WAIVLENGTH

The New Standard In Social Media

Whitepaper V2

Introduction

Mission Statement

We are dedicated to the establishment of a truly connected and authentic social network. We plan to remove the most negative elements of current social media and allow users to interact in a safer and more trustworthy environment.

Vision

We want to create a social media platform where real people interact as their true selves. An online space where all users are verified and can interact in a more open and transparent environment. No bots, no duplicate accounts, no anonymous users. We also want to protect the data of our users and allow them to control if/how their data is harnessed. We intend to deliver a platform free from advertising, where you get to choose what content you can access and consume.

Ethos

Accountability

To cultivate a strong community, user accountability is vital. Accountability brings responsibility and we strongly believe that by verifying users it can help eradicate the most toxic elements of the online social space. There will be no hiding place for deceit, abuse, racism, trolling, catfishing, fraud etc. On our platform, if somebody is banned, they will not be able to create another account as a different person, ever. This verification process will be achieved by integrating with emerging blockchain KYC solutions (see below).

Transparency

We want to protect our user's privacy and data while delivering an authentic new social media platform. It is our promise that users will always be fully informed and given the opportunity to decide on if/how their data is being harnessed. While KYC information will not be stored or used other than to verify users, some 'platform data' may be processed to help our algorithms improve user experience. We will be transparent about how we use this data; ultimate control will still lie with the user on this front (again, more on this below).

Integrity

Our project is designed to bring about a positive change in how we can interact online. We want to combat digital hate, fraud and deceit and safeguard our users privacy and data. Our Tokenomics on $WAIV are set up to allow 0.25% of each trade to be donated to charity. We will collaborate with charities that share our values allowing us to help as many people as we can along the journey.

Community

The greatness of a community is most accurately measured by the compassionate actions of its members. We want to cultivate an online space that caters for more open interactions in a trustworthy environment to develop relationships, celebrate creativity, drive innovation, and bring about positive change. The development of the project relies upon the investments and support of the Waivlength community. A platform built by the community, for the community. In this respect, we will also be keeping a close eye on emerging organisations in the crypto and social media space who share a similar ethos and may be suitable for future partnerships.
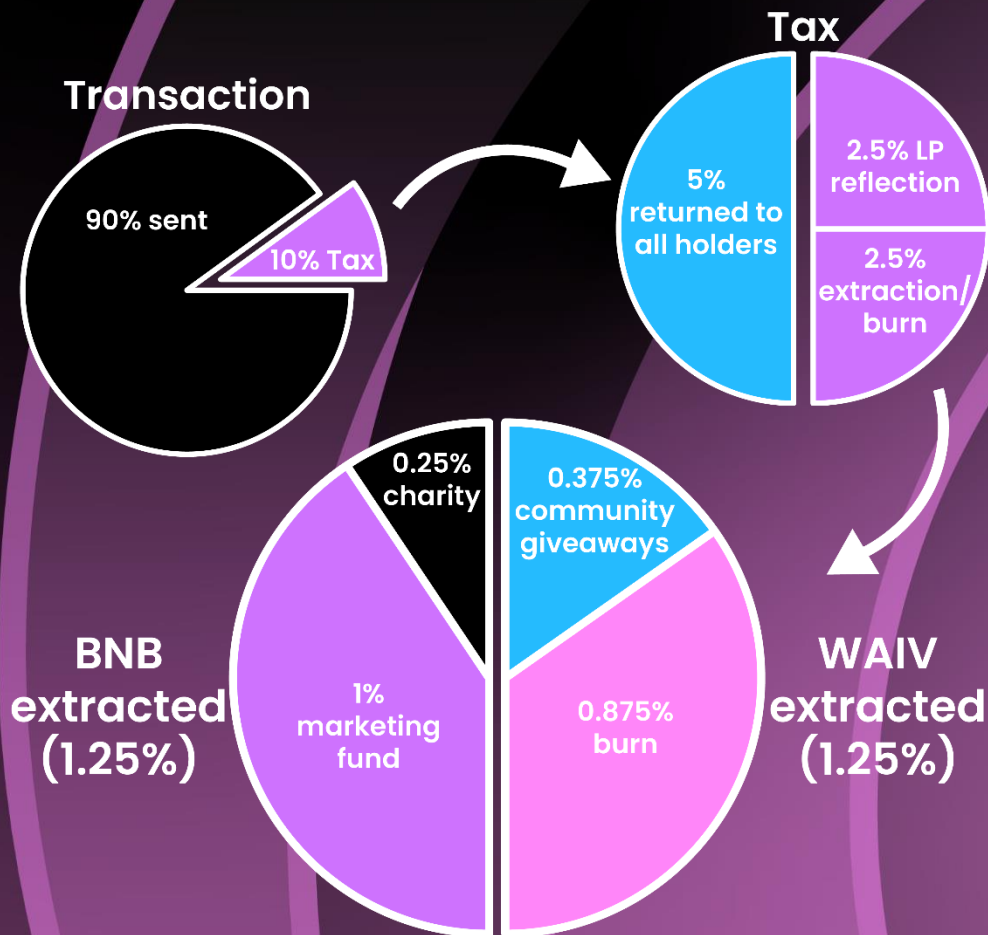
The Token

