

Ziktalk

Web 3.0 Short Video Platform

Whitepaper v 2.0

Abstract: Ziktalk is Web 3.0 short video platform with over [650,000 users](#) that allows content creators and consumers to earn ZIK tokens for interactions within the app through the concept of *Social Mining* that rewards users for contributions that benefit the growth of the ecosystem. Ziktalk provides monetization opportunities to 98% of the content creators earning below the poverty line and users in developing nations.

1. Introduction

The Problem

The rapid growth of the Internet and proliferation of smart mobile devices have made online social media networks accessible to a vast number of people, with *We Are Social* reporting 3.8 billion social media users worldwide [1]. Facebook, YouTube, Instagram, TikTok, and Twitch in particular have emerged over the years as popular platforms for users to share stories and provide entertaining content. While users of these services can monetize their accounts and content as they grow in popularity to reap rewards, these platforms do not enable instant and direct user-to-user compensation. In order to reward creators, users must expose themselves to unwanted advertisements or promoted content, or they must purchase cash or items from the platform to be sent to their favorite creators. In this way, users must rely on the platform's facilitation of user-to-user transactions.

Our Solution

A platform that enables users to directly reward each other for their content incentivizes active network participation while ensuring that users are properly compensated for their value contribution. Ziktalk is a short video platform that allows users to post content and receive rewards for its popularity. At the core of

Ziktalk is the ZIK token, a Luniverse-based token that powers the network, which can be earned through a process called *Social Mining*. Users will receive free tokens for completing tasks like registering for an account, referring a friend, logging in, and more. These tokens will then be spent to reward other users who generate enjoyable content. The transfer of value in the form of ZIK tokens will be near instant with zero transaction fees to minimize friction. Therefore, users will be able to directly reward each other within the Ziktalk ecosystem with the tokens they earn for free.

2. Ziktalk

Ziktalk is not just an idea, it's a launched product with real users

[Luniverse's 2021 Annual Report](#), named Ziktalk as the top dApp on its blockchain with 650,000 users and 5,462,579 transactions on the main chain and side chain combined to record the most transactions out of all 1,184 dapps on the Luniverse blockchain.

“With 650,000 users, 5,462,579 transactions, Ziktalk takes first place out of 1,184 dApps on the Luniverse blockchain. Real users, real numbers”

Exclusive focus on short-form videos

With the estimation of the total number of cellular IoT connections anticipated to reach 3.4 billion by 2023, short form video is expected to see a significant growth. In Ziktalk, all user interactions are made with short videos from genesis videos to replies. Ziktalk has eliminated the use of texts completely to be a platform where creative content creation is encouraged and rewarded; focusing only on the most promising video format.

“Short and vertical videos is perfect for cellular device content consumption. Ziktalk is a platform where content creators interact only in short-form vertical videos and discover new ways to produce vertical and short-form video.”

Web 3.0 platform to create a “middle class” in the creator economy

Web 2.0 social platforms were largely into three segments - the platform taking the lion's share of advertising revenue, a small percentage of content creators creating wealth through sponsorships and content consumers offering personal data to the platform in exchange for free content. Despite the rapid growth of social media and creator economy, the monetization structure of social media platforms has led to [roughly 98% of creators earning less than the poverty line](#).

“There is no middle class in the creator economy and 98% of creators are too many to ignore. As a Web 3.0 video platform, Ziktalk can help the 98% monetize their content.”

SocialFi application to enrich the underserved population

Explosive growth of blockchain industry has created enormous wealth *for those who could afford to create or invest* and populations in regions without the proper infrastructure or stable income were largely left out. However, there is enormous opportunity in reaching underdeveloped regions with large population such as Indonesia, Philippines, India. Ziktalk's competitive edge is its low barrier of entry. Anyone with a cellular device and Internet connection could participate in *Social Mining* and earn a living.

“Anyone with a cellular device could earn ZIKs on Ziktalk which is a huge competitive edge in reaching users in underserved and populated regions such as Indonesia and Philippines.”

3. ZIK Token

What is the ZIK Token?

ZIK is the native currency of the Ziktalk economy. Whenever value is exchanged, ZIK will be transferred from one user to another.

- Token Details

Token: Ziktalk

Ticker (symbol): ZIK

Total Supply: 10,000,000,000 ZIK

Blockchain: Luniverse, ERC-20

Decimals: 18

Ziktalk Blockchain

The Ziktalk network is a blockchain powered by [Luniverse](#). Built on Luniverse, Ziktalk's main network deploys a side chain for the Ziktalk application. Transactions that occur on the Ziktalk app take place on the side chain, but when users withdraw ZIK from the Ziktalk app to an external address, the tokens pass through Ziktalk's main chain before reaching the recipient's address.

