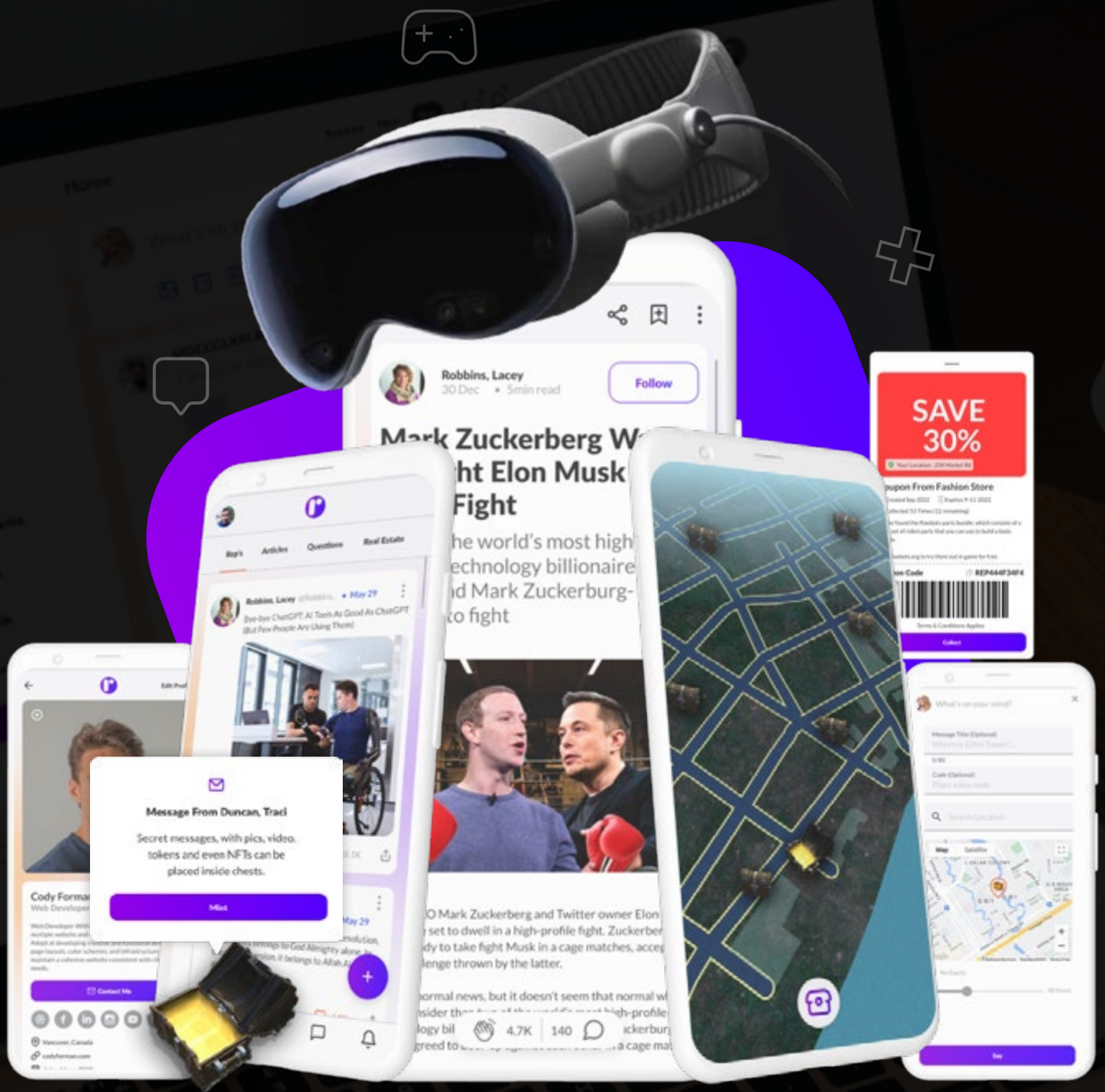# Rep

THE WORLD'S FIRST

FULLY ON-CHAIN
GAMIFIED SOCIAL NETWORK

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F O R E W O R D

It was back in 2002 when my journey in video game development began. Working with giants like Vivendi, Electronic Arts, and LucasFilm, I contributed to major titles like Simpsons Hit & Run, Hulk, and Scarface. The year 2008 presented an important crossroad in my career - choosing between Blizzard and Zynga. My choice was swayed during an interview with Eric Schiermeyer, now founder and CEO of Gala Games, and I took the Zynga path.

That choice gave me invaluable insight into gamification's impact, a lesson that would later become instrumental in my blockchain initiatives. But there was a darker side, and by 2010, I had seen enough. With a desire to contribute positively to the gaming world, I launched my own gaming company, focusing on educational games. We brought to life a game called Rawbots which was a game to help kids learn physics, programming and robotics. This venture was intense, thrilling, and exhausting, and eventually, it led me to a new arena - blockchain.

Over the years, my activist side found purpose in the world of blockchain technology. I aimed to create simple, user-friendly interfaces to bring this groundbreaking technology to the masses. The vision? Next-gen social networks. The foundation? Gamification and cooperation.

