



www.authenticity.io

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AUTHENCITY.

Writing messages inside of Ethereum tokens and minting them on to the blockchain allows user messages to stay there forever without an ability to censor or delete them. User inputs bypass our centralized database directly to Ethereum and the automation is in place for the website to retrieve the messages from Ethereum.

We also set out to monetize social media by allowing profiles and messages to be directly backed by followers using AUTH tokens. Followers, in return, get rewarded in AUTH tokens by distributing a share of any future backing for that profile and/or the profiles' messages, posted under that account.

This is a new age direct support and monetization model where users are backing other users directly on a decentralized and transparent network.





1. **Identity:** Nowadays people do not own their social profiles. This is being misused heavily by Social Media companies or by bad actors. Your personal information should be transparently shown and accessible with direct proof of origin on the blockchain of you being yourself. In case of anonymity needs, one should be able to stay 100% anonymous.
2. **Free speech**, similarly, gets added to Social Media companies databases only to be censored, possibly deleted forever and monetized by the company instead of you and your followers. To use a metaphor, databases are written in pencil, Authenticity uses blockchain tokens to write them in ink forever. No authority or government will be able to delete or modify what has been posted and engraved by you onto the Ethereum blockchain.
3. **Social media companies** make billions on pooled activity returning little to none of the rewards to the users. There needs to be a model to allow both producers and consumers of social media to monetize their time spent online in a decentralized peer to peer way.

Authenticity is a social media platform where you can engage with friends and family, socially and financially, without credit cards. It's a place where you get rewarded for being popular, and where you can participate in the success of other popular profiles.



The data revolution means that websites need to start directing information to places other than their databases. Names, addresses and credit cards are nearly always stored on several servers rendering your data redundant. The good news is that Authenticity won't need a security team of software engineers to build a forcefield around a database because the information is sent and stored directly on the Ethereum blockchain instead. Post messages just like you normally would on a similar user interface with the understanding that you are adding to the Ethereum expanding ecosystem instead of an Authenticity database. Your Ethereum address collects the majority of the monetization while Authenticity only takes a small fee, not the other way around.

- **(Who)** Free speech enthusiasts, people with a large following and fans who want to reap some benefits from their favorite artist or celebrity. When you back your favorite celebrity with tokens it helps them succeed faster with whatever talent they may possess.
- **(What)** Authenticity is a portal to the Ethereum blockchain, not a database. It's a user interface that individually mints Ethereum tokens with each post instead of saving each post on our servers.
- **(Where)** The Ethereum ecosystem and the internet, www.authenticity.io.
- **(When)** During the midst of the data revolution in 2022. No more deleting, just engraving.
- **(Why)** Because free speech is an important right, not to be controlled by a select few. And because your data should be yours to have full control over and to monetize.



Identity and posting messages

First and foremost, Authenticity works with the concept of identity. This is not very different from having an account on mainstream social media companies. However, on Authenticity your account - or identity - is your Ethereum wallet address. By signing up and signing in using this address, Authenticity will be able to uniquely identify you and to store your messages in your Ethereum wallet as NFTs. This is a key feature. Your messages are minted onto the Ethereum blockchain - for an Ethereum gas fee - and not stored in a database (Authenticity is a portal and not a database application). In fact, after signing in with MetaMask - an Ethereum wallet - you can immediately start posting social media content and get it minted onto the Ethereum blockchain.

This also implies that your posts will show up on NFT marketplaces like Rarible and OpenSea, because those platforms pull data from the very same Ethereum blockchain. Every message you post with or without a picture, GIF or video, will be minted as an ERC721 token on Ethereum. This means that your post messages and your reply messages are all tradable digital tokens on the biggest NFT exchange platforms. This offers great benefits, most specifically for ownership, security and free speech. With this, however, also comes the importance of careful consideration each time you decide to post (mint) a message. Once it has been posted it stays. Therefore: "Think before you speak".

Your current identity consists of your name, address and potentially credit card information spread over the Internet in various databases, just waiting to be used by a random employee or even worse 'a crook' who has (gained) access. Ethereum has created tools for us to anonymously authenticate and even pay without the need for these personal details spread out over multiple systems and databases. Your Ethereum address is your identity. That's all Authenticity needs to know.