WAIV is the governing token of our project. It was launched fairly on April 21st 2021 through DxSale. It is a BEP-20 token that operates on the Binance Smart Chain (BSC). The total supply of WAIV is finite, and it is deflationary. This means that tokens are extracted during each transaction and burned. This tokenomics model ensures that the supply always decreases, increasing the demand for our token. This rewards our token holders over longer periods of time.

Tokenomics

The token transactions are taxed at 10% in line with other common tokenomics models. This tax is then allocated to the following purposes:

- **Liquidity pool reflection** - 25% of the tax is deposited back into the liquidity pool. This increases the total liquidity of the token and stabilises the token price.
- **Holder reflection** - 50% of the tax is deposited back into wallet addresses of those who hold WAIV according to their % holding. This encourages users to hold our token and disincentivises early selling.
- **Extraction** - the remaining 25% of the tax is extracted from circulation. Half of this consists of WAIV tokens and the other half are converted into BNB tokens (BSC native tokens). These are then allocated as such:
  - 70% of the extracted WAIV tokens are burned. This means they are sent to a wallet without access and are effectively removed from circulation forever.
  - The remaining 30% of WAIV tokens are distributed back to the community through giveaways. This engages the community and incentivises more end users to get involved with the token.
  - 80% of the extracted BNB tokens are used for marketing and development of our platform and token. This is the initial seed funding necessary to get our project operational.
  - 20% of the remaining BNB tokens will be disseminated to various charities which can be selected by the developers or the community through polls.

Transaction
90% sent
10% Tax
Tax
5% returned to all holders
2.5% LP reflection
2.5% extraction/ burn
BNB extracted (1.25%)
0.25% charity
1% marketing fund
0.375% community giveaways
0.875% burn
WAIV extracted (1.25%)

Future Listings

We are currently in the process of getting our token listed on CoinMarketCap and CoinGecko. This process should conclude in the coming weeks. These are not exchanges for users to trade our token, but are the first stop for any cryptocurrency trader to locate information about a coin or token. This includes the most up to date price information as well as background information such as our website and social media accounts. This is an excellent first step in ensuring token name and brand recognition.

In Phases 2 and 3 we will approach both large and mid-sized cryptocurrency exchanges with the aim of getting our token listed on their platforms. This increases the user base for our token, indirectly increasing our token liquidity and transient users. Overall, this will increase our brand awareness by many orders of magnitude.

WAIV on Waivlength

When clients use our social media platform they will be exposed to the WAIV token in a number of ways.

- Payment to the premium level of our platform will be possible using WAIV tokens.
- Creators (loosely defined as anybody who posts or comments) can get tipped with WAIV tokens from other users. Thereby encouraging the creation of popular social content.
- Access to premium material, such as live events and premiers can be achieved using the WAIV token as payment.
- In the future, users may choose to 'sell' their user data to external companies to be used in advertising and be reimbursed accordingly through the currency of WAIV.
- If future partnerships arise to enable data blockchain for our users, clients can have the option of deploying their hardware as a node on our blockchain upon which they could be reimbursed with WAIV tokens.