Side chain implementation enables feeless and instant transactions for anyone conducting transactions within the ZIKtalk app. When withdrawals are made, users are charged with network service fees.

Zik Token Social Mining

To spend ZIK, users will have to acquire ZIK tokens one way or another. Ziktalk introduces a new way of earning ZIK tokens through a concept called *social mining*. Social mining refers to the practice of earning ZIK through social activities on Ziktalk. Below is a list of how ZIK can be mined.

- Sign-up Mining

Creating a Ziktalk account will yield ZIK rewards (one-time event)

- Referral Mining

Referring a friend who signs up with Ziktalk will yield ZIK rewards

- **Activity Mining**

Completing in-app activities on Ziktalk will yield ZIK rewards

- **Community Mining**

Engaging with other users on the app (likes, follows) will yield ZIK tokens. There is no separate token pool for community mining - rather, it will be the transfer of ZIK from user to user.

With half of ZIK’s token supply allocated to the social mining pool (more token distribution details in “Token Distribution” section), users will have the opportunity to earn ZIK tokens by simply using the Ziktalk application. Even when the social mining pool is depleted, users will be able to mine ZIK by interacting with community members in various ways.

Social Mining Halving

Halving refers to an event where the number of mining rewards are cut in half. Bitcoin follows a halving schedule based on block number, which means people can to some degree predict when the halving will occur. Ziktalk, like Bitcoin, will have a halving event when certain milestones are met. Unlike Bitcoin, however, Ziktalk social mining halvings will occur when user acquisition goals are met.

Out of 10,000,000,000 total, 5,000,000,000 ZIK tokens are allocated to the social mining pool.

- **Sign-up Pool**

1,500,000,000 tokens are allocated to the *Sign-up Pool*, which is the pool for rewarding people for creating an account with Ziktalk. The Sign-up Pool tokens will be distributed to a total of 5.1 billion people, with each person receiving a fixed number of tokens based on the halving schedule.

The first 5,000,000 users will each receive 50 tokens upon sign-up. When user count doubles, the rewards are halved, hence the term “halving.” Under this system, early adopters are rewarded for joining Ziktalk early on.

The following is the Sign-up Pool halving schedule:

Sign-up Pool
Halving occurs when user count doubles (starting at 1,000,000 sign ups)

Users	Tokens Reward per Sign-up	Total Distributed
5,000,000	50	250,000,000
10,000,000	25	125,000,000
20,000,000	12.5	125,000,000
40,000,000	6.25	125,000,000
80,000,000	3.125	125,000,000
160,000,000	1.5625	125,000,000
320,000,000	0.78125	125,000,000
640,000,000	0.390625	125,000,000
1,280,000,000	0.1953125	125,000,000
2,560,000,000	0.09765625	125,000,000
5,120,000,000	0.048828125	125,000,000
Total		1,500,000,000

- Referral Pool

500,000,000 tokens will be allocated to the *Referral Pool*, and once all 500,000,000 are distributed to users who refer their friends, the referral program will come to an end, though there may be plans in the future to reinstate a new referral program. Halving for the Referral Pool will happen when user count doubles, with the first halving happening at 2,000,000 users. Up until 2,000,000 users, anyone who refers their friend will receive 25 tokens per friend who signs up. When 4,000,000 total users sign up for Ziktalk, the referral rewards will be reduced to 12.5 tokens. After 64,000,000 referred, referral will be flat until the pool is depleted.

The following is the Referral Pool halving schedule:

Referral Pool			
Halving occurs when user count doubles (starting at 1,000,000 users)			
Total Users	Referred Users	Tokens per Referral	Total Distributed
20,000,000	2,000,000	25	50,000,000
40,000,000	4,000,000	12.5	25,000,000
80,000,000	8,000,000	6.25	25,000,000
160,000,000	16,000,000	3.125	25,000,000

320,000,000	32,000,000	1.5625	25,000,000
640,000,000	64,000,000	0.78125	25,000,000
640,000,000~	64,000,000~	0.390625	325,000,000
Total			500,000,000

**The above table assumes that 10% of new users are from referrals. Depending on the actual percentage, the Referral Pool may be depleted more quickly or slowly than the table indicates.*

- Activity Pool

3,000,000,000 tokens will be allocated to the *Activity Pool*, a reward pool for activities that contribute to the growth of the platform. Furthermore, it will be used to fuel the launch of additional monetization features on the platform such as issuance and trading of NFTs based on creator content and creators.

Current Activities : viewing videos, receiving likes on videos, each additional follower, each additional comment.