I've always been drawn to the idea of using gamification to inspire positive societal behavior, like the 'pay it forward' ethos - an idea that resonated deeply with me. This passion, combined with my commitment to usability, drew me back to collaborating with Eric Schiermeyer. He understood the importance of building interfaces so simple they could be called "stupid simple", a philosophy we adopted at Zynga.

Alongside these ventures, I've been an observer and critic of social media's monopolistic and exploitative practices. A particular turning point was when Mark Zuckerberg revealed his stark hypocrisy regarding personal data privacy. His cavalier attitude towards our rights motivated me to cut ties with Facebook, a decision I've never regretted.

As I see the ongoing war between Twitter and Threads, it is clear to me that the need for a privacy-respecting, censorship-resistant, fully on-chain social network is paramount. A platform where users truly own their data. This belief drives my work with Gala Games.

The gamified social network we're building will not only connect Gala Games, Gala film & music, and anything NFT related but also provide a seamless experience for users navigating the metaverse. We're also paving the way for NFT interoperability across games. Imagine being able to find Spider Tanks NFTs not only on Earth, but also in our game Rawbots with its billions of star systems. You could find spider tank weapons on some planets, which could also be integrated as robot parts within Rawbots.

Embarking on this journey with Gala Games is truly exhilarating. We're dedicated to ensuring that you truly own your digital experience, and we can't wait to unveil what we're putting together. Welcome to the future of social media. Welcome to Rep.

-Neil Haran
Founder and CEO, REP

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1. EXECUTIVE SUMMARY

In the hyper-connected world we live in today, social media has woven itself into the very fabric of our lives. But let's face it—today's social media, built on Web2 technologies, isn't without its flaws. From troubling data privacy concerns and heavy centralization to uneven value distribution, these challenges are growing harder to sweep under the rug.

But imagine a world where the power of social media is back in your hands. Welcome to Web3—the future of Online interaction. Leaning on the power of blockchain and decentralization, Web3 flips the script, giving you the transparency and control you've always deserved.

This is where REP comes in. Think of REP as the breath of fresh air we've all been waiting for—a place where you are the rightful owner of your data. Gone are the days of Big Tech looking over your shoulder, exploiting your data for their gain. With REP, you're back in the driver's seat, controlling who has access to your digital footprint.

But that's not all. REP stands to shatter the glass ceiling of economic limitations. Imagine being able to directly monetize your online interactions and content, without intermediaries pocketing the lion's share. Sounds revolutionary, right?

There's no denying it—the cry for enhanced data privacy, individual autonomy, and equitable economic models is becoming a roar that's too loud to ignore. The shift from Web2 to Web3 in social media isn't just a cutting-edge tech trend—it's the game-changer we've all been waiting for. In this whitepaper, we're inviting you on an exhilarating journey to explore the untapped potential of the REP platform and ecosystem, setting the stage for a trans formative era of online engagement.

2.INTRODUCTION

2.1. BRIEF HISTORY AND EVOLUTION OF SOCIAL MEDIA PLATFORMS

Social media's journey, from its humble beginnings to becoming a global powerhouse, is nothing short of remarkable. In the late 1990s and early 2000s, we saw the birth of the first social media platforms like SixDegrees, Friendster, and MySpace, marking the start of a digital revolution. These platforms introduced the novel idea of creating personalized profiles and interacting with friends online.

Then, in 2004, Facebook came onto the scene and changed the game. It offered a more polished, user-friendly platform where people could share updates, photos, and videos with their network. Facebook's incredible success prompted the emergence of numerous other platforms, each with their unique spins.

Twitter, launched in 2006, brought real-time updates and hashtag trends into the mix, whereas Instagram, debuting in 2010, capitalized on the smartphone photography trend, creating a platform dedicated to visual storytelling. LinkedIn catered to professionals seeking networking opportunities, while Snapchat provided a platform for ephemeral, disappearing content.

The boom of mobile technology in the 2010s played a significant role in social media's exponential growth, making these platforms accessible anytime, anywhere. During this time, we saw the rise of social commerce, influencer marketing, and live streaming features.

While social media platforms have transformed the way we connect, communicate, and consume content, they are not without their pitfalls. In the era of Big Tech, user concerns about privacy, data control, and equitable value distribution have taken center stage.

One of the most pressing issues is data privacy. Traditional platforms collect vast amounts of user data, often with little transparency about its use. Users are regularly subject to targeted advertising based on their digital behaviors, raising alarm bells about personal privacy. Moreover, data breaches and misuse have also become more frequent, further eroding trust in these platforms.

Centralization is another significant drawback. Current social media giants operate as centralized entities, wielding substantial control over user data, content moderation, and platform algorithms. This centralized control can result in censorship, unfair suspensions, and an opaque decision-making process that leaves users feeling powerless.

Equally concerning is the current value distribution model. Despite users being the lifeblood of these platforms, creating and engaging with content that keeps these platforms alive, they see little to no financial benefit. Instead, profits are largely funneled to the platform providers and advertisers, leaving content creators and everyday users out in the cold.