These are some current ideas but we plan to expand the use cases for our token platform integration in the coming phases.

WAIV as a Shareholder

The greatest benefit for all holders of WAIV is that they get to share in future profits from the Waivlength platform. WAIV will essentially act as shares in the Waivlength platform. 50% of all Waivlength profits will be paid back to holders, divided among all holders of WAIV, proportional to their % holding like a dividend paying stock.

The Platform

Waivlength

The Social Media platform that this project aims to create is called Waivlength. We want Waivlength to be the biggest competitor to mainstream social media. As standard, there will be functionality to share text, image, video, and audio-based content publicly, among friends, or with selected individuals or groups. There will also be a private messaging service. Users will be able to choose whose content they want to see, alongside other features which we will reveal closer to the time of its release.

Company Structure

Waivlength will be incorporated under a limited company registered in Ireland. Accounts will be prepared in accordance with applicable accounting standards.

Investors and WAIV Token Holders

External investment will be crucial to the long-term success of the project. Quality marketing and collaborations are necessary to boost exposure and grow the community. We will be continuing to approach investors to inject the capital required to push these campaigns and expand the development team.
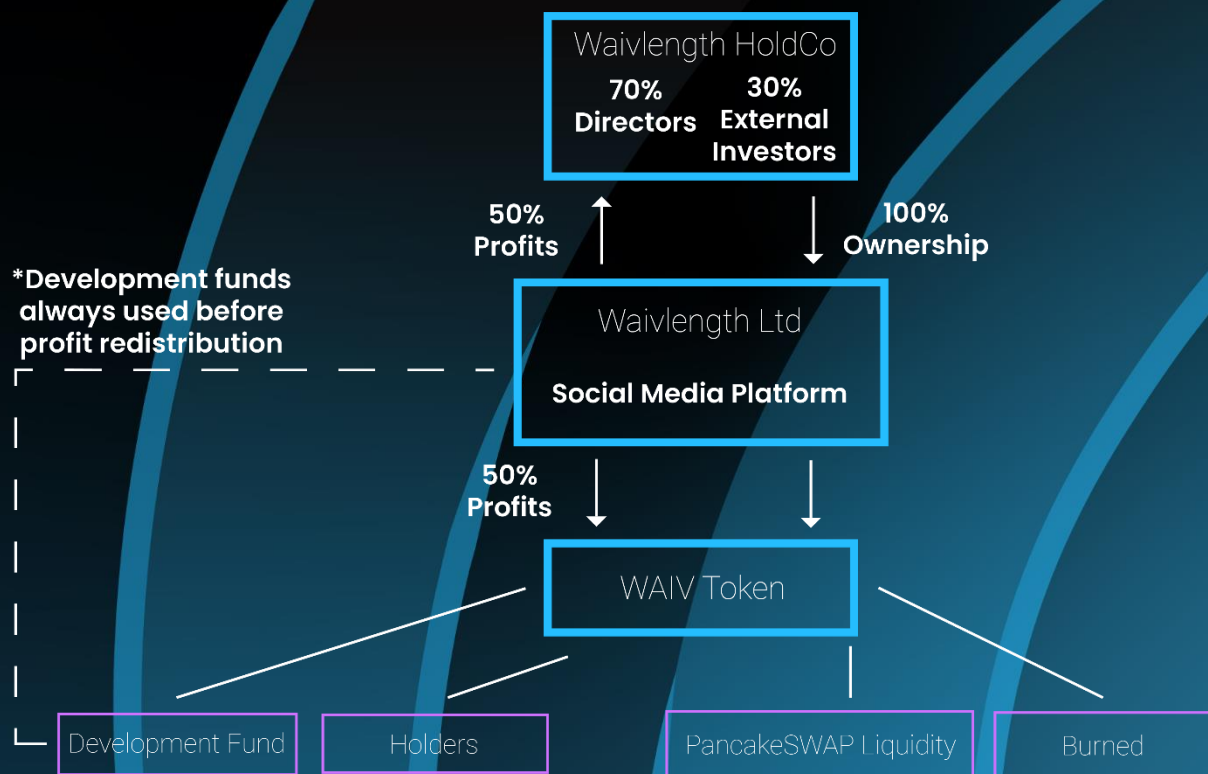
Investors who want to support the project can do so by buying a stake in the Waivlength holding company. Their investment will be used to accelerate the development of the project and entitle them to a share of the future profits of the Waivlength Social Media platform proportional to their % stake.