Backing

Another important concept is that of 'backing'. In short, users (consumers) can support their favorite profiles by sending them money in the form of Authenticity's utility token. There are a number of reasons for this mechanism:

1. **By backing a profile**, a user can directly support the creator. This will help the creator to continue what they are doing, to grow and create even better content;
2. **A part of the backing amount is added to a pool**, which will be periodically distributed to all backers of the profile. This is an additional incentive for backers. Not only can they support their favorite creators, they can also share in their future success.

Have a look at the example scenario below:

Creator: "I'm a new artist and I seek backing as I grow while also wishing I could give back to my fans and followers without keeping track of all the information along the way."

Consumer: "I love collecting art and supporting up-and-coming artists. I want to help them to grow their business. I buy their art, send them support and retweet their posts to help gain traction and progress."

The above scenario is very common and the very reason for the success of platforms like Patreon. What Authenticity establishes is a secure, decentralized platform in which consuming content, supporting creators and sharing in their success are key pillars. It offers a natural way to network, support, share and grow, all driven by the Ethereum blockchain.

Be the first to support the next famous tech genius and get rewarded each month with AUTH tokens from backing their pool, while simultaneously supplying the creator with additional capital to grow. Also, not only is it possible to back profiles, consumers can also back individual messages. The mechanics are very similar to backing a profile. Part of the backing amount flows directly to the creator, another part flows to a pool for periodic distribution.



Your identity is uniquely identified by using MetaMask with your Ethereum wallet address, which you can connect to Authencity when you first enter the website. Along with it you will be able to enter a few details about yourself, but this is not a requirement. Your Ethereum wallet address is sufficient for you to authenticate.

Note that every new message that you post on Authencity will be linked to your Ethereum address and hence land in your wallet.

The identity (Ethereum address) can be backed by other users who follow your profile and is done with AUTH tokens. Tokens are allocated based on criteria such as how many tokens were raised from backers, user activity and other. When users back a single profile with a certain amount of tokens, a portion is used to enter a shared identity pool from which tokens are periodically distributed to backers who hold a stake. The distribution is determined by the relative size of their backing amount, weighed by how early they started backing the identity. When users back the same person it must mean they post engaging messages that receive likes and reposts and attract other backers as well, which is an incentive to back someone's profile early on.



2. Message Tokens

- Your Identity (Ethereum Address)

- < initially no messages >

Each message and reply is a new token minted and linked to your identity/Ethereum address. Each time you post a message you'll need to run an Ethereum transaction with MetaMask to mint your token (aka ERC-721 or NFT). As you can see below, the messages are tokens that are linked to your identity.

- Your Identity (Ethereum Address)

- Message 1 (NFT) - "I love Authenticity!"
- Message 2 (NFT) - "I just backed Donald Trump with 1,000 tokens!"
- Message 3 (NFT) - "I'm getting token rewards from Trump's popularity!"

OPTIONAL POLYGON SIDECHAIN: Users will have the option to use a free parallel sidechain to Ethereum, called Polygon (former Matic). Using the Authenticity user interface, you'll choose Polygon instead of Ethereum to mint your message tokens instantly and for free. However, these tokens cannot be backed by other users which encourages users to post to Ethereum. The most advantageous reason for minting messages to Polygon rather than Ethereum is to save the gas costs, or to defer the gas costs until a later date when the network is less busy. When gas prices lower to your desired level you can use Authenticity user interface to push an Ethereum transaction and put the NFT message onto Ethereum. Your messages will build up while gas costs are high and you'll be able to transfer any message at any time when you deem appropriate. After transfer of messages from Polygon to Ethereum is complete, messages on Polygon will be burned.

Authenticity likes when users post authentic messages onto the Ethereum blockchain, so we encourage messages to be backed as well, just like you can back the identity, using AUTH. There are 3 message tokens in the hypothetical hierarchy shown above. As mentioned, these messages can be backed with AUTH tokens of which a share is added to a message pool. This pool will be periodically distributed to the message backers based on their share of the total backing amount. Note that this mechanism is similar to the pool distribution to those who back the identity.

This periodical distribution will continue forever into the future with the earliest backers getting the most benefits of the pool distribution. From a profile or creator perspective, the quantity and quality of your posts will earn you backing tokens, of which a share gets added to a message pool for periodical distribution to your backers.