Possible Feature Additions : Issuance and trading of NFTs based on creator content or creators.

- Community Pool

Because community mining refers to the practice of mining already circulating tokens among users, there is no separate pool for community mining. Therefore, because there is no community pool, there is no community pool halving.

4. ZIK Token Distribution

Token Distribution

	Number of Tokens	Percent
Total Supply	10,000,000,000	100%
Social Mining Pool	5,000,000,000	50%
<i>Activity Pool</i>	<i>3,000,000,000</i>	<i>30%</i>
<i>Sign-up Pool</i>	<i>1,500,000,000</i>	<i>15%</i>
<i>Referral Pool</i>	<i>500,000,000</i>	<i>5%</i>
Token Sale	3,000,000,000	30%
Team	1,000,000,000	10%
Partners	500,000,000	5%
Bounty	300,000,000	3%
Advisors	200,000,000	2%

Token Distribution Details

Social Mining Pool (50%)

User rewards for social mining

- Activity Pool (30%)
- Sign-up Pool (15%)
- Referral Pool (5%)

Token Sale (30%)

Token Sale Stage	Sale Amount	Sale Period
Token Sale 1	1,000,000,000	July 2019 to June 2020
Token Sale 2	1,000,000,000	July 2020 to June 2021
Token Sale 3	1,000,000,000	July 2021 to June 2022

Token sale will be conducted in the method of choosing by the Team (i.e. direct listing); funds raised from the token sale will be used for development, marketing, and ecosystem growth.

Team (10%)

Release Schedule	Release Amount
January 2021	100,000,000
January 2022	100,000,000
January 2023	100,000,000
January 2024	100,000,000
January 2025	100,000,000
January 2026	100,000,000
January 2027	100,000,000
January 2028	100,000,000
January 2029	100,000,000
January 2030	100,000,000

Partners (5%)

- Tokens for ecosystem growth

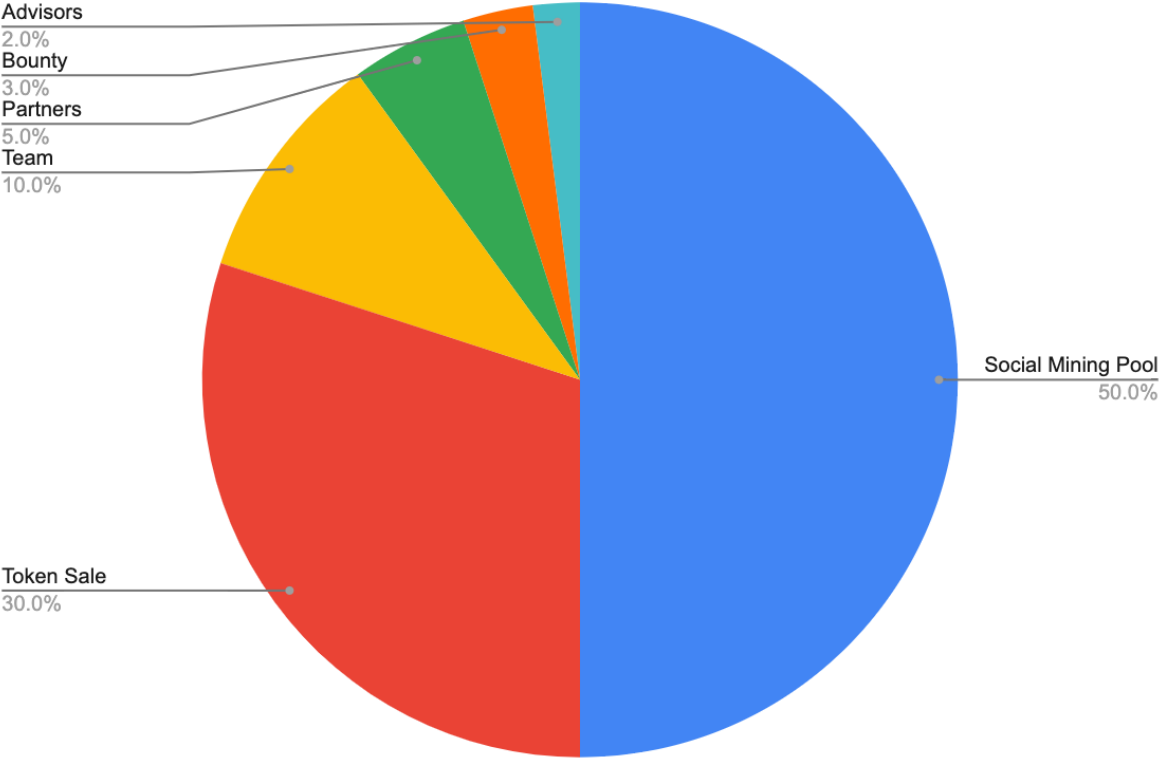
Bounty (3%)

- Tokens for bounty and airdrop campaigns

Advisors (2%)

- Tokens for Ziktalk's advisors

Token Distribution (Total 10,000,000,000)



5. Luniverse Blockchain

What is Luniverse?

