengthening its position in the industry.

Areas

- Marketing campaigns and events.
- Partnerships with other projects and companies.
- Incentives and bonuses for attracting new users.

8.1.3. Liquidity Fund

The Liquidity Fund ensures that sufficient funds are available to maintain and increase the liquidity of tokens on various exchanges. This is critical to the stability and credibility of the project, as users and investors expect to be able to easily buy or sell tokens at a fair market price. Resources from the fund are used to create liquidity pairs on decentralized and centralized exchanges, making tokens more accessible and attractive to investors.

Areas

- Creating and maintaining liquidity on centralized and decentralized exchanges.
- Support for token trading on key platforms.

8.1.4. Reserve fund

The reserve fund serves as a financial cushion to ensure the stability and sustainability of the project in case of unforeseen circumstances or crises. The presence of such a fund allows the project to quickly respond to market changes and other external factors, minimizing risks and maintaining the normal functioning of the platform. This creates confidence among users and investors that the project can successfully cope with any challenges.

Areas

- Financial cushion for stabilizing tokenomics.
- Reserve for emergency financing.

8.1.5. Foundation for the Development of Virtual Bloggers and AI

The Virtual Bloggers and AI Development Fund aims to support and improve artificial intelligence and virtual bloggers technologies integrated into the platform. These funds are used to fund research and development in the field of AI, allowing the platform to remain at the forefront of technological innovation and provide users with unique features and capabilities. Investments in this area help the platform improve the quality and variety of content, offering users a more personalized and interactive experience.

Areas

- Research and development in AI and machine learning.
- Integrating new technologies to improve virtual bloggers.
- Funding improvements to AI algorithms and tools.

8.1.6. User Incentive Fund

The User Incentive Fund is designed to encourage user and content-creator activity on the platform. It aims to increase audience engagement and content quality by providing rewards for active participation and the creation of valuable content. Bonuses and loyalty programs encourage users to regularly interact with the platform and share their experiences and knowledge, which contributes to the development and strengthening of the community.

Areas

- Rewards for creating high-quality content.

- Bonuses for activity and interaction with content.
- Loyalty programs for active users.

8.1.7. Team and Developer Fund

The team and developer fund provides payment for current employees and attracts new specialists necessary for the development of the project. This is critical to maintaining a high level of professionalism and competence within the team, which, in turn, contributes to the effective implementation of strategic goals and plans. Rewards and options provide incentives for key employees and help attract talented developers, designers, and marketers.

Areas

- Rewards and options for the current project team.
- Attracting new specialists and experts.

8.1.8. Initial Token Sale Fund (ICO/IDO)

The Initial Token Sale Fund is intended to finance the project through an initial coin offering (ICO/IDO). This makes it possible to attract the necessary investments to start and scale the project, ensuring the availability of tokens for a wide range of investors and users. An initial token offering helps a project raise capital to implement planned initiatives and ensure sustainable growth.

Areas

- Attracting investments through ICO or IDO.
- Ensuring availability of tokens for early investors.

8.1.9. Governance Foundation and DAO

The Governance Fund and DAO (Decentralized Autonomous Organization) support decentralized project governance by providing resources to fund proposals and votes that are submitted and approved by the community. This contributes to the creation of a transparent and democratic management system where users can actively participate in making decisions about the project and shaping its future.

Areas

- Funding proposals and votes within the DAO.
- Ensuring the operation of decentralized management mechanisms.

8.1.10. Staking Fund

The fund provides rewards in the form of additional tokens for users who actively participate in staking, keeping them on the platform and helping to increase the liquidity and reliability of the network, as well as stabilize the token price. Staking rewards motivates users to invest in the project and participate in maintaining its infrastructure, which contributes to the growth and strengthening of the ecosystem. It also helps to retain long-term investment in the project, maintaining its stability and sustainability. Rewards vary depending on the duration and volume of staking, which creates additional incentives for users.

Areas

- Rewards for users holding tokens on the platform.
- Support for the staking mechanism to ensure security and decentralization of the network.

8.1.11. Security Fund

The Security Fund is aimed at ensuring network security and conducting bug-bounty programs that help identify and eliminate vulnerabilities. Having such a fund helps the project maintain a high level of data and transaction security, which is critical to the trust of users and investors. Bug bounty programs encourage researchers and security professionals to find and fix weaknesses in the system.

Areas

- Conducting security audits and testing.
- Funding bug bounty programs to encourage finding and fixing vulnerabilities.
- Development and implementation of new security mechanisms.

8.1.12. Charity Fund

The Charity Fund is intended to support social and charitable initiatives that are associated with the project or its community. This fund helps the project contribute to society by supporting important initiatives and organizations that work for the benefit of people and the environment. Charitable programs increase the social responsibility of the project and strengthen its reputation.

Areas

- Financing of charitable projects and organizations.
- Organization and support of social initiatives related to the project.
- Participation in socially significant events and campaigns.

9. Road map

2024, Q. I - Project idea, idea verification, market and competitor analysis.

2024, Q. II - Branding, designing a logo, forming a team, and developing technical documentation for an MVP project.

2024, Q. III - Creation and the start of growing and maintaining social networks, development of project tokenomics, whitepaper, the launch of the project's token in the Avalanche network, registration of the token on the main information platforms, development of a marketing strategy, the launch of a marketing campaign, visualization of the MVP of the project, the start of the token pre-sale.

2024, Q. IV - Participation in exhibitions and conferences, expansion of the team, deployment and testing of performance, scalability, and security of the project's own subnet in the Avalanche blockchain, work on the MVP of the project, registration of a legal entity.

2025, Q. I - Connecting AI via API based on the analysis of integrated options, deploying reward smart contracts in your subnet, and launching an MVP product for the first users (alpha testing).

2025, Q. II - Load testing of smart contracts, reward balancing, beta testing of the MVP, cross-posting to other social networks.

2025, Q. III - Listing the token on decentralized exchanges, launch of staking, partnership with the AI development team, expansion of the team, and creation of a stable version of the product based on the results of beta testing.


2025, Q. IV - Launch of the public version of the project, feasibility analysis of creating proprietary AI, scaling and expanding functionality.

2026, 1st half of the year - 1 million active users, the launch of governance tokens (DAO), and the introduction of a mechanism for the decentralized distribution of advertising revenues.

2026, 2nd half of the year - The launch of the extension marketplace, 3 million active users, international expansion, and localization.

MVP

- web version with a focus on mobile layout
- activity reward system
- smart contracts that implement rewards
- creating posts using AI
- creation of virtual bloggers



**If you have any questions, you can
contact us by mail**

Blabberix@gmail.com