2. Message Tokens



16 days ago

Artur Sychov @ASychov

This is a test message I am minting



3

Write your comment

Send

Show comments

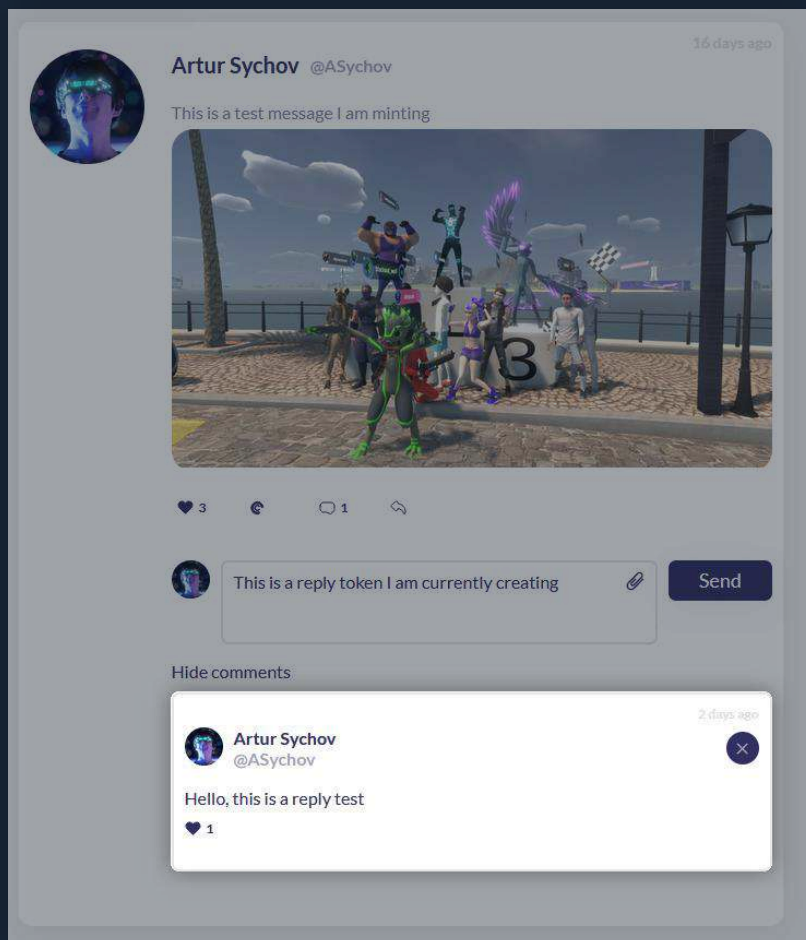


3. Reply Tokens

Reply tokens will be set up as children to the messages.

- Your Identity (Ethereum Address)
 - Message 1 (NFT) - "I love Authenticity!"
 - Reply (NFT) - "Me too!"
 - Message 2 (NFT) - "I just backed Donald Trump with 1,000 tokens!"
 - Message 3 (NFT) - "I'm getting token rewards from Trump's popularity!"

Message NFT tokens can be sold on websites like OpenSea.io as collectible items, so it's important to tier the messages in a way that allows them to travel together on the blockchain. For example, if this hypothetical user sells the token "Message 1" shown above then all the replies will travel with it, but not separate message tokens. Similarly, reply tokens can be sold as well, separately from everything and at your own free will.





4. Backing Peers

How many times have you wished you could back a certain message or profile on other Social Media sites when you find an interesting person or potentially viral content? Now you can! Backers send AUTH tokens to the Authenticity profile they want to back. Similarly, they can back individual messages of the profile. This is not mutually exclusive. You can back both the profile as well as message tokens minted under that profile. Each time an identity or message is backed, Authenticity takes a small fee, a portion goes directly to the profile you're backing and the third portion is sent to a smart contract. In case of backing a message, the distribution will be to Authenticity, the profile who created the message, the pool of the message and the pool of co-owners of the identity. Continuing with the hierarchy above, backers who back the identity will become part of the identity they back and every post into the future. As more backers will contribute to the pool it will give most benefits to the earliest backers of each profile and message. The messages and replies don't have to be sold, even though they can, to generate income. They just need backing to grow the pools that periodically will be distributed among the owners.

When a famous person comes to Authenticity it might generate some attention along with numerous backers. Let's say 100 backers join on the first day and the famous person sends the first post of "Hello World!" All 100 backers decide to back, like and/or repost it. This may result in more potential backers. Not only did they all make a direct contribution to this particular person but they also added an amount into the pool when they first backed the profile (and perhaps the message). They also reposted the message so it can be discovered by more profiles, which will lead to more exposure and, potentially, more backing.