Of course, investors can also buy WAIV tokens which will essentially act as shares in the Waivlength platform. 50% of all Waivlength profits will be divided among all holders of WAIV, proportional to their % holding like a dividend paying stock, as mentioned above.

Please see the following flowchart for a summary of how investors, WAIV token holders and the Waivlength company will function.

Waivlength HoldCo
70% Directors **30% External Investors**

50% Profits ↑ | ↓ 100% Ownership

Waivlength Ltd
Social Media Platform

*Development funds always used before profit redistribution

50% Profits ↓   ↓

WAIV Token

Development Fund | Holders | PancakeSWAP Liquidity | Burned

Platform Features

User Verification

Every user on our platform will be verified. This will be done through integrated blockchain KYC technology. This is ultimately the primary goal of the Waivlength platform and will be our top priority.

Content Creation and Access

As standard, users can create content in text, image, video and audio-based format. The number of characters will not be limited much in text-based content. We will allow url links to be embedded in posts, # links to group content and the option to like, comment and share posts. Users can have public or private profiles and can follow people/organisations that they want to see.

Live material

We want to incorporate a live streaming option. This can be done via audio rooms, similar to live podcasting, whereby they can invite other users to join and give microphone permissions to. Live video sessions, which can be broadcast to the public or to a select cohort of the public, such as the user's followers. Event premiers from events such as movie premiers or

conventions. Access to news streams from the top news networks around the globe.

Personal Profile
Users will have a personal profile, which other users can access if they are followers. The user can choose to create their own user biography, with a character limit, and provide any other information they choose here, such as their personal webpages, or other social media profiles.

Private Messaging
Users will have a private chat function through the site. This will allow for direct messaging and group chat messaging.

Platform Interface
From the very beginning of our project, we've wanted our platform to not only be built differently, but to feel different too.

Ocean Page
This page will display popular posts/pictures/videos from around the world that resonate with the interests the user chooses at the start of joining the platform. Similar to a 'Discover' or 'For You' page.

We hope to create an animated interface whereby this content can drift in from one side of the screen, flow across, and out the other side, like a slow-flowing ocean current, hence the name. Users can pause or speed up the flow by holding/swiping their screen. Over time our algorithms can suggest better content for you based on your interaction with previous posts.

Home Page
This will be the page that is loaded up after logging in to the platform. This will be in a more traditional form, posts from people/businesses the user follows will be displayed here. Posts will be displayed in chronological order, from top to bottom, with the most recent ones being at the top. All post interactions will be pinned to the bottom of each post. Clicking/tapping on the user who made the post will take you to their profile where you can have the option to follow/request to follow.

Profile Page

This is each user's own page where their previous posts are stored. Users can choose for this to be private or public, and have the option to hide/archive/delete their posts. Name and age will be scraped from details provided in the verification process, but users have the option to hide their age.

The UI (user interface) on the profile page will be customisable to each user, allowing them to build a unique profile where the design, layout and orientation of their content is up to them. We'll provide some ready-made templates to make this easier.

Messaging service: This will have a standard UI, conversations will be in list-form on the left hand side of the screen with the selected conversation taking up the middle/right side.

There are still a lot of areas that the development team have yet to decide and we hope to have better concepts to release towards the end of phase 2 and throughout phase 3.

Monetising the Platform

We have a number of ideas for how we would like to monetise the platform, but still have a lot of time to consider our options. A tiered subscription-based service is our preferred option at the minute. An example of such can be seen below. Advertising is another potential revenue stream for the platform, particularly if there is a Free Plan. However, in keeping with our ethos, if this was to be done, we would be particular about how our users are subjected to these ads.