In this whitepaper, we delve into how REP is set to disrupt the status quo, signaling a new chapter in the ever-evolving story of social media.

2.2. BRIEF INTRODUCTION TO BLOCKCHAIN AND WEB3

Blockchain and Web3 are two groundbreaking technologies that are set to reshape the digital landscape as we know it. To understand the revolution REP brings to social media, it's essential

first to grasp these foundational concepts.

At its core, blockchain is a decentralized and distributed digital ledger that securely records transactions across multiple computers. Its transparent nature ensures all transactions are visible and verifiable, mitigating the risk of fraud. The most famous application of blockchain technology is Bitcoin, a digital currency, but its potential reaches far beyond cryptocurrencies.

Web3, short for Web 3.0, is often described as the next generation of the internet, where the web transitions from a collection of static pages to a network of decentralized, peer-to-peer interactions. Unlike the traditional Web2 model, where data and power are centralized in the hands of a few big companies, Web3 distributes power evenly across the network, giving users control over their own data and digital interactions.

In Web3, blockchain serves as a key technological infrastructure, providing the backbone for decentralized applications (DApps). These DApps run on a network of computers rather than a single server, which increases their resilience and reduces the risk of downtime. Blockchain's inherent security, transparency, and immutability also make it an ideal fit for Web3 applications.

REP represents the convergence of these technologies in the realm of social media. By leveraging the power of blockchain and Web3, REP not only addresses the limitations of traditional social platforms but also provides a user-centric experience that prioritizes privacy, control, and equitable value distribution. In this whitepaper, we explore how REP is pioneering this transition, setting the stage for the future of social media.

3. WEB3 AND ITS ROLE IN THE FUTURE OF SOCIAL MEDIA

3.1.1. HOW IT DIFFERS FROM WEB2: DECENTRALIZATION, BLOCKCHAIN TECHNOLOGIES, ETC.

Web2 and Web3 represent distinct phases in the evolution of the internet, each with unique characteristics. To fully appreciate the transformative power of REP, it's essential to understand the fundamental differences between these two models, particularly regarding decentralization, blockchain technology, and privacy.

Web2, the current model of the internet, is characterized by centralization. Social media giants, search engines, and e-commerce platforms control most of the web's data and traffic. These

centralized authorities store users' personal data on their servers, leading to a high risk of data breaches and misuse. Moreover, users have minimal control over their data and how it's monetized.

Conversely, Web3 heralds the era of decentralization. Instead of data and control being concentrated in the hands of a few, Web3 distributes it evenly across a peer-to-peer network. This approach empowers users, providing them with full control over their data and the value they create online.

At the heart of Web3 lies blockchain technology. As a decentralized, transparent, and secure digital ledger, blockchain forms the backbone of many Web3 applications. It enables decentralized storage of data and facilitates peer-to-peer transactions, without the need for intermediaries. This has significant implications for data privacy, as users no longer have to entrust their personal information to centralized entities.

Web3's decentralized nature and blockchain technology promise greater privacy protections. In a Web3 world, users have the ability to control their data and decide how and when it's shared. It fundamentally changes the privacy landscape, offering a secure environment where personal information is protected by design.

Through the adoption of Web3, REP redefines the concept of social media, ensuring user data privacy, control, and decentralized governance. In this whitepaper, we'll explore how REP leverages these elements to create a truly next-generation social media experience.

3.2. OPPORTUNITIES PRESENTED BY WEB3 IN SOCIAL MEDIA

3.2.1. ENHANCED PRIVACY AND SECURITY

In the era of data breaches and privacy concerns, REP offers a breath of fresh air. Leveraging Web3's decentralized nature and blockchain technology, REP enhances both privacy and security in remarkable ways.

Unlike traditional social media platforms, where user data is stored on centralized servers, REP ensures that user data remains in the user's control or simply doesn't exist. This fundamental shift enhances privacy by reducing the risk of data misuse and unauthorized access.

From a security perspective, REP's use of blockchain technology adds an extra layer of protection. Blockchain's transparency and immutability mean that transactions and data exchanges are easily

traceable and cannot be altered or deleted, making fraudulent activity less likely.

By prioritizing enhanced privacy and security, REP is transforming the social media landscape, making it safer and more trustworthy for all users.

3.2.2. POTENTIAL FOR CREATOR MONETIZATION

REP is changing the game when it comes to creator monetization. Traditional social media platforms offer limited avenues for creators to earn from their content, with most revenue often going to the platforms themselves. REP flips this paradigm on its head.

With its Web3 backbone, REP provides a platform where value is equitably shared among its users. It enables creators to monetize their content directly, without the need for intermediaries taking a cut. Whether it's through native tokens, digital goods, or direct tipping, creators have multiple avenues to earn from their efforts.

Furthermore, by leveraging blockchain technology, REP can provide transparent and secure transactions, ensuring creators are paid fairly and promptly for their work. This decentralized monetization model opens up a world of opportunities for creators, providing them with the financial freedom to create and innovate on their own terms.

3.2.3. IMPROVED TRANSPARENCY

One of the significant drawbacks of traditional social media is the lack of transparency, particularly in how content is curated and presented to users. Algorithms are often a black box, and users are left wondering why they see certain content. REP, powered by Web3, is committed to changing this narrative.