Users and producers both have an incentive to push the message of those that they follow with real money, but also to prove their identity online. When someone is banned from social media they are banned from online identity, but tokenized posts cannot be banned from the Ethereum blockchain because it's encrypted, first and foremost, for your protection. All backing of messages and reposts give more rewards to the owner of the account and further incentivizes them to post more and grow much faster than they otherwise could with database social media.



5. AUTH Token

One billion AUTH tokens will be minted. Around 98.5% of all tokens will enter circulation over time. Roughly 1.5% will be reserved for staff related operations. You can earn AUTH tokens by signing up, posting messages, getting backing from your followers (backing of both your identity and your posts) and even for providing liquidity. Once you have AUTH tokens you can back others on Authenticity to participate in their rewards pools. The initial post, and replies to each post, must charge ETH gas to mint the tokens on the blockchain. From there, likes and reposting are available without gas fees.

Total supply: 1,000,000,000 AUTH

Start Mining NFT Messages

- Sign up and receive up to 1000 AUTH tokens (this number will decrease over time).
- Post messages and receive up to 320 AUTH tokens per message (this number will decrease over time and depends on the length of the text in the message and whether it contains images and/or a video).



AUTH Supply and Allocations						
Total Supply		1,000,000,000 AUTH				
Allocation		% of Total Suply		# of AUTH tokens		
Operational reserves / staff / listings / marketing		1.43%		14,300,000		
Sign-ups Total	8.80%	88,000,000 AUTH		1,880,500 Users		
	% of Total Suply	# of AUTH tokens	AUTH awarded per claimed identity	Number of identities/users		
1st wave	0.05%	500,000	1,000	500		
2nd wave	0.25%	2,500,000	500	5,000		
3rd wave	0.63%	6,250,000	250	25,000		
4th wave	1.00%	10,000,000	100	100,000		
5th wave	1.88%	18,750,000	75	250,000		
6th wave	2.50%	25,000,000	50	500,000		
7th wave	2.50%	25,000,000	25	1,000,000		
Platform Activity Messages				897,700,000	89.77%	
Note: Up to 10 rewarded posts per wallet per day, Messages minted onto Polygon will not be rewarded.						
	AUTH tokens / Symbol (capped at 220 symbols)	AUTH for image	AUTH for Video	Total # of Posts	Total AUTH	% of Total Supply
1st wave	1.00	50	100	-	3,200,000	0.32%
2nd wave	0.75	25	50	-	10,750,000	1.08%
3rd wave	0.50	12	25	-	33,750,000	3.38%
4th wave	0.25	5	10	-	65,000,000	6.50%
5th wave	0.10	3	5	-	135,000,000	13.50%
6th wave	0.05	1	2	-	650,000,000	65.00%
Incentivization Pool						
This pool contains AUTH coming from Authenticity's share of backing amounts (25% of the 5% for Authenticity will go to this pool)		% of Total Supply	Frequency	Distribution algorithm		
LP Providers		30%	Daily	Weighted Share*		
People who engage in backing		70%	Daily	Weighted Share*		
Referral Pool						
This pool contains contains AUTH coming from Authenticity's share of backing amounts (10% of the 5% for Authenticity will go to this pool)		% of Total Supply	Frequency	Distribution algorithm		
Referrers		100%	Daily	Based on accumulated, activated referrals		



AUTH Tokenomics - Distribution

Backing

	Minimum backing amount	Authenticity share	Identity share	Identity pool share	Message pool share
Identity	0.1	5%	30%	65%	0%
Message	0.1	5%	50%	25%	40%

Pool Distribution

	To Whom	When	Distribution Algorithm
Identity	All identity backers	Monthly	Weighted share*
Message	All message backers	Monthly	Weighted share*

Distribution algorithms

LP providers (30% of Incentivization Pool)

To promote liquidity, people are given the option to lock their LPs for 3, 6 or 12 months when staking Uniswap LPs against the Authenticity contract. The longer someone locks their LPs, the more AUTH rewards they earn. Note that rewards will be calculated per LP/Locking Period combination as one person could lock LPs for different periods. To illustrate, if someone had 10 LPs, he/she could lock 2 for 3 months, 3 for 6 months and 5 for 12 months. He/she would be earning AUTH rewards for each combination.

