earnswer
Knowledge Exchange

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Earnswer Knowledge Exchange

Earnswer is an exchange system where subscribed users can convert their knowledge and abilities to earnings.

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Earnswer.com

Cover

1. Introduction

This document consists of a general overview of **Earnswer** knowledge exchange. The needs and problems leading to the emergence of Earnswer system are highlighted with text and visuals, and the solutions to these problems are also attempted to be discussed.

Advantages and disadvantages of alternative platforms that currently exist on other levels are also explained. Accordingly, the purpose has been to emphasize the positive distinguishing features of the system planned to be established by **Earnswer**.

Throughout this document, the operation, rewarding mechanism and tokenomics of **Earnswer** system are explained. Token sale and pre-sale investment distribution are also transparently presented.

Ask a Question

Ask questions to the experts of the field directly, ask questions to everyone in the system, ask questions to any specific person you want in the system
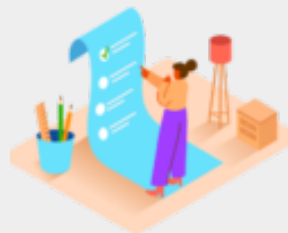
Make a Survey

Send the survey to the experts of its category, send the survey to everyone, send the survey directly to any specific person you want , earn money as your surveys become popular

Collect Statistics

Choose your target group, access the statistics you are curious about, get product or service feedbacks, check the consumer habits and reactions with instant feedback

2. What is **Earnswer**?

Earnswer provides a medium of "Money/Knowledge" exchange where people will be able to earn from their profile information and professional expertise.

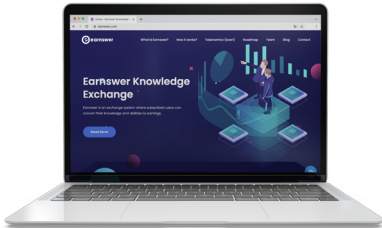It allows you to obtain information directly from the source about the problems that needs to be solved by avoiding the information pollution both on search engines and social media. While it allows the answer seeker to save time, it allows the answerer to make money.

Additionally, it provides statistical information flow to individuals and institutions by way of surveys and profile data collection for public opinion research about products and services. Unlike other platforms, **Earnswer** markets this "on behalf of the user" with the "express consent of the user". In fact, we can state that "the users are able to sell their own knowledge". Moreover, it is the knowledge that they "wish" to share.

So, what kind of services will **Earnswer** offer in an environment where it's difficult to access accurate information despite the information sharing is relatively high? Also, why do we need **Earnswer**? What kind of problem is it going to solve?
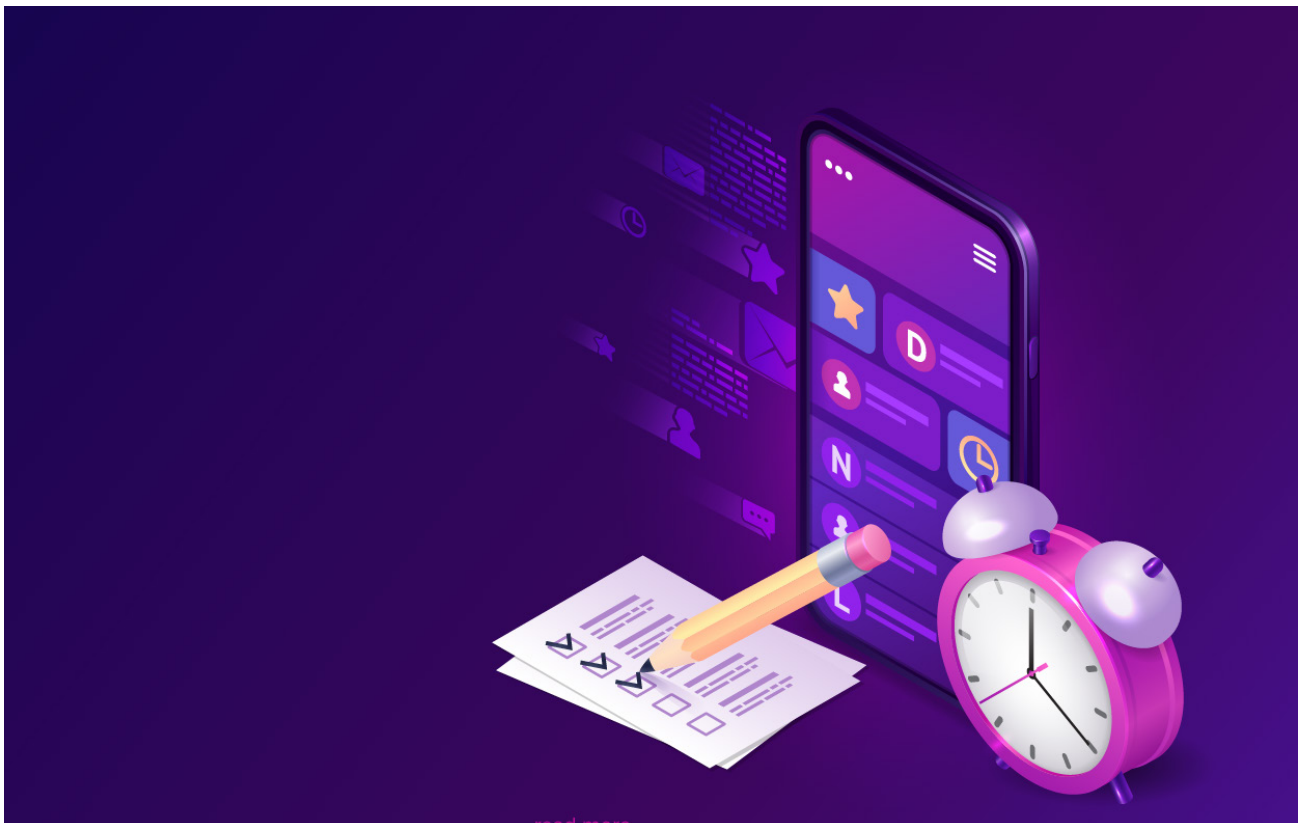
Age of Information: Easy to access information but difficult to access accurate information