REP promotes transparency by using open-source algorithms for content discovery. This means users can see exactly how content is ranked and displayed, eliminating any bias or hidden manipulations. Furthermore, by leveraging blockchain technology, each transaction and interaction is traceable, creating an audit able trail that ensures fairness and accountability.

This transparency extends to the platform's governance, too. With REP, users have a say in important decisions, including changes to algorithms or platform policies. By fostering transparency, REP is creating a more democratic, user-focused social media experience, where the power is truly in the hands of the users.

4. OUR WEB3 SOCIAL MEDIA PLATFORM: A PARADIGM SHIFT

4.1. STANDARD SOCIAL MEDIA FEATURES

REP is more than just a next-generation platform—it's a fully-fledged social media network. You'll find all the familiar features you've come to expect from a social media platform, creating an intuitive, user-friendly experience for all.

Here are the key features you'll find on REP:
- User Profiles: Create and customize your personal profile.
- Friends & Followers: Connect with others by adding friends or gaining followers.
- News Feed: Stay updated with a personalized stream of content from those you follow.
- Post Creation: Share your thoughts, images, and videos with your network.
- Likes & Comments: Interact with posts by liking and commenting.
- Messaging: Privately chat with other users in real-time.
- Search: Find other users, groups, or content easily.
- Notifications: Stay informed about interactions on your posts and updates from your network.
- Groups & Communities: Join groups based on your interests and become part of online communities.
- Content Discovery: Discover new content and users based on your interests and interactions.

But that's just the beginning—REP is packed with even more innovative features and functionalities that take the social media experience to the next level!

4.2. IN-PROFILE MARKETPLACE

Taking social media's capabilities to new heights, REP introduces in-profile marketplaces—an exciting feature for both individuals and companies. Imagine having a personalized digital storefront right within your social media profile, where you can display and sell both real-world and digital items with ease.

An additional facet of the marketplace is the ability to trade items with other users. For instance, if you discover a Spider Tanks NFT that you want to exchange, you can do so directly on REP, adding an exciting dynamic to the platform's economics and user engagement. This seamless trade integration fosters an active, vibrant marketplace that goes beyond conventional buying and selling.

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For individuals, this marketplace opens up endless possibilities. Whether you're an artist selling digital art, a fashion enthusiast trading clothing items, or a gamer dealing in virtual goods, your REP profile transforms into your personal e-commerce platform.

Companies, too, stand to benefit immensely. REP provides a unique space to showcase products, connect with customers directly, and facilitate transactions—all within the social media environment.

By integrating the marketplace experience within the social media profile, REP bridges the gap between social networking and commerce. It's more than just a social media platform—it's a dynamic marketplace that brings buyers and sellers together like never before.

4.3. MODULAR PAGE DESIGN

In a move that redefines personalization, REP introduces modular profiles. No longer bound by rigid design templates, with REP, you have the freedom to customize your profile exactly the way YOU want.

Imagine your profile as a canvas and you, the artist. You can adorn your space with a variety of widgets that reflect your interests—be it music, art, dating, real estate, or anything else that catches your fancy. Each widget acts as a unique extension of your digital self, enabling you to tailor your profile to your personal or professional needs.

Taking personalization one step further, REP also features a widget store. Here, developers can create and sell their own widgets, contributing to the platform's continual enhancement. Not only does this foster a vibrant ecosystem of user-generated enhancements, but it also empowers anyone to participate in and enrich the REP experience for everyone. Your profile, your rules—that's the REP way!

4.4. PRIVATE AND PERMISSIONED SOCIAL MEDIA NETWORKS

Adding a transformative dimension to the social media experience, REP introduces Private and Permissioned Social Media Networks. Imagine a bespoke online space dedicated to your community, a digital sanctuary where you can connect, share, and collaborate without leaving the comfort of your network.

Whether it's a network for your neighborhood, your college alumni, or your business, these private and permissioned networks offer an exclusive space to nurture strong connections and facilitate meaningful exchanges. It's an intimate social media experience curated specifically for your community.

However, REP understands the appeal of exploration. Whenever you're ready to journey beyond your community, the wider REP network is at your fingertips. You can effortlessly navigate from your private network to the diverse multitude of communities that REP hosts, savoring the best of both worlds.

With REP, you're not simply joining a social media platform—you're becoming part of a universe of interconnected yet distinct communities.

4.5. REP NODES AND DECENTRALIZED CONTENT HOSTING

The REP Node Infrastructure, already robust and innovative, is further bolstered by the integration of GalaChain. This integration adds a new dimension to the infrastructure, extending its capabilities to support a larger, more diverse network.

Powered by the InterPlanetary File System (IPFS), the REP Nodes decentralize content hosting, distributing data across numerous nodes in the network. This process not only enhances the network's resilience but also eliminates single points of failure.

Within this ecosystem, the Gala Games Founder's Nodes play a significant role through their long-term support of GalaChain. They not only support the REP network but also contribute to decentralization, further spreading the distribution of content and strengthening network resilience.