When people stake their Uniswap LPs against the Authenticity staking contract, they choose a 3, 6 or 12 month locking period. To make it favorable for people to lock longer, the LPs they lock will be weighted. The following weighing factors are used:

3 month locking = 0.2 6 month locking = 0.3 12 month locking = 0.5

Let's say there are 3 people who stake 10 LP each. The first person (A) locks the stake for 3 months, the second person (B) for 6 months and the third person (C) for 12 months. Even though each person in principle holds 33.33% of the LPs in the staking contract, the weighted portion differs based on the locking periods. The formula is as follows:

Share = Locking Period Weighing factor (0.2, 0.3 or 0.5) x Staked LPs
This will result in the following weighted Lps:

Person A: $0.2 \times 10 \text{ LP} = 2 \text{ LP}$ Person B: $0.3 \times 10 \text{ LP} = 3 \text{ LP}$ Person C: $0.5 \times 10 \text{ LP} = 5 \text{ LP}$

The new total of weighted LPs that are staked = 10 LP

It follows that person A will get a share of $2/10 = 20\%$ of the daily AUTH. Person B will get 30% and person C will get 50%. Note that these shares are used to distribute 30% of the AUTH in the Incentivization pool on a given day.

People who engage in backing (70% of Incentivization Pool)

Each day, Authenticity will calculate the share of each profile's total lifetime backing amount relative to the total lifetime backing amount summed across all profiles.

Share (daily) = Total lifetime backing amount by profile / total lifetime backing amount (sum of all profiles).

The share is used to distribute 70% of the AUTH in the Incentivization pool on the given day:

$\text{AUTH} = \text{A profile's share} * (\text{AUTH in Pool} * 0.7)$

To illustrate, if on day 1, profile A backs with a total of 2,000 AUTH and profile B backs with a total of 3,000 AUTH, then profile A's share on that day is $2,000/5,000 = 0.4$. Profile B will have a share of 0.6. If on day 2, profile A backs 1,000 AUTH and profile B backs 1,000 AUTH, the shares are $3000/7000$ (43%) and $4000/7000$ (57%) respectively.

Note that total lifetime backing amount for a profile is calculated across all profiles and messages that the profile backed. So if profile A backs profile B with 1000 AUTH and two messages of profile C with 100 AUTH each, the total backing amount would be 1200 AUTH.



Identity and Message Pools	
Concept	Description
Identity/profile and wallet address	Every wallet address can only have 1 identity (also called profile). The calculations below are per identity/profile and not wallet address.
Identity/message, backing transaction	<p>When distributing AUTH from an identity or message pool, shares are determined per key: [identity message, backing transaction]. A backing transaction is one identity backing one specific identity or message with an AUTH amount.</p> <p>It follows that one identity can back the same identity or message multiple times. For example, consider identity I and backer B, who backs identity I twice. This implies there are two backing transactions, T1 and T2. Now, upon distribution of the AUTH in the identity pool of I, the share for backer B is calculated separately for (I,T1) and (I,T2).</p> <p>The reason for calculating shares per transaction is that shares should be weighted based on the length (L) of backing. See explanations below.</p>
Time weighted shares	<p>For calculating the share of one specific transaction T, there are two main concepts at play:</p> <ol style="list-style-type: none"> 1) How much AUTH did a backer B back identity I with in transaction T 2) How long (L) has the backer - with that transaction T - backed the identity or message? <p>The overall formula is: AUTH for T1 = (Time weighted share T1 * AUTH in the pool to distribute)</p>
Time weighted backing amount	<p>The key to calculating the time weighted share is to first calculate the time weighted backing amount based on the age of transactions.</p> <p>The time (age) weighted backing amount of a transaction T1 is calculated as follows:</p> <p>Time weighted backing amount T1 = (Age in days of backing transaction T1 / Total of all ages in days for all backing transactions T1,...,Tn) * Backing amount T1</p> <p>In short it means that the older (or earlier) a backing transaction took place, the more weight it is given relative to backing transactions that came after that. The rationale behind this is that it incentivises people to back (promising) profiles early on as this will favor their transactions.</p> <p>To illustrate this with an example, consider two backing transactions:</p> <p>T1 = 500 AUTH on day 1 of a given month T2 = 1000 AUTH on day 15 of a given month</p> <p>The identity pool will contain 65% of the backing amounts, which is 975 AUTH.</p> <p>In terms of AUTH amounts, the shares are 33% and 66% respectively. If the distribution was based solely on those percentages, the person behind T1 would get 324 AUTH and the person behind T2 would get 649 AUTH.</p> <p>However, the T1 transaction is 30 days old at distribution time. T2 is 15 days old at distribution time. In other words, the total of all transaction ages equals 45.</p> <p>With this we can recalculate the amounts as follows:</p> <p>Time weighted backing amount for T1 = (30/45) * 500 AUTH = 333 AUTH Time weighted backing amount for T2 = (15/45) * 1000 AUTH = 333 AUTH</p>