The tiered subscription service is broken down on the next page.

Free Plan

Anyone can join Waivlength. All users will be put through a KYC verification process as discussed above. Limitations of the free plan may include a limitation on weekly posting, reduced access to live/premiere events, and an inability to use WAIV on the platform. Most applicable to new users who are interested in the platform, but unsure of paying for it. This free plan will also be subject to general ads (Similar to Spotify's free service).

Waivlength Premium

For a monthly fee, premium users will have access to the full suite of services offered on the platform, including the use of WAIV on the site. This version will be free from ads. Most applicable for users who know the platform, hold WAIV, and use it as their primary social service. Premium users will also have an icon by their name indicating their Premium status.

Waivlength Gold

For an increased monthly fee, Gold users will have access to the full suite of services on the platform, plus the ability to fork their account into up to 3 sub-accounts, all connected to the original. So if someone wants a profile specifically for one topic/subject (or a publicly oriented/privately oriented profile) they can use a fork account to do so without the risk of cluttering their feed. This is most applicable to large creators/influencers/celebrities. The main account will be held accountable for all actions of all fork accounts. Gold users will also have an icon by their name indicating their Gold status.

Advertising

Generalised advertisements may be featured on the Free Plan and this will serve as an additional source of revenue for the Waivlength platform. There will be no selling of user data to advertisers, this includes users on the free plan, any advertisements to free plan users will be generalised and not specific.

KYC Integration

Traditional KYC protocols consist of methods by which organisations confirm the identity of a client. This is usually an arduous and slow process, requiring constant and repeated validation by the organisation's staff (or outsourced to a KYC consultancy firm). It also requires the client to transfer copies of their identifying information such as passports, social security numbers, or licenses. This data is then stored by the organisation. This is a costly and inefficient process, one which blockchain technology aims to solve.

Blockchain KYC is already being implemented in finance, logistics, and medicine as a way of verifying end user identities, while also giving the user complete control over their data. This is achieved by storing all data on a decentralised network of nodes. Access to the data is then provided directly by users or third parties who will have appropriate permission to do so.

We will partner with existing KYC Blockchain solutions to verify users as they sign up for Waivlength. It will ensure only real people using their true identities can use the platform and will stop any duplicate accounts from being made.

'Personal data' vs 'Platform data'

The KYC handles and stores users' 'personal data', but there is another type of data that is generated from using Waivlength – 'platform data' (i.e. users' likes, comments, and other activities on the platform). Periodically, users will be asked if their platform data can be used to train/improve our recommendation system. If 'yes' is selected, users will be recommended posts based on their previous activity, if 'no' is selected, users will be shown random posts (This only applies to the Ocean page, referred to above).

We are conscious of how recommendation algorithms on social sites can turn into echo chambers, where only one message is repeatedly shown to users. We believe such conditions may not be conducive to broadening one's horizons. We are not here to dictate viewpoints or shape opinions, but if you feel like you are being pigeon-holed into a particular opinion, you can opt out of the recommendation system, while still giving us your

platform data and helping us improve. Platform data will never be sold to third parties, it is exclusively for the use of improving the user experience and providing analytics data to creators.

We will be transparent about how we use this data and give users more control over their own data. We are continuing to develop ideas on different ways that users can share or privatise their data based on their preference.

Road Map

Having successfully completed all of Phase 1, our WAIV token is now fully launched and tradeable on PancakeSWAP. We have established ourselves as a legitimate development team and have a growing community supporting the project.

Phase 2 intends to accelerate the growth of our WAIV token, reveal and expand the development team, collaborate with advisors and investors, increase marketing efforts, grow exposure and obtain listings on bigger exchanges.

