sphere

Decentralized
Social Network

Disrupt the $500+ billion dollar industry by
joining us in the next digital revolution

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1. PURPOSE

Become the largest and most trusted decentralized social network in the world.
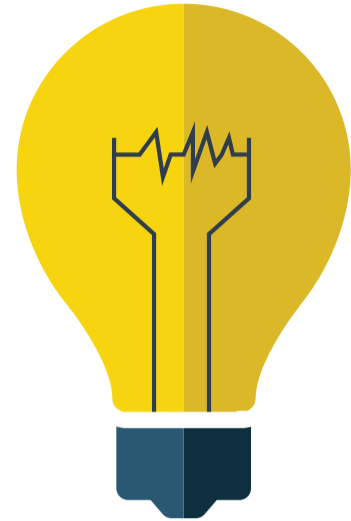
2. PROBLEM

Your social network, your online activity, and even your online presence are a billion dollar industry curated by the very companies you trust to guard your privacy.

Don't you think you should be entitled to a portion of the riches made off of your data?

> **We do! And we believe it's finally time to stand up to these companies and take back the internet!**

These large tech companies have created an image as friendly and gentle corporations simply wishing to provide a valuable service to people for no other reason than altruism. However, every new day a new advancement takes place, a new device, a new feature.

How could that be possible for companies that don't charge a dime to use their services?

It's simple: those companies are leveraging your data as a bargaining chip and selling it off to the highest bidder to fund their operations. And with every click of your mouse you continue to put more and more money into their pockets.

Why should they profit off of something that was never theirs to begin with?

The truth is they shouldn't. Sphere has the answer!

Sphere was built on the idea that privacy, company transparency, and data security should be the fundamental building blocks of every social platform. So we believe that the millions those corporations are making off of your data doesn't belong to them, it belongs to you.

We want to help you take back the control and have a say about your data.

So we've created a decentralized social network, separate from those corporations, that allows exactly that. You have a say, you get compensated, and above all you take back the power with every click and every social connection.

More than simply connecting, truly discover…

> **Help us break apart their greedy system and disrupt their $500+ billion dollar industry by joining the digital revolution today!**

2.1 The Current Method of Marketing Diminishes Potential Profits and Misses the Mark

While the advertising industry boasts a rather large value considering the afore-mentioned facts, an estimated $550 billion by some accounts, the system is in fact very much broken.

And there is nowhere the blame for the broken system falls more heavily than the main advertisers that propagate the failed method while slowing advancements and innovation. Instead, these large companies focus their efforts on ineffective processes that have no guarantee of efficacy while still charging businesses large sums simply to access the consumers' data they hoard and hide.
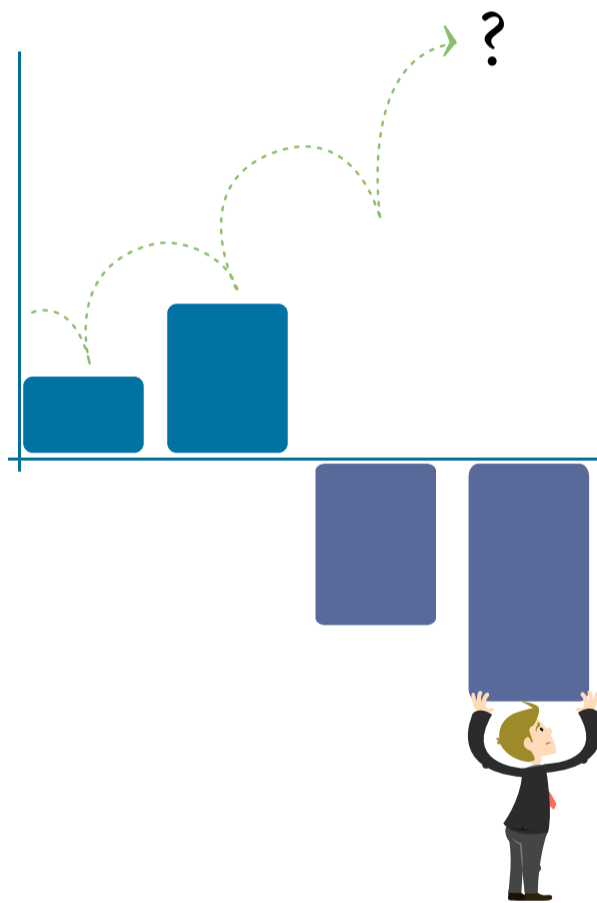
This leads to the death of growth, the stifling of innovation, and stands in the way of progress.