AUTH Tokenomics - Distribution

Time weighted share	<p>The time weighted share of a transaction T1 = (Time weighted backing amount T1 / total of all time weighted backing amounts T1,..., Tn)</p> <p>In our example that would be $333 / (333 + 333) = 0.5 = 50\%$ for both T1 and T2. From this example it is clear that T1 is favored over T2.</p> <p>The result is that both T1 and T2 get an equal share of the AUTH in the identity pool, which is 50% of 975 AUTH.</p> <p>AUTH for T1 = (Time weighted share T1 * AUTH in the pool to distribute) = $0.5 * 975 = 487,5$</p>
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Referrers

Each time someone refers someone else using a referral code, and that other person signs-up with that referral code and creates a minimum of 1 Ethereum post, this is considered an 'Activated Referral'

Authenticity keeps track how many activated referrals each user has.

Every day the Referral Pool will be distributed to users who have activated referrals. For instance, if user A has 3 activated referrals and user B has 5 activated referrals, then user A will get $3/8 = 37.5\%$ of the pool and user B will get $5/8 = 62.5\%$ of the pool.

IMPORTANT:

Transactions never expire. To illustrate, after two months, the age of T1 in our example is 60 days. The age of T2 is 45 days (if no other transactions were made, the total age of T1 and T2 would be 105). Both transactions will forever participate in the pool distribution. Whether there is AUTH to distribute however depends on new AUTH being added to the pool (= new backing transactions after T1 and T2). The reason is that the pool is emptied every month (all AUTH is distributed). If no new backing transactions are made, there is no new AUTH to distribute.

If you'd calculate the time weighted shares for T1 and T2 after two months, the numbers would be:

Time weighted backing amount T1 = $(60/105) * 500 = 285$
Time weighted backing amount T2 = $(45/105) * 1000 = 428$

Time weighted share T1 = $(285/(285+428)) = 0.4$
Time weighted share T2 = $(428/(285+428)) = 0.6$

As you can see the relative advantage of T1 (which backed on day 1 of the first month) wears off a bit, but T1 still has an advantage as the share is calculated to be 40% even though T1 only backed with 500 and T2 with 1000.

Selling a Message Token

Messages (message tokens) can be sold. However the minimum price must be: Total backing amount + 30%.

30% of the sale price goes to the creator
70% of the sale price goes to the backers

Upon selling, the amounts will be distributed immediately and not enter the identity and message pools. Distribution will solely rely on the relative share of each backing transaction, based on AUTH value. To illustrate, if there are two backing transactions, T1 and T2, of 1000 AUTH and 2000 AUTH respectively, the minimum selling price will be 3900 (3000 + 30%). The creator will get 900 AUTH (30%), T1 will get 1000 AUTH and T2 will get 2000 AUTH.