In addition to decentralizing content hosting, the REP Node Infrastructure provides secure, encrypted messaging and deep encryption of stored data, assuring the utmost security for user information.

This expanded infrastructure, combining the strengths of both REP Nodes and Gala Games Founder's Nodes, underscores REP's commitment to a decentralized, secure, and user-centric social media experience. By harnessing this power, REP users can enjoy an unprecedented level of freedom and security in their online interactions.

5. GOVERNANCE

One of the key features that sets REP apart from other social media platforms is its commitment to decentralized governance, and the REP Nodes play a vital role in this process.

Owners of REP Nodes are not just passive participants in the network; they have an active say in the platform's evolution. They are instrumental in deciding which features are introduced to the platform and in what order. This democratized approach ensures that the development of REP aligns with the needs and desires of its community.

Furthermore, REP Nodes also have the power to influence the distribution of $REPS, REP's native cryptocurrency. They can vote on specific modifications to the distribution mechanism, impacting how value is shared among the community.

In this way, REP Nodes play a pivotal role in shaping the platform's future, reinforcing REP's commitment to creating a truly decentralized, user-centric social media network.

6. THE $REPS

Introducing $REPS, the native cryptocurrency of REP. Originating on GalaChain, $REPS serves as the dynamic force within our social media ecosystem, facilitating transactions and rewarding user interactions. But its capabilities extend beyond the REP platform. Thanks to its bridgeability to Ethereum, users can effortlessly transfer $REPS between the REP ecosystem and the Ethereum network. This enhances its utility and accessibility, connecting REP users with the wider crypto world. With $REPS, we're not only creating a vibrant digital economy within REP, but we're also ensuring seamless integration with broader cryptocurrency networks. Experience the future of social media networking with $REPS!

6.1. SINKS

In the world of cryptocurrencies, "sinks" play a vital role in maintaining a balanced and healthy economy. Simply put, a sink is a mechanism that removes tokens from circulation. In the context of $REPS, sinks help regulate the token supply within the REP ecosystem. This sink mechanism not only ensures a stable $REPS economy within the REP network, but it also adds a layer of dynamism and excitement for users, enhancing the overall experience on the platform. There are a range of sinks being built in from the beginning within the REP ecosystem.

6.1.1. CIRCLE ESTABLISHMENT / WHITELABEL

One significant sink within the $REPS ecosystem is the creation of Private and Permissioned Social Media Networks on the REP platform. Establishing these bespoke social spaces involves the expenditure of $REPS, which are subsequently removed from the active circulation. This process serves a dual purpose: it fuels the growth of the platform by incentivizing the creation of diverse, vibrant communities, while simultaneously regulating the token supply within the REP ecosystem. As such, the establishment of Private and Permissioned Social Media Networks contributes to a balanced and dynamic $REPS economy, driving the continual evolution of the REP platform.

6.1.2. POST MAGNIFICATION

Boosting post visibility is another integral feature on the REP platform. If a user wants to amplify a message, perhaps a big announcement or a special promotion, they can opt to boost the post's visibility by using $REPS. This expenditure elevates the post's prominence within the network, making it more visible to a wider audience. Not only does this provide users with greater control over their content's reach, it also contributes to the dynamic $REPS economy, serving as another sink for the token. With REP, you have the tools to make your voice heard and influence the flow of $REPS within the ecosystem.

Users will be able to boost their posts either as standalone posts, similar to a sponsored post, or to boost their reply to another's post. If used as a reply, then the user whose post was originally replied to receives 50% of the boost fee. This enables users to pay for visibility, but also makes it that once they have paid for visibility, the power is in the hands of the original poster to decide how to reply to that post.

6.1.3. KYC PAYMENTS

The REP platform provides various tiers of permissions, offering users enhanced features and experiences based on their level of engagement. A crucial part of accessing these tiers involves Know Your Customer (KYC) procedures, which users can complete by utilizing $REPS. This process validates and verifies the user's identity, ensuring a secure, trustworthy environment for the REP community. Completing KYC can unlock additional permissions and features, enhancing the user's experience on the platform. This mechanism also serves as a $REPS sink, further regulating the token supply and contributing to a balanced, dynamic economy within the REP ecosystem.

6.1.4. NODE PURCHASES

REP embraces decentralization, and an integral part of this is the node system. Users can purchase and upgrade nodes using $REPS, allowing them to participate in the distributed hosting of content and contribute to the overall resilience of the network. Node ownership offers not only the

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opportunity to play a vital role in the platform's infrastructure but also opens up access to various perks and rewards. The expenditure of $REPS for node purchases and upgrades also serves as a sink mechanism, helping to maintain a balanced and vibrant $REPS economy within the REP ecosystem. Experience the power of participation with REP.

6.1.5. CUSTOMIZABLE INTERFACE

In the REP platform, customization takes center stage. Users can personalize their profiles with a variety of widgets thanks to the Modular Page Design. Whether it's music, art, dating, real estate, or something else entirely, there can be a widget for it. And for those who want to enhance their profile even further, they can purchase additional widgets using $REPS. These transactions not only allow users to tailor their REP experience to their specific interests but also serve as a sink for $REPS and a revenue stream for the community of developers on the platform. This results in a vibrant and dynamic $REPS economy, while simultaneously promoting creativity and personal expression within the REP community.