3. Needs and current equivalents

A small but a significant word: "**BUT**"

3.1. Questions and answers

3.1.1. Social Platforms

- These platforms have millions of users **but** lack filtering systems.

- Anyone is able to express their opinion on any subject **but** they are not necessarily experts on the subject.

Members seeking information

- They are able to find and try to message the experts **but** usually either they are not able to access via direct message or the experts may not wish to respond to their DMs already flooded with hundreds of messages. Most importantly, their time is valuable and may not want to waste time with answering DMs.

Experts with knowledge

- Social platforms have millions of users **but** they do not allow their users to earn cash other than the advertising revenue that comes with popularity.

- They can get reputation out of their popularity **but** they may also have to confront toxic comments from an ignorant crowd who are nowhere near experts on the subject.

- They may want to share information via direct messages **but** they may not have enough time to respond. In this case, they may want to stay away from sharing information, the value of which will be overlooked by their followers.

3.1.2. Forums

- It is easy to search for information in subjects categorized under certain topics regardless of the number of members **but** there's no guarantee of accessing information.

- There is rank/moderation method **but** it usually depends on number of messages or the date of registration.

- Forums are the oldest medium in the history of internet based on voluntary sharing **but** they are not open to innovation and they no longer have the potential to attract active members.

- There are monetization models **but** it only benefits the forum owners and corporations that want to attract customers with advertisements. And this result in others to make money off of your own knowledge.

Members seeking information

- They can create threads with questions to access information **but** they usually come across reference links or comments rather than the accurate answer they need.

- They can access information **but** they cannot access statistics such as "complaints" or "expert score" of the expert or normal member providing information, which are essential in indicating the trust score.

- They may have to wait for days or even weeks to receive an answer to their question.

Experts with knowledge

- There is reputation (rank) system **but** it is proportional to the number of messages or their registration dates instead of their knowledge or the value they add. Here, what's taken into account is their contribution to page views rather than sharing accurate information.

3.2. Surveys and Specific Targets

3.2.1. Social platforms

People who need information

- They can create polls towards millions of members (sponsored or simply their followers) **but** there's little chance to filter according to professional expertise or secondary interests. Moreover, sponsored model can be rather expensive.

- They can access the results quickly within the date range they set **but** they can only view the number of participants and the results as a percentage (%). They may not be able to find clues about the demographics and expertise areas of the participants.

- They can create new polls **but** they do not have access to a variety of pre-defined polls, which would be more affordable.

- They can create polls which can only be participated by certain persons, prohibiting other users to make comments **but** anyone who has the link to the poll or whoever sees this post can participate in these.

Experts with knowledge

- They can participate in surveys **but** may not be able to participate in surveys coming from people they do not follow or surveys they cannot see on their timeline.

- They may participate in all the surveys **but** they wouldn't be able to make any money in return for their participation.