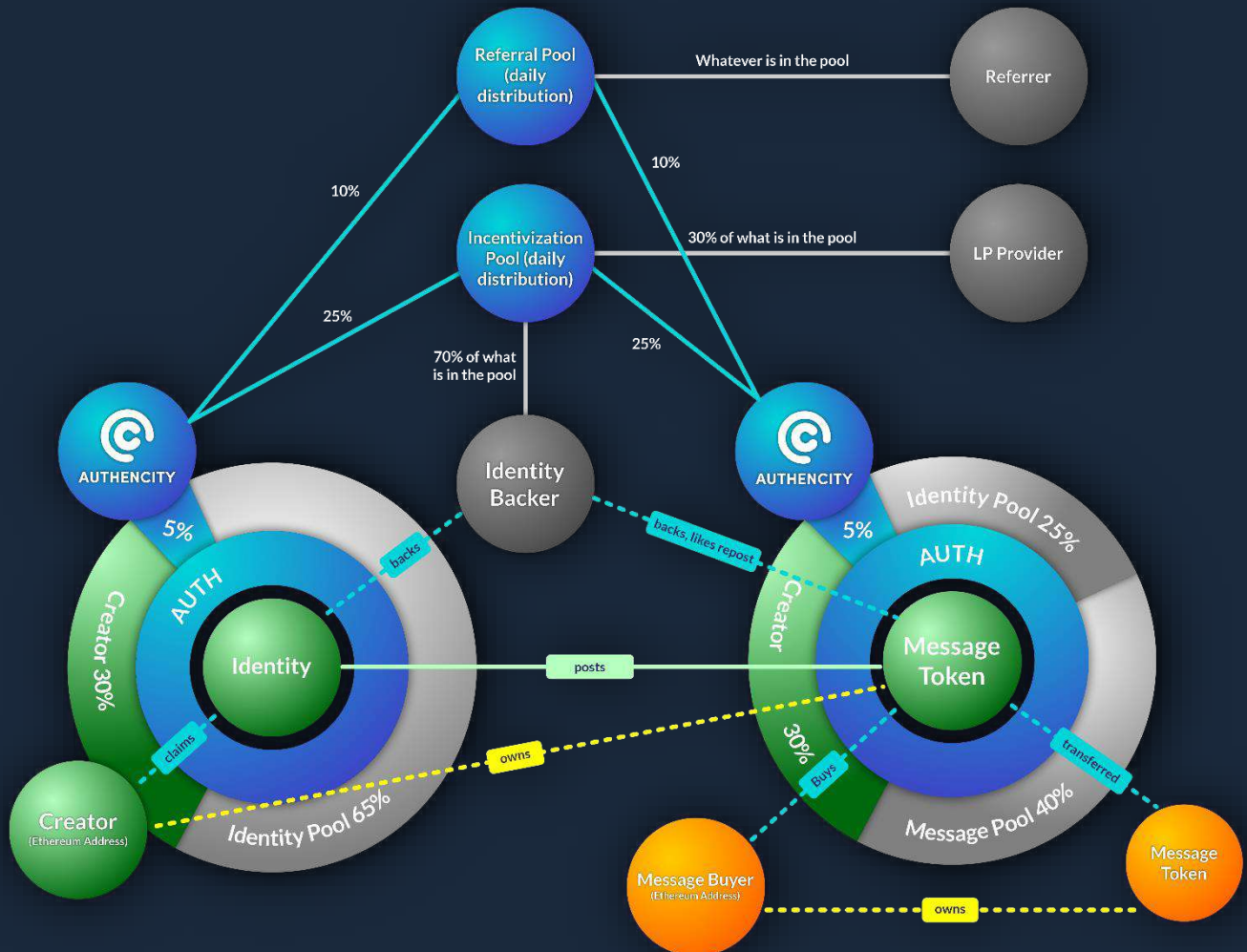
AUTH Tokenomics - Staking

Staking Mechanism / Workflow	Providing liquidity and subsequently staking the LP's is a double incentivization model. From Authenticity's perspective it helps maintain liquidity and reduce slippage, which can in turn increase trading activity
1) Provide Liquidity (Uniswap)	
Uniswap	Go to Uniswap, connect your Metamask Ethereum address and provide liquidity to the AUTH/ETH pool
LP tokens	LP tokens are minted and sent to your Ethereum address
Earn	Earn a share of fees on trades (0.3% for standard non-correlated pairs)
2) Stake LP (Authenticity)	
Authenticity	Go to Authenticity, connect your Metamask Ethereum address and open the Staking page/dashboard
Staking dashboard	The dashboard should show '1) currently staked LP's, 2) Current APR, 3) Stakable LP's (in my wallet, not yet staked), 4) Unclaimed rewards (AUTH)
Options	1) Stake (stakable LP's), 2) Unstake (staked LP's), 3) Claim (AUTH rewards)
Stake	Choose the Stake option and enter how many LP's you want to stake. Press Stake.
Authorize	Authorize your MetaMask to be connected to the staking smart contract.
Metamask	Allow + confirm Metamask to send your LP tokens to the staking smart contract.
Update dashboard	Authenticity will update the staking dashboard to show the correct number of staked and unstaked LP's
3) Claim AUTH (Authenticity)	
Claim	On the staking dashboard, press Claim
Confirmation	Press Claim on the confirmation dialog
Metamask	Confirm the transaction/gas fee in Metamask (if this is an on-chain transaction only)
Sent AUTH	AUTH rewards are send to the user
Unstake LP (Authenticity)	
Unstake option	On the staking dashboard, press Unstake
Unstake	Enter how many LP's you wish to unstake and press Unstake
Metamask	Confirm the transaction in Metamask (Authenticity will send the LP's to your Ethereum address)
Withdraw Liquidity (Uniswap)	
Uniswap	Go to Uniswap and withdraw liquidity