6.2. FAUCETS

The emission of $REPS within the REP ecosystem is a carefully orchestrated process. This cryptocurrency is primarily emitted through the REP Nodes, which distribute $REPS as rewards, fostering active participation in the network's decentralized infrastructure. Additionally, to welcome new users to the platform, REP also has a bonus emission pool. This dedicated pool provides a starting amount of $REPS to newcomers, easing their entry into the REP ecosystem and jump-starting their interaction with its vibrant digital economy. This dual-source emission system ensures a steady influx of $REPS, fueling transactions and activities across the REP platform.

While these numbers are subject to modification, they are currently:

| Segment	% of Distribution
REP Node Operators	40.00%
UA Bonus Pool	15.00%
Marketing	15.00%
Development	15.00%
Ecosystem Fund	10.00%
Advisors	5.00%
TOTAL	**100.00%**

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6.2.1. EMISSION SCHEDULE

The $REPS ecosystem operates within a definitive supply cap of 100 million tokens. To ensure a smooth and predictable release of new tokens into circulation, the daily emission rate is set at 0.15% of the difference between the current total supply and the maximum supply. This mechanism ensures a steady, regulated release of $REPS into the ecosystem. With this system in place, REP aims to create a long-term sustainable token economy, bolstering the integrity and longevity of the $REPS ecosystem.

TotalSupply vs. Day
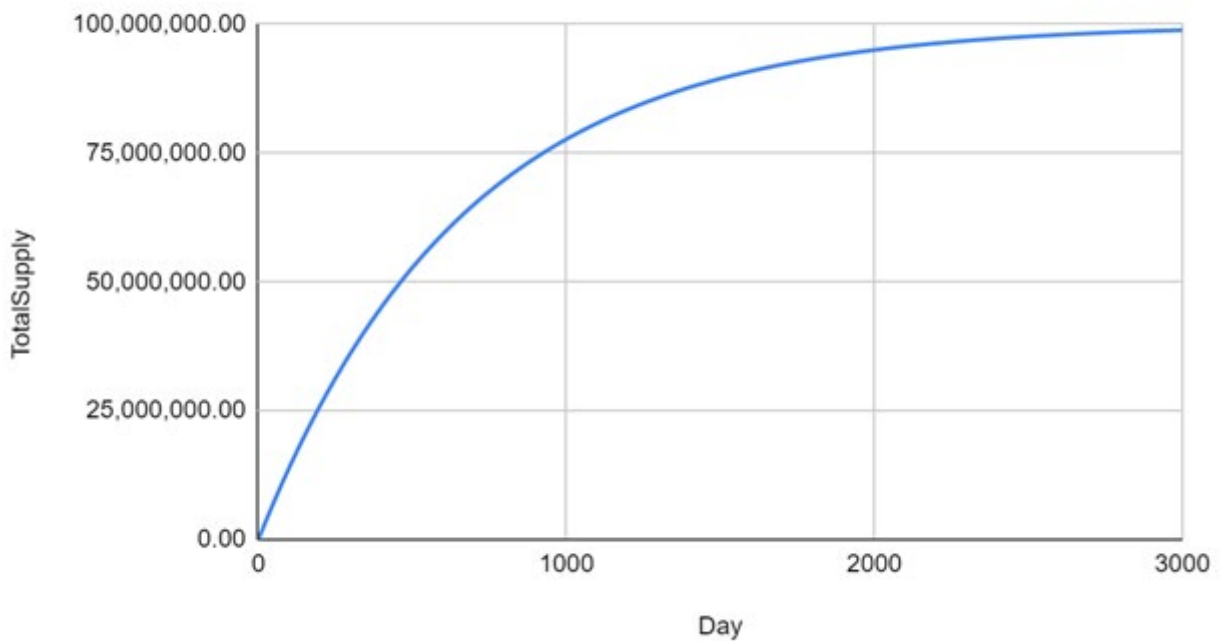
Emitted vs. Day
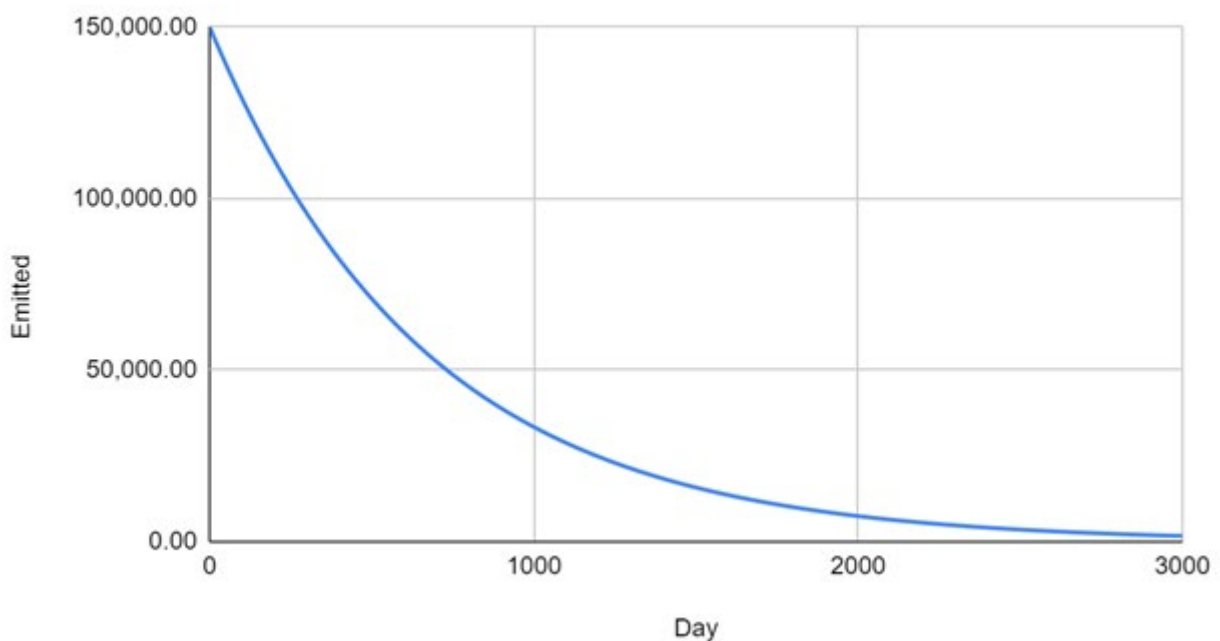
7. THE ROADMAP: MOVING FORWARD