Luniverse is an Ethereum-based permissioned blockchain developed by Lambda256 of [Dunamu](#). Partnered with Luniverse, Ziktalk has built an independent main network with its own side chain for fast, feeless, and secure transactions on the Ziktalk app.

The Luniverse main chain manages data from independent chains. Block transaction records, such as main token creation, transfers, and block mining are kept on the main chain. Luniverse has adopted the Enhanced PoA (Proof of Authority) consensus algorithm for block production. Twenty-five validators are selected for the main chain, and they are responsible for driving consensus and validating transactions. Validators also possess voting rights for governance.

Advantages of Luniverse

Performance

- 1,200 to 2,000 TPS
- 1 second block time
- Block cache to read TXs
- Chain sharding for scalability

Trust

- Two-layer anchoring
- Signer staking

Usability

- Easy to access and use
- No gas fees
- Anchored to Ethereum network

Security

- DDoS resilient
- Security assessments

6. Roadmap

Our Past and Future

Q4 2015

- Ziktalk is born

Q3 2016

- Ziktalk app launch on Android

Q1 2017

- Ziktalk app launch on iOS

Q2 2017

- Ziktalk app v2.0: “Social Network” release
- 1st place in K-Startup crowdfunding event

Q3 2017

- Ziktalk app v3.0: “Lessons” release

Q4 2017

- Product display at 2017 Berlin TechCrunch Disrupt
- Ziktalk app v4.0: “Language Exchange” release

Q1 2018

- Ziktalk secures investment from Venture Square Inc.

Q3 2018

- Ziktalk app v5.0 release

Q4 2018

- Ziktalk establishes partnership with Lambda256
- Ziktalk product display at GMV 2018

Q1 2019

- Ziktalk OÜ established as Estonian corporation

Q3 2019

- ZIK token lists on BW.com Exchange and ProBit Exchange

Q3 2020

- Ziktalk main network launches on Luniverse and token swap is performed
- YouTube influencer Han Yoo Ra with 1 million subscribers joins Ziktalk team

Q1 2021

- ZIK token added to Ziktalk app
- Ziktalk reaches 300,000 users

Q2 2021

- Ziktalk reaches 500,000 users
- ZIK token smart contract audit
- Launch global marketing campaigns
- Exchange listing

Q3 - Q4 2021

- Ziktalk 2.0 release
- Exchange listing(s)
- Partnerships
- Reach 10,000,000 users (goal)

7. Partners

Luniverse

Luniverse is a next-generation consortium-based blockchain service platform developed by Lambda256 of Dunamu, Inc., the company behind crypto-asset exchange Upbit.

Hexlant

Hexlant is a blockchain technology development company that builds blockchain services that can be applied to the real world.

BW.com

BW.com, a global cryptocurrency exchange, is the world's first mining-pool based exchange.

AVING News

AVING News is a news agency that covers a wide range of topics, from digital devices to consumer electronics and to lifestyle products.

Budcane

Budcane is a leading communications agency specialising in PR, sales, and marketing.

Venture Square

Venture Square is a leading Korean start-up media company.

Circulus

Circulus is a company that developed “Pibo,” Korea's representative social robot.

Langsse

Langsse is an online and offline language education service provider.

References

[1] We Are Social, “Digital 2020: 3.8 billion people use social media,” [https://wearesocial.com/blog/2020/01/digital-2020-3-8-billion-people-use-social-media#:~:text=Worldwide%2C%20there%20are%203.80%20billion,percent\)%20over%20the%20past%20year,2020](https://wearesocial.com/blog/2020/01/digital-2020-3-8-billion-people-use-social-media#:~:text=Worldwide%2C%20there%20are%203.80%20billion,percent)%20over%20the%20past%20year,2020).

Important Notice

ZIK digital tokens (hereinafter referred to as "ZIK") are not intended to constitute securities, units in a business trust, or units in a collective investment scheme, each as defined under the Securities and Futures Act of Estonia, or its equivalent or any other regulated products in any jurisdiction.

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This Whitepaper does not constitute or form part of any opinion or any advice to sell, or any recommendation or solicitation of any offer to purchase ZIK nor shall it or any part of it or the fact of its presentation form the basis of, or be relied upon in connection with, any contract or investment decision.

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