6. Likes, Reposts and Backing Distribution



Each backing represents money that first of all rewards the profile/owner of the post, but a share is also allocated to a pool for backers and to Authenticity. The sum of AUTH tokens collected from each identity and post backer, or rather the sum of tokens that are distributed to the pool, is periodically distributed to the backers. Pick your favorite celebrity and imagine backing them with 1,000 AUTH tokens early in their career. The goal of backing a profile is to help fuel the growth of that person/identity and to personally reap long term benefits of pool distributions, relative to your share. You can back profiles and messages with any amount of AUTH. If you spend 1,000 tokens to back a profile, 30% of the tokens are immediately distributed to the profile with a 5% fee sent to Authenticity. The rest of the backing tokens, 65%, will go to the identity pool. Similarly, if you back a message, 30% will go to the profile, 5% to Authenticity, 25% to the identity pool and 40% to the message pool. See the below illustration:





6. Likes, Reposts and Backing Distribution

Leave your tokens off-chain to back profiles for free without any gas fees. You can always claim and move your tokens back to Ethereum for trading on secondary markets like Opensea.io and Uniswap.org. Authencity sends all token rewards off-chain. Each user has the option to send them to Ethereum with a transaction fee or they can simply use the tokens on the platform for free.

The screenshot shows the Authencity dashboard. At the top left is the Authencity logo. The top right navigation bar includes links for Search, Invite, FAQ, AUTH Token, and a profile selection icon. The main content area is divided into two columns. The left column features a section titled 'AUTH Token' with a price tag 'AUTH = 0.0006098 ETH (\$1.652)' and a candlestick price chart showing fluctuations over a 7-day period. The right column displays 'Your Balance' as 8727 and 'Available to claim' as 1827, with a blue 'Claim' button. Below the claim section is a link 'How to earn AUTH tokens'. At the bottom left, there is a section for 'Backed Profiles' with a 'View All' link on the right.



7. Conclusion

Authenticity establishes a secure, decentralized framework - powered by the Ethereum blockchain - in which creating and consuming content, supporting content creators and sharing in their future success are key pillars. It offers a set of features to network, support, share and grow in a single portal.

Authenticity does not store the messages, but instead mints them into the blockchain. Each message is forever engraved and ownership is undisputed.

The time to reap the benefits from your own content and let your supporters ride the wave of your success has come!

Join Authenticity, sign up via MetaMask and start engaging to earn AUTH tokens. You can earn AUTH tokens by signing up, posting messages and replying to others. You can also get AUTH tokens from your fans, in case you are a creator, and receive AUTH by periodic payouts if you are a fan/follower.

Consumers - Followers - Fans

Don't envy the profiles with hundreds of likes and reposts. Instead, support and join them by sending AUTH tokens (backing) to further their success and grow together. Click on their profile, send tokens and get a stake in the pool. Backing individual people (and their messages) is Authenticity's key feature. For creators it can be hard to cover the costs of a modern art studio for painting or the best audio equipment for your video streams. If everyone who joined America's Got Talent or a Shark Tank show had an Authenticity profile, they could get backed immediately by peers and fans using the blockchain instead of waiting for a select few people or companies to back them.

Producers - Creators - Leaders

When you're popular and post interesting content, you'll receive backing from other users of Authenticity. In this case, see them as an integrated part of your success. They own a share of your pool. They're your entourage, your promoters, who repost and like the messages that you post on Authenticity. Your true following that provides you the capital to grow. They, in turn, will continuously receive rewards from your pool with no effort needed from you. Imagine a celebrity who wanted to give something back to all of their social media following. This would be a nightmare to organize. Not with Authenticity, which makes this an effortless, automated and integrated part of the platform.

It pays to be a follower and a creator. Both roles are responsible for each other and the overall success, and will be rewarded respectively. Traditional social media lacks the mechanisms for this. In fact, many Social Media stars make very little income from their respective platforms due to minimum subscriber base and minimum amount of engagement requirements just to qualify for income privilege.

With Authenticity times have changed. Supporting people who create engaging content and sharing in their success make up the very fabric of this new platform.



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