3. SOLUTION

Since its early inception, social media has quickly gone from a simple novelty used only to keep friends updated and included on our daily lives to becoming a growing source of entertainment, news, and community. And as nearly three billion people now utilize social media in some shape or form, its impact on life cannot be denied. From those nearly billion active users, volumes upon volumes of data are generated, saved, and often sold to the highest bidder. Essentially selling people's personalities, secrets, and lives to corporations that utilize that information to create targeted ad campaigns. And this happens every moment of every day.

Sphere aims to change that and redefine how social media interacts within our lives.

Gone is the large collection of centralized servers that are vulnerable to hacking, storing troves of sensitive data to be used as companies see fit. In their place, a more transparent, honest, and open blockchain format that allows every user to hold Sphere accountable for data.

Sphere is built upon the main principles of privacy and security as an undeniable right, giving each user unprecedented protection and security and allowing you to connect with everyone you know safely, and most importantly, securely.

More than just a social network

Sphere is so much more than another simple addition into the growing line of social media networks available. It is the beginning of a digital revolution.
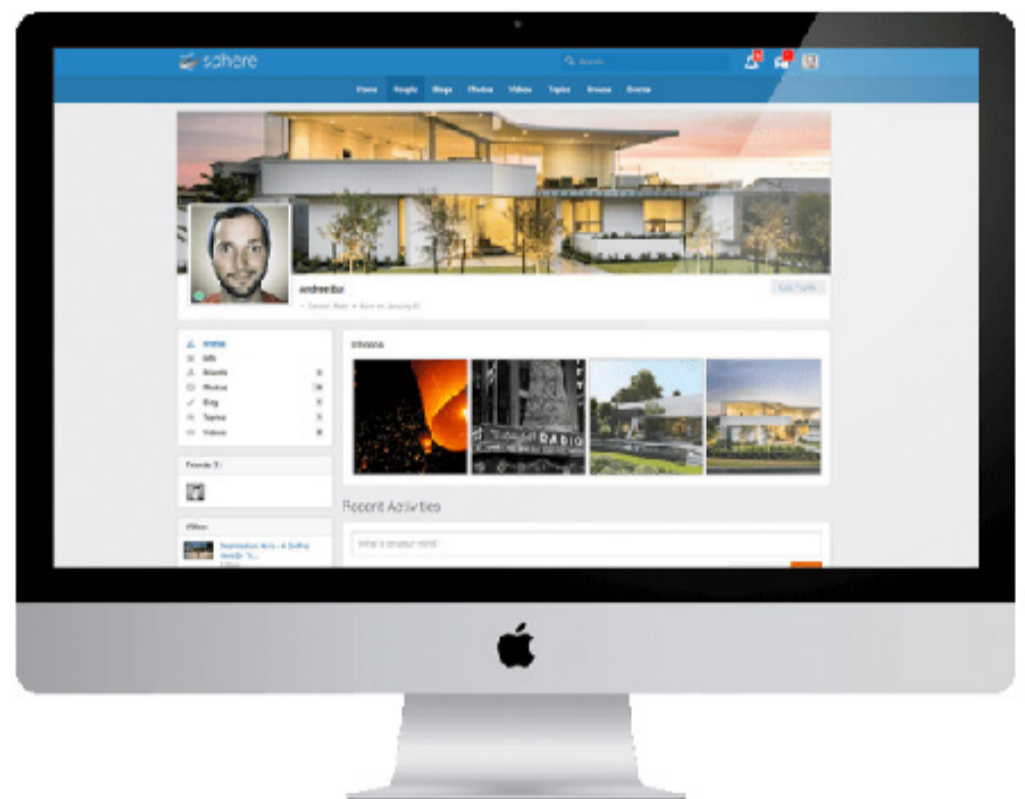
Aptly named Social Activity Tokens, or SATs for short: this brand new form of cryptocurrency can be used for a wide variety of uses and can even be utilized to fund grass roots campaigns and movements, allowing them to reach more people and larger audiences. To celebrate the launch and welcome the coming digital revolution, Sphere is holding an open offering to all those ready to join something special and different. This special occasion, only available now, will set the precedent for the entire value of the SATs. And once it's over, no more SAT tokens will ever be produced.