7.1. DEVELOPMENT ROADMAP

7.1.1. KEY MILESTONES AND TARGETS FOR DEVELOPMENT AND DEPLOYMENT

Q3 2023 - Initial Development and Planning:
During this quarter, our focus will be on solidifying our strategic roadmap and initiating the development of Gala Friends, the first of our Private and Permissioned Social Media Networks. The introduction of Modular Page Design and implementation of REP Nodes will form an integral part of this development phase. Concurrently, we will begin discussions with potential partners, like Travala, to explore the creation of future custom networks and how the Modular Page Design could serve their unique needs.
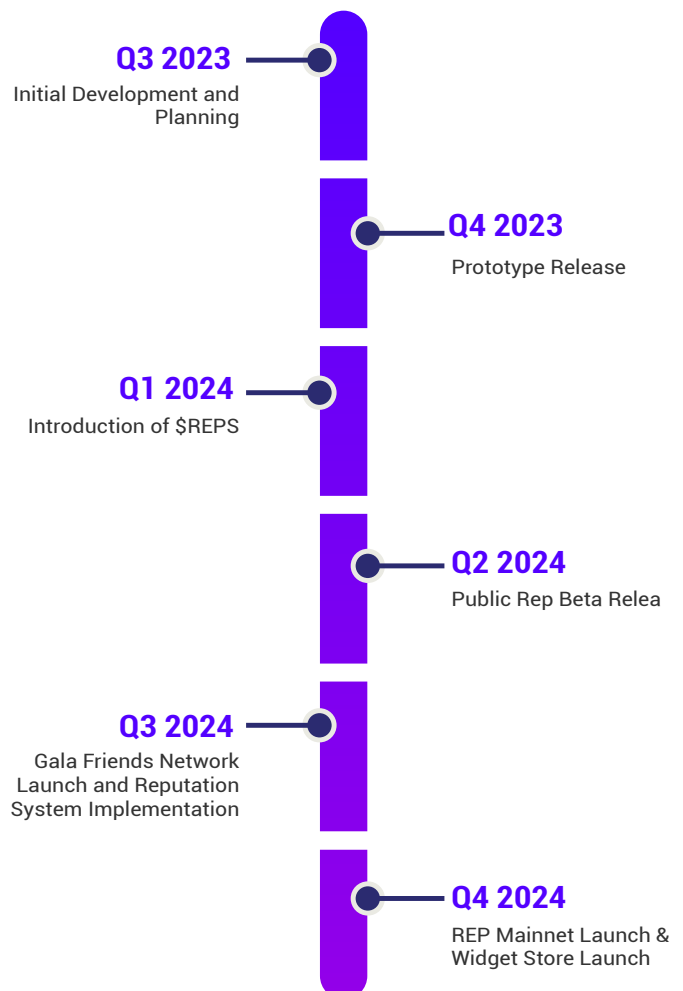
Q4 2023 - Prototype Release:
This quarter will mark the release of the first REP platform prototype, which will be made available for closed beta testing. User feedback from this testing phase will be invaluable in making improvements to the system. In tandem, we will continue our partnership discussions and start incorporating partner-specific features into the prototype, paving the way for future custom networks. Also launching will be a prototype release of Gala Friends with basic functionality.