- They can participate in surveys directly directed to them **but** these wouldn't be specific to them as those are made via **@mention** methods.

- They can participate in surveys directly to them or to everyone **but** they cannot make money out of these.

3.2.2. Survey, Feedback and Data Analysis Platforms

Members seeking information

- They can organize surveys **but** they cannot do it other than applying for an organizational membership, which requires a large budget.

- They can view the results of the survey themselves **but** others cannot view these (it's not enough for them to allow. In order for others to view the results, they need to export the survey and share it with people they want.)

- They can show the results of surveys they have created **but** they wouldn't make money per impression. (except for exporting and selling these to individuals)

- They can get the information they need in the survey by asking users **but** they cannot make it more affordable by receiving the statistical report of the information readily available in the user's profile.

- They can get customer feedback for their products or services **but** it's almost impossible to do this real-time.

- They can conduct a research with their feedback collection teams they employ within their organization **but** it's difficult to convince the consumers. (The reason for this is that the consumer do not have the opportunity assess the rewards of feedback survey organized by each company in a common pool. For instance, 10% discount from Burger King is not evaluated as cash gain because it's not possible to combine this with another 10% discount from KFC to create a 20% discount model.)

Users with knowledge

- They know how many questions (3 questions, one question or 20 questions survey) there will be in the survey **but** they are not paid "per each question" answered.

- Their profile information provides an advantage for participating in the surveys **but** they do not earn each time their profile information is viewed.

- Providing feedback about the product or service they consume will return them a discount coupon **but** time is limited and they are asked to use this coupon while shopping with the same brand.

- They can receive discounts from product/service feedbacks **but** this doesn't allow them to have "cash" that they can spend elsewhere.

- They can provide feedback for all products and services **but** they cannot do it all from one application and using only a QR code. They are forced to do this individually on different applications.

4. So, what innovations and solutions we provide?

4.1. Question / Answer Module

4.1.1. Questions to be distributed according to profile features

Members seeking information

- They indicate the question they seek to ask and add the amount of the reward as a minimum price in return for the correct/appropriate answer.

- They can add an expiry time to their questions.

- They can specify the category and subcategory to which the questions is to be directed.

- Their questions are published after the questions and budgets are approved by the moderation team.

- They choose the helpful/appropriate answers to their questions and the question/answer process is completed.

Experts with knowledge

- If their answer is chosen as the most appropriate answer, the question process is completed. As a result, upon the approval of the moderation 70% of the reward is deposited to their account (the owner of the most appropriate answer) while 20% of the reward is distributed among the users who tried to help in good faith but whose answers were not chosen as the most appropriate. The remaining 10% is transferred to the system's vault.

- After registration, they completely fill in their information in their profile.

- On their dashboard, questions about their categories of expertise are listed.

- They provide answers to the questions they know the answers to or comment on the given answers.

Note: In time, moderation will eventually be replaced by an automatic approval model based on the trust level of the members, which will be called as "user trust rate".

4.1.2. Questions directly to experts or influencers

Members Seeking Information

- After registration, they completely fill in their information in their profile.

- If they wish to ask a question, they indicate their questions and direct them to the expert in the category they expect the accurate/appropriate answer. They can add an expiry time to their questions.

- Since their questions and budgets are determined by the experts, the amount is pre-defined and the questions are published upon the approval of the moderation team.

- If the answers to their questions are serious and appropriate, 90% of the reward is transferred to the experts while the rest remains in the system's vault.

- If the answer is not serious or sufficient, a complaint/notification is created within the system.

Experts or Influencers with Knowledge

- After registration, they completely fill in their information in their profile.

- On their dashboard, questions about their areas of expertise are listed.

- They accept the questions if they are able to answer and provide answers within a minimum period of time. If the answer is considered to be serious by the moderation team and the user (ie, if it's not intended to just circumvent the question or not reported to the system), the reward for the question is deposited to their account (90%).

Note: Expert answers will be evaluated by moderators. However, as there will be many areas of expertise and the moderators may not be knowledgeable on all these subjects, the assessment will not be open to discussion. In the following period, there will be category experts.

4.2. Survey Module

Members seeking information

- They determine survey rewards (within min/max limits).

- They determine whether there will be a double check or not.

* In order to make sure that the user is not skipping the questions, the same survey is directed to the user again by changing the order of the options.

- They filter out users who can participate in the survey (location, gender, language, etc.).

- They specify the expiration time and the user limit (completion condition).

- They display the detailed results after approval and completion.

- In case the surveys meet the popularity condition, they will be able to convert them to an NFT and sell.

* Users who wish to see the results you have collected will pay a small amount for viewing these (much less than the initial creation cost). And you just continue to profit from these survey results. If you sell the results as an NFT, you will also transfer the subsequent revenue from this survey.

Members with knowledge

- They display the surveys notified to them or available on their custom dashboard.

- In case double check is requested, they select the same answer (the order of the options is swapped).

- At survey completion, they receive the reward tokens. (The system or the contract automatically distributes the tokens to all the participants).

4.3. Profile data statistics module

Members seeking information

- They enter the Profile Statistics section.

- They specify the location and the main filter they want to query as a whole.

- After confirming the display fee, the cost of the first filter is reflected in their accounts and the results are visualized.

- They are able to see the cost to be reflected at each filtering stage and confirm it.

- In this manner, they pay the fee per user whose information they collect at each stage until they reach the result.

Members with knowledge

- They answer every *permanent profile question directed to them.

* In addition to the profile questions in the system, the moderation team may also specify the permanent profile features as "permanent information". (For instance, the answer to "Do you have crypto investments?" is a permanent information, but the answer to "Which of the cryptocurrencies do you think will be the start of this year?" only indicates an opinion, so it's a variable information).

- In case the profile questions answered are permanent, these are registered as profile data of the user.

- And in case their profile information is used in each query performed in the Profile Statistics module, the token fee will be reflected in their accounts.

4.4. Product/Service Feedback module

- QR code list of the product or the service is generated.

Members seeking information

- They place the QR code on the product, on the service invoice or any medium of their choice (such as physical or electronic invoice).

- They specify the fee and the participant limit per feedback.

- They specify the expiration date.

- They are able to monitor the feedback in real-time.

Members with knowledge

- They scan the QR code of the product or the service they consume via the camera within the application.

- They rate the listed product or service on a scale of 1 to 10 either individually or as a whole.

- After the evaluation is finished, token reward is transferred to the participant's account.

Your Cookies
Should Reward You!

4.5. Artificial intelligence data collection module

Most applications on your phone or your computer want to market everything from the pages you visit to your search results. And while they are selling this information without your consent, they do not reward you in any way.

Members seeking information

- Members who wish to see user habits buy the data allowed by the user in order to evaluate for the promotion of their applications or marketing activities (not permanently, only in a way to be used on the platform).

- Earnswer system buys the user information for in-app marketing activities, and while showing the correct ad to the user, it also pays the fee to the user themselves.

Members with knowledge

- It is enough for them to use the application and give us the permission for this module from their panel. That's all!

5.Is information mining possible? Yes!

5.1. Information and Knowledge Staking

Imagine: You will ask a question for the solution of a problem you have, and it will be answered.

And thousands of people who will have the same problem will also want to see the answer to that question. Moreover, only by paying 1% or 2% of what you have paid. This fee will be distributed to the owner of the question (which means you) and the respondent.

The more popular the question, the more people will visit, which means more profit. A survey you have created before, a question you asked before, or even your profile information will regularly earn yield for you. This is knowledge mining!

6. The most efficient version of NFTs: Knowledge!

"NFT is not a pump trend, it is a necessity."

You can convert your questions or polls that you find getting popular into an NFT and auction these to others. You will be the author of the question, but the yield will flow to someone else. In fact, the best proof that NFTs are not only a JPEG image or a game character is to copyright information.

6.1. Single information multi-language support

Members who know various languages meet the translation requests of those who create questions or the system at Earnswer. Accordingly, Earnswer gains multi-language support making it easier for users in all around the world to access information.

Also, translators will also receive a share of fee from each impression after the questions get popular in addition to earning a translation fee.

7. For you but with your permission!

Earnswer will not perform any aforementioned action without your permission. Users will be able to set permissions on their control panel. While you are rewarded at each time your data is used, you are also notified of this action. **Earnswer do not secretly operate behind it's user's back!**

"If you don't pay the product, you are the product"

Earnswer does not offer these opportunities for free (except for the incentivized testnet). While it allows you to market your information, it gets a commission fee like every market. other corporations participation y the end of the 4th, by the end of As the target ecosystem is already built on marketing knowledge, you will be earning together with Earnswer.

8. Who can benefit?

First of all, Earnswer is the best place for anyone who wants their personal data and their knowledge to be respected! Even so, it is worth mentioning the benefits in separate categories:

8.1. Question / Answer module

Professional Experts: All professions such as attorneys or obstretricians.

Influencers: Influencers