See the breakdown of Road Map below:

PHASE 1 - April/May 2021

- **Launch of token on DxSale**
  - **Launch of website and social channels**
    - **Implement early marketing strategies to publicise WAIV**
    - **Outline the vision/ethos and roadmap for the Waivlength community**
      - **Develop early concepts for what the social media platform will solve and how it will function**
        - **Get audited by TechRate**

PHASE 2 - June/July 2021

- **Obtain listings on CoinMarketCap and CoinGecko**
  - **Expand the Waivlength development team**
    - **Develop early front end concepts for the social media platform**
      - **Collaborate with influencers and future ambassadors for Waivlength**
        - **Reveal identities of the Waivlength development team**
          - **Attract investors to inject more capital to accelerate the project**
      - **Accelerate marketing strategies and development**

- ▪ **Obtain listings with other exchanges to increase accessibility of the WAIV token**
  - ▪ **Establish communications with blockchain KYC protocol developers that can integrate with the future Waivlength platform.**
    - ○ **Launch WAIV Tracker app on Android and iOS**
- • **Align with charitable organisations that share our core values**

PHASE 3 - August/September/October 2021

- • **Collaborate with further venture capitalists to back the project**
  - ○ **Accelerate marketing strategies and development**
    - ▪ **Expand exchange listings to increase accessibility of the WAIV token**
      - ▪ **Establish partnerships with personalities outside the cryptocurrency communities**
        - ▪ **Develop more sophisticated front end concepts for the social platform**
    - ▪ **Expand the Waivlength development team further**

PHASE 4 - November 2021 onwards

- • **Integrate with our nominated blockchain KYC protocol project**
  - ○ **Finalise front end concepts for the social platform**
    - ▪ **Continue marketing strategies, targeting partnerships with bigger influencers that align with our core values**
      - ▪ **Continue establishing connections with venture capital funds**
        - ▪ **Launch beta of the Waivlength social platform**
      - ▪ **Expand the Waivlength development team**
    - ▪ **Close beta of the Waivlength social platform**
  - ▪ **Fix any changes necessary**
  - ○ **Launch Waivlength - The Accountable Social Platform**
- • **Review progress and redefine roadmap**

Current objectives

We have a number of ongoing objectives, across several areas including marketing, an advisory team, investor relations, team expansion and software development.

Marketing

In the months leading up to the unlocking of the future development fund in late October 2021, our primary target is expansion of the token and increasing the number of WAIV holders. To do this, we will be partnering with marketing agencies and PR management groups. For the first 2 months, we will focus on sponsoring content to be created about us on Twitter and Youtube, and creating content ourselves. After that, we will employ a longer-term strategy of PR and slowly penetrate the general crypto markets, as opposed to the niche alt-coin space.

Advisory Team

We have made contact and are in detailed talks with some sources who are interested in becoming advisors of our project. These highly influential individuals will allow us to get audiences with reputable news outlets and investors, hugely beneficial to funding the continuation of our project and boosting awareness of it. Our aim is to leverage the experience and knowledge of these people to fulfil our goal of making this project a success.

Investor Relations

As mentioned above, getting an audience with serious investors is potentially transformative for our project. The advisors we get on board will help in this regard, but we must also be a project worthy of investment. We have reached out to several VC funds and will be exploring personal connections, and that of our advisors, to reach out to more. In the meantime, we will be formalising our pitches to these groups and improving the quality of the information available about us.

Team Expansion

We have already expanded our team since the start of the project but we are aiming for a core team of 10 people before we are satisfied. We will be better able to hire people as time goes on and our capital increases, our roadmap better explains the graduated approach we have in mind for this. But our aim is to have 10 on our team before the future development fund unlocks later this year.

Software Development

Within the next year, we plan to expand our technical team to include five developers. This will include two backend engineers, two frontend engineers and a devops engineer. In the immediate future we will focus on expanding our team to include a frontend engineer in phase 3 who will aid in the development of platform concepts and smooth user experience. During phase 3 we intend to consider the practical aspects of partnering with leading blockchain tech organisations to expedite our software development, which will be implemented in phase 4.

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The team does not recommend that any cryptocurrency should be bought, sold, or held by you. Do conduct your due diligence and consult your financial advisor before making any investment decisions. By purchasing WAIV, you agree that you are not purchasing a security or investment and you agree to hold the team harmless and not liable for any losses or taxes you may incur. You also agree that the team is presenting the token "as is" and is not required to provide any support or services.

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