> So if you are ready to be a part of something special and
> ready to take the power back, join us in the digital revolution.

2.1 Redefining the Way Businesses Interact with Potential Consumers by Utilizing Innovative Block-chain Contracts

Through the advent of the internet, businesses found a more convenient and direct way to target consumers with ad campaigns. However, as we are about to enter the fourth decade of utilizing an interconnected system of computers to engage with the world at large, the ways in which advertisers reach their targeted audiences have not undergone much innovation during those long years.

As soon as email became a popular way to communicate with others, we saw the emergence of a new phenomenon: targeted e-mail campaigns to reach and inform potential consumers.

Though even then, unsolicited email campaigns quickly garnered distaste while quickly earning a not so endearing title of spam or junk mail. It became quite apparent that consumers treated the unsolicited messages much in the way they treated unsolicited advertisements sent via the postal system.

Yet despite public perception of the technique and the low performance of such campaigns, many advertisers still utilize the method, charging unrealistic rates for such failing procedures.

It has been estimated that nearly half of all "views, clicks," or other indicators of viewed campaigns never even reach a potential consumer. Yet businesses still elect to quite frankly waste funds that could be allocated towards more effective means of marketing instead of this outdated and unwanted form of advertisement.
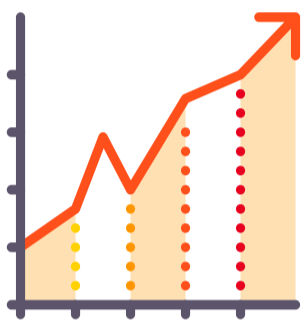
The same facts and performance apply to similar methods of advertising taking place off of the internet as well. The unfortunate truth is that many businesses are wasting precious capital, profits, and funds attempting to reach potential clients in an inefficient manner.

The inefficiency of these methods strikes much deeper and causes many more problems than simply lost profits and wasted efforts. The entire process undermines the experience between consumers and businesses.

We see that consumers are less likely to respond to the constant barrage of unwanted advertisements while businesses are forced to increase prices to compensate for the loss of profits. Both parties gain nothing from the entire experience and businesses only further run the risk of alienating consumers with the higher price points needing to recoup the money wasted on advertising.

The only party that has anything to gain from the experience is the advertisers themselves who charge companies exorbitant amounts for the privilege of possibly reaching consumers.

In direct response to this ever-expanding problem, Sphere has set out to reduce the need for such intermediaries while increasing companies' ability to directly reach their desired target audience.

Utilizing Sphere's innovative method of allowing businesses to target consumers directly, both sides stand to gain. On the consumers' side, we see an increase in privacy as their browsing habits are no longer sold to the highest bidder for the potential to earn profits for the very same browsing data. Companies benefit from truly knowing that their marketing campaigns are reaching their desired audience more effectively, cutting down on the cost of marketing.

Beta Android App Release v.2.1.41

Apple App Beta Release v.1.2

4. OPPORTUNITY

Consumers' demand for better privacy and data protection has created a demand for a service that puts control, profit, and privacy back into the hands of the consumers. We are poised for yet another great disruption in marketing and advertising. The old and increasingly ineffective method of advertising will come to an end. The old way will be replaced by the next waves of innovation.

At the forefront of the wave, Sphere has positioned itself ready to disrupt the old process. We will create more transparent and open methods for conducting business in today's global market. Sphere's innovative technology creates a scalable, anonymous, and secure social network utilizing large amounts of data while still ensuring privacy.

4.1 Consumers' Demand for Better Privacy and Data Protection Has Created a Demand for a Service that Puts Control, Profits, and Privacy Controls Back Into the Hands of Consumers

This increase in demand for a more secure and private internet has fueled not only consumer reactions towards services that do not respect privacy but has also become the driving force for legislation and policy making across the world regarding consumer data.

The EU itself has passed a policy that aims to control the rampant misuse of consumer data, forcing companies to move forward with consumer data protection built into their business models.

Though the value of privacy is highly regarded, the actionable value of consumer data has not been ignored; it simply needs a better way of being transferred between agreeing parties. This is where a block-chain distribution method comes directly into play as it allows for the transfer of this vital, and valuable, data while still protecting the users' privacy.

The growing demand and emerging policies regarding consumer privacy have begun to push the need for a large scale transfer method that still respects the rights of consumers.
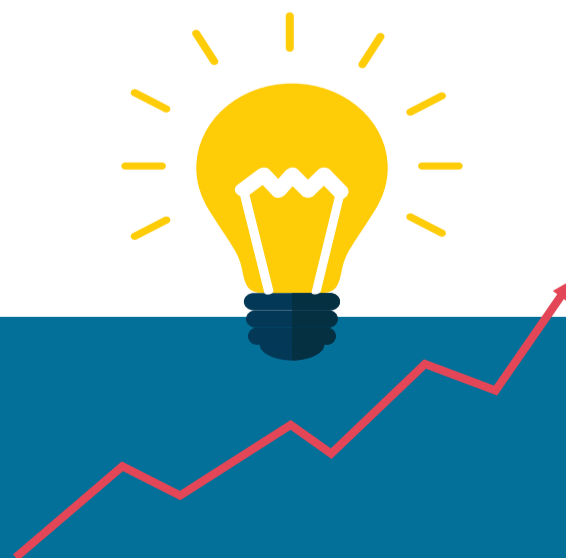
4.2 History Repeated: Markets that Actively Stifle Innovation are Subject to Major Disruption Through Advancements in Tech

There is no way to discount how closely linked marketing and business have been since people first began trading goods and services.

And as advancements in technology have continued to push the effectiveness of marketing throughout the years, there has been a continuous process of innovation of new methods and the death of dated processes. Whether it was the advent of the Yellow Pages, the creation of large scale social networks on the internet, or today's modern landing pages, the process of death and replacement has remained constant.

We sit poised on the cusp of yet another great disruption within marketing as the old and increasingly ineffective method of advertising comes to an end, about to be replaced by the next wave of innovation.

For as much innovation and progress as we have witnessed through the advent of social media and more effective search engine algorithms, the very core of the principles applied remain dated.

But as history has shown time and time again, that dated model is about to be replaced by a more efficient and effective model, that model being the new and innovative block-chain distribution method.

At the forefront of the wave, Sphere has positioned itself ready to disrupt the old process by introducing a new way to ensure mutually beneficial marketing to all parties located throughout the entire consumer-buyer chain. In the process, Sphere will create a more transparent and open method for conducting business in today's global market.

Positioned at the precipice of this change, **Sphere's innovative tech** creates a scalable, anonymous, and secure social network engine utilizing large amounts of gathered data while still ensuring privacy.

4.3 Utilizing a Decentralized Social Environment, Sphere is Able to Increase Total Value Spread Across the Entire Consumer-Seller Marketplace...

No longer are there vanguards standing in the way of innovation, charging fees for access to data they misappropriate from consumers, a practice that not only is dated but stifles the growth of smaller companies who are unable to afford the often unnecessarily high costs of reaching consumers.

Instead, Sphere creates a common environment in which businesses, both big and small, can directly reach their targeted access while ensuring funds are not wasted in the process. IN this common marketplace, the value of data is not determined simply by views or clicks as it is now, but instead by the actionable effect it has on conversions.

> The value of the innovative environment does not simply only extend to businesses; it also reaches consumers who are able to leverage the value of their data for lower prices and other monetary gains without having to sacrifice their right to privacy.

Social Activity Token (SAT)

TOKEN SAT

WHAT CAN I DO WITH SAT?

In-system tokens to be used by consumers

In addition to the benefits laid out in this paper, Sphere is introducing an innovative incentive program for consumers using tokens. These Social Activity Tokens are used throughout the system in order to facilitate transactions within the social network

Put the power back into your hands

SAT tokens are crafted in such a way that the entire process is secure yet transparent. This process leads to a greater sense of trust within the system

5. ABOUT SAT

SAT is a digital currency designed to be used within Sphere – *a new, private, and secure social media platform* that offers an integrated, decentralized market, complete with its own advertising platform.

6. SPHERE NETWORK ADVANTAGES

- **We have a strategic plan** that puts our users and token holders first.

- **We have a segregated** cloud server environment that is safeguarded using cutting edge security systems.

- **We will offer a superior** user experience and superior customer support for the users in our ecosystem. Our team designs the system for scalability.

- **We offer anonymous transactions globally**. Because we do not transact with banking institutions, we do not require ID verification. Everything is done using digital currency.

- **We have an experienced** and capable team that can manage complex technologies and business challenges.
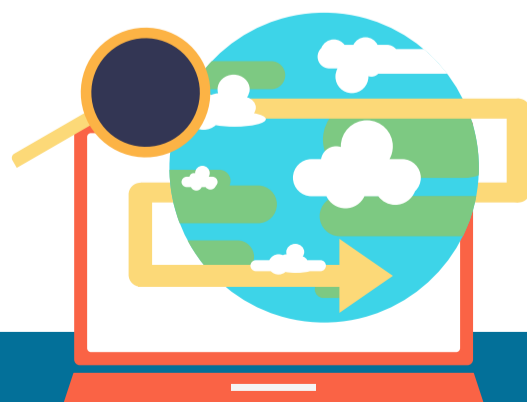
7. ESTABLISHED PRODUCT

The **Sphere Social Network** incorporates modern technologies that secure the most popular features used in today's social networks.

We have an experienced team and a product that is already built. Our team has many years of experience designing systems that are secure and capable of managing high volumes.

> The Sphere platform can currently be found on the internet, as well as on the Google Play Store and iOS App Store.

8. STRATEGY

Through the invention of the internet, businesses found a more convenient way of targeting consumers with ad campaigns.

As we are about to enter the fourth decade of using computer networks, the ways in which advertisers reach their targeted audiences have not undergone much innovation.

Despite the poor results, many advertisers still use the old methods to advertise their products. Businesses still elect to waste funds that could be allocated towards more effective marketing.

The unfortunate truth is that many businesses are wasting precious funds to reach potential clients. The entire process undermines the experience between consumers and businesses.

We see consumers who are less likely to respond to the constant barrage of unwanted advertisement. Both parties gain nothing from the entire experience.

In direct response to this ever expanding problem, Sphere has set out to reduce the need for such intermediaries while increasing companies' ability to directly reach their desired target audience.

Using Sphere's innovative decentralized social network allows businesses to target consumers directly, and both sides stand to gain. On the consumers' side, we see an increase in privacy as their browsing habits are no longer sold to the highest bidder. Companies benefit from knowing that their marketing campaigns reach their desired audience more effectively, cutting down on marketing costs

> Companies benefit from knowing that their marketing campaigns reach their desired audience more effectively, cutting down on marketing costs.

9. MARKETPLACE

The Sphere social platform contains important e-commerce features. The marketplace will allow users to create products which followers and friends can see and purchase using their SAT.

For example:

> *Say you want to sell your phone; all you need to do is take photos of the phone, and list it with a title, a description, and an asking price. Location is optional. You can control access to the ad by listing it as either public.*
>
> *Any user who wants to buy your phone can click the purchase button. When a transaction occurs, SAT tokens are sent from that buyer's wallet to your wallet – with no delays or complications.*

10. AD PLATFORM

Sphere has plans for creating a fully functional advertising portal. The advertising portal will allow users to create ad pieces that will be displayed in the Sphere news feed.

Advertising space will be paid for using SAT tokens. There will be per-click and per-impression options, with costs deducted automatically from the advertisers' web wallets.

11. TRANSPARENCY

Sphere will safeguard user privacy and avoid the misuse of community data. When there is a need for additional development, everything will first be presented to the community.

Sphere's goal is to be the social platform where data is owned by the users. The community drives the network

Picture this: a decentralized social media platform that stores multimedia and other data on a secured blockchain rather than on traditional servers.

12. User Growth

Sphere Social's plan is to allow our users to sell their data on their own terms, as much or as little as they wish. We intend to make use of this system in our growth strategy; we expect to be able to achieve rapid growth by incentivizing users to submit their data. We will work to spur further growth with a referral program to encourage existing users to invite their friends.

Instead of aggregating data unanimously and indiscriminately, the opt-in data sharing system will allow both users and advertisers a more accurate and pleasant means of communicating market demographics, product placement, the issuance of goods and services, and etc.

For example, a user wishes to opt in to monetize their data in order to identify better crypto deals – the users who are selling crypto would have to buy the information the first user provides if they want to sell to that user's specific demographic.

Everyone who opts in to the system would then have incentive to share their data – because they would not only be paid for their information – but will be offered (provided there is a supply in the market) whatever goods and services the advertisers are providing.
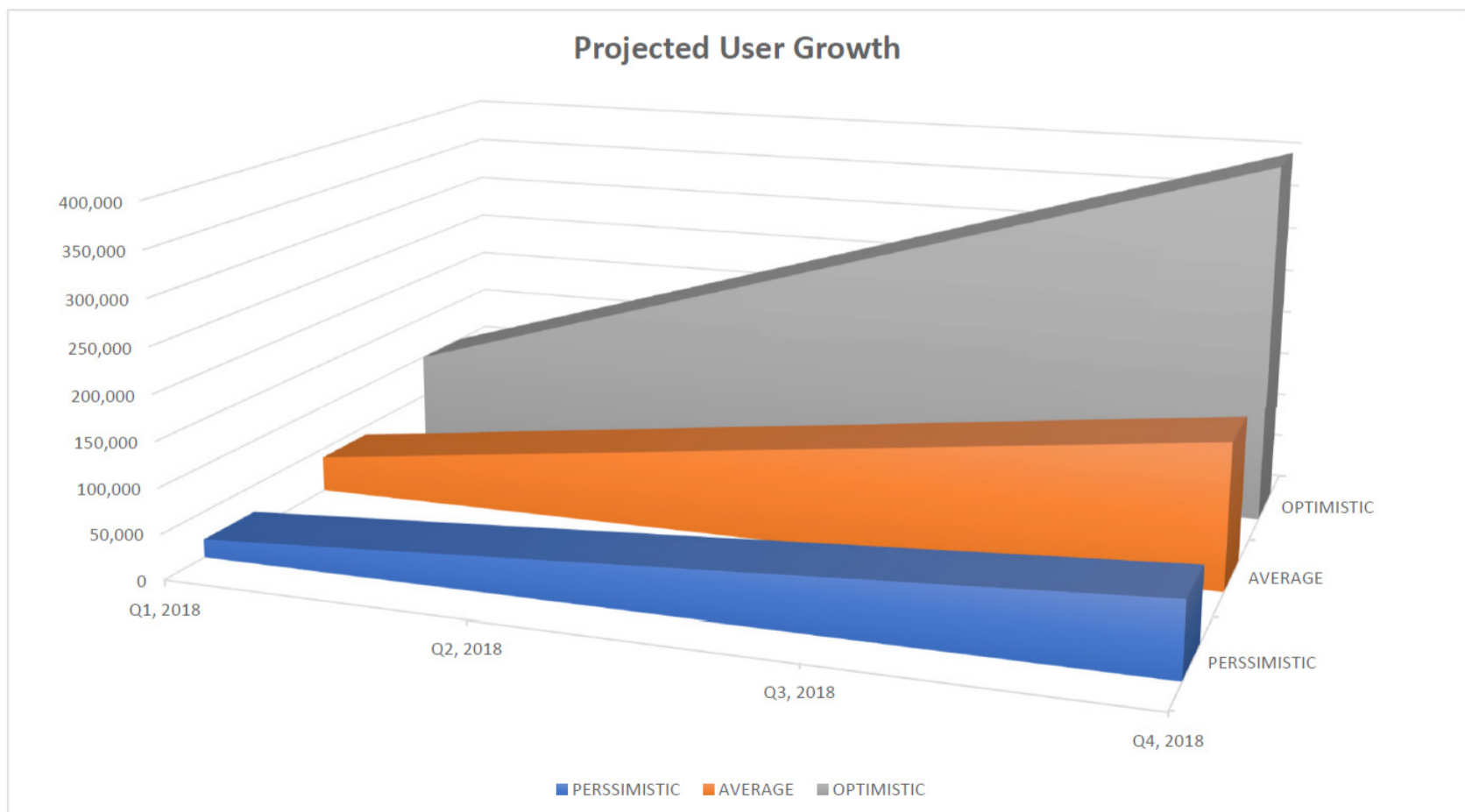
The chart above uses data estimates that are extrapolated based on our live data collected from the 22nd October 2017 to 30th January 2018.

Pessimistic Outlook:

We get less than 20k users in a single quarter, totaling 80k more users by the end of 2018.

Average Outlook:

We continue getting 40k users per quarter, totaling 160k users by the end of 2018.

Optimistic Outlook:

We gain at least 100k users per quarter, totaling 400k users by the end of 2018.

13. Marketplace Anticipation

We have observed many of our users testing out the shops- creating, customizing, submitting, and deleting them. These are all positive signs of a future active marketplace.

Based on data gathered from 22 October 2017 to 30 January 2018 - we have over 45 thousand users on the Sphere Social app. This is the amount of activity on the app up to that time:

Number of Users = 45,027

Number Blogs = 1273

Number of Photos = 27,326

Number of Videos = 606

Number of Discussion Topics = 250

Number of Groups = 384

Number of Events = 21

Number of Currently Submitted Stores = 70.

14. ICO DETAILS

SAT Crowdsale

Name of token: Social Activity Token

Symbol: SAT

Token Standard: ERC20 Standard

Decimals: 8

Role of Token: Utility Token. Use for purchase goods and services on social media platform

Total supply: 1,000,000,000 SAT

Available token for sale: 650,000,000 (65% of supply)

Emission: All unsold and unallocated tokens will be destroyed, and additional release of tokens will not be possible

Period of Sale: 12 February 2018 UTC 21:00 to 9 April 2018 UTC 21:00

Cost of 1 SAT: $0.14

Softcap/Minimum Goal: $1.5 million – softcap goal reached

Hardcap/Maximum Goal: $40 million

Accepted currencies: Ethereum, Bitcoin, Litecoin, Dogecoin, Fiat

15. DISTRIBUTION OF FUNDS

Token Distribution Overview

A total of 65% of available tokens will be made accessible to buyers through the ICO. We've reserved 1% of all tokens for our team and advisory staff. Another 17% will be reserved for the social network development. 9% will be reserved for the company.

Budget Allocation Overview

The budget outlined below presumes a scenario where our minimum cap of $1.5 million has been reached. Additional funds raised after the minimum cap will be used to add additional features to the application, API development, research, marketing and overall growth of the platform. Funds raised from the ICO will be distributed as follows:
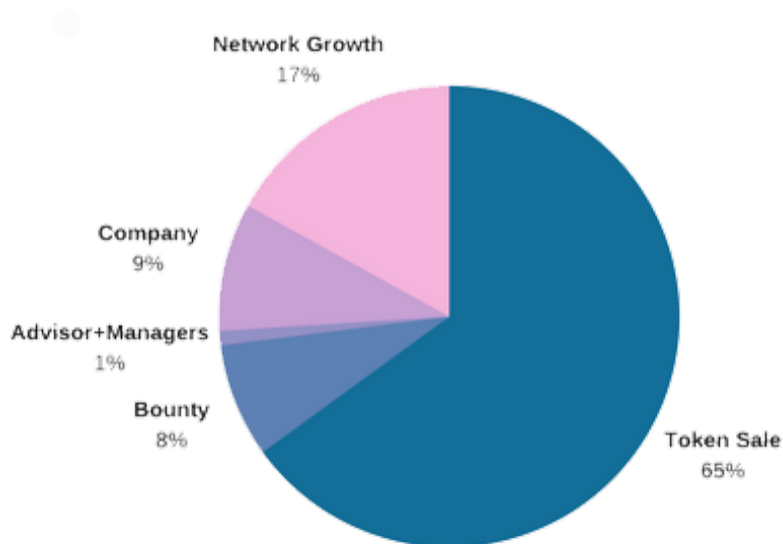
Application Development: 60%
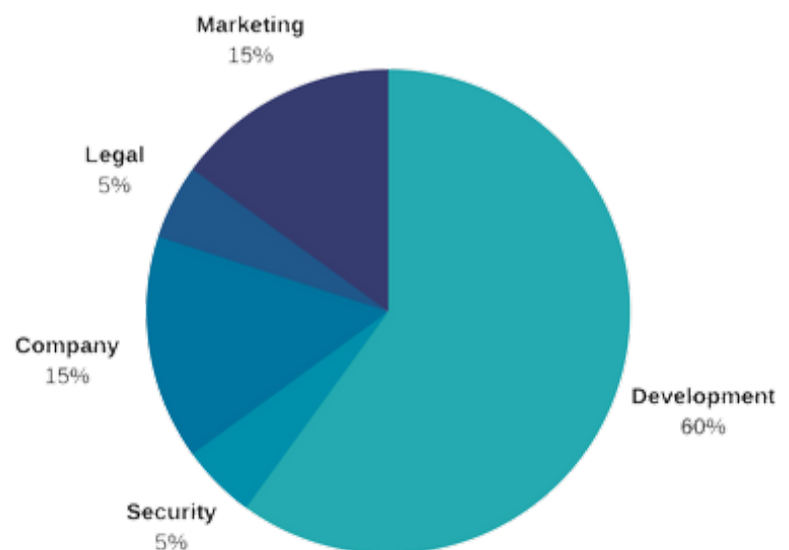
Marketing & Promotion: 15%

Company: 15%

Legal: 5%

Security: 5%

Token Distribution

Funds Allocation

16. ROADMAP

2016 — ● **Sphere Development Starts**

Sphere development starts work on iOS and Android apps.

Groundwork Preparation for ICO ● **Q1 2017**

Groundwork Preparation for ICO

Q2 2017 — ● **Further Application Development**

The first apps were submitted for beta testing.

ICO Marketing ● **Q3 2017**

Spread Sphere globally & change the world of social networking.

Q4 2017 — ● **ICO Pre-sale start**

ICO Pre-Sale.

ICO Crowdsale Starts
Back-end update and Security Integration ● **Q1 2018**

ICO Feb 12 - April 9
New and better Sphere Wallet with added security.

Q2 2018 — ● **Ad platform**

SAT can be used for buying and selling advertising spaces

Sphere Marketplace ● **Q3 2018**

First implementation on Sphere Marketplace for businesses and users.

Q4 2018 — ● **Complete Trustless and Decentralized Social Network**

Complete Trustless and Decentralized Social Network.

More Features Coming ● **Into the Future**

Some of the features we hope to add in the near future
Auction System
Third party integration
Implementing other features suggested by the community
More to come

About Sphere

Sphere is the new generation of social network.

We are creating a decentralized social network, separate from those corporations. You have a say, you get compensated, and above all you take back the power with every click and every social connection.

SPHERE SOCIAL LTD
Limited company incorporated
in United Kingdom

Join our upcoming ICO

Be part of Sphere's historic Initial Coin Offering by being the first in the world to hold Social Activity Tokens.

Registered office:
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Presale and ICO Terms & Conditions

Referral Program Terms and Conditions