Q1 2024 - Introduction of $REPS:
The launch of our native cryptocurrency, $REPS, on the GalaChain will take place this quarter,

DEVELOPMENT ROADMAP

Q3 2023
Initial Development and Planning

Q4 2023
Prototype Release

Q1 2024
Introduction of $REPS

Q2 2024
Public Rep Beta Relea

Q3 2024
Gala Friends Network Launch and Reputation System Implementation

Q4 2024
REP Mainnet Launch & Widget Store Launch

establishing its bridgeability to Ethereum. This will also mark the period where we solidify the mechanisms by which $REPS will be integrated into our partner networks, ensuring a smooth and functional token economy across all platforms.

Q2 2024 - Public Rep Beta Release: The public beta version of REP will be launched, including the $REPS ecosystem. This will give users the chance to interact with and test the platform's features before the mainnet launch. Advanced features such as AR enhancements and geo-location capabilities will be added.

Q3 2024 - Gala Friends Network Launch and Reputation System Implementation: The Gala Friends Network will go live, serving as the first of the private networks dedicated to the Gala Games Ecosystem. Alongside this, the implementation of the Reputation System will commence, rewarding good behavior on the platform and creating an engaging and authentic environment for users.

Q4 2024 - REP Mainnet Launch & Widget Store Launch: The mainnet of the REP platform will be officially launched, complete with a comprehensive suite of features and a network of partnerships. The launch will include the integration of sinks and faucets for $REPS, creating a balanced and sustainable token economy. A widget store will also be launched, enabling developers to create and sell widgets that users can add to their profiles, providing an extra layer of personalization and interactivity to REP.

7.2. USER ADOPTION STRATEGIES

7.2.1. MARKETING AND COMMUNITY BUILDING

At REP, we believe the bedrock of any successful platform is a vibrant, engaged community. That's why our approach to marketing is intertwined with community building, fostering an environment where every voice is cherished, and the thrill of discovery through engaging treasure hunts is a pervasive experience.

A key part of this approach to enhance user engagement is the introduction of gamification through treasure hunts. Not only do these digital scavenger hunts offer a captivating and immersive experience, but they also serve as an organic marketing tool by generating buzz and excitement among users. As participants share their treasure hunt experiences on their networks and social media channels, it helps increase the platform's visibility and virality, organically attracting more users to a global, growing and shared community.

These treasure hunts can be customized and will be hosted by our Private and Permissioned Social Media Networks, adding another layer of personalization and enhancing user engagement within

these communities. These private networks then become not only spaces for interaction but also stages for exciting, shared experiences.

We're excited to announce that the first of these networks will be Gala Friends, created specifically for the Gala Games Ecosystem. This bespoke space will provide gamers, developers, and enthusiasts with a platform to connect, share insights, and participate in game-themed treasure hunts, enhancing their connection to the Gala Games community.

By intertwining marketing and community building, REP is creating not just a platform, but a network of interconnected communities, each thriving in their own unique way.

7.2.2. PARTNERSHIPS AND COLLABORATIONS

At REP, we're always looking towards the future, and we're thrilled to reveal that we are in talks with various partners to broaden our network of Private and Permissioned Social Media Networks. These partnerships will bolster our community-building efforts, bring fresh perspectives, and offer exciting new spaces for our users to explore and connect.

Consider a potential collaboration with a leading cryptocurrency-friendly travel booking platform. This partnership could bring to life a vibrant network where travel enthusiasts can interact, share experiences, and embark on unique, travel-themed treasure hunts. Just imagine participating in a global treasure hunt, embarking on a virtual journey around the world, unveiling hidden gems and exotic locations, and earning rewards along the way! All of this could be made possible by the synergistic combination of blockchain technology, gamified experiences, and the power of social networking.

Stay tuned for more announcements on these partnerships and get ready to see your REP experience grow and evolve in exciting new ways.

8. CONCLUSION

As we navigate the digital age, social media platforms have become cornerstones of our daily lives. However, the limitations of current platforms, such as centralized control and privacy concerns, have highlighted the need for a new paradigm. Enter REP, a groundbreaking Web3 social media platform that merges the best of blockchain technology with the features we've come to expect from a social media network.

By leveraging blockchain's potential for decentralization and enhanced privacy, REP empowers users like never before. On top of the traditional social media features, REP offers modular profile customization, in-profile marketplaces, and Private and Permissioned Social Media Networks for

unique communities to flourish. It pioneers the creation of a vibrant digital economy with its native cryptocurrency, $REPS.

In the $REPS ecosystem, users can purchase and upgrade nodes, access various platform permissions through KYC procedures, amplify their posts' visibility, and buy widgets to personalize their profiles. Importantly, $REPS is not only a medium of exchange within REP but also a bridge to the Ethereum network, connecting users to the broader crypto world.

The $REPS supply cap of 100 million tokens, along with a steady daily emission rate, ensures a balanced and sustainable token economy. This is further maintained through a range of sink mechanisms, such as the creation of Private and Permissioned Social Media Networks, node purchases, and more.

The first of the private networks, Gala Friends, for the Gala Games Ecosystem, stands as an example of the exciting partnerships to come, including potential collaborations with companies like Travala.

In essence, REP doesn't just offer a new social media platform; it provides a blueprint for the future of online social interaction. It blends community engagement, customization, privacy, and a thriving token economy to offer a social media experience that's truly of the users, by the users, for the users. Get ready to experience the future of social networking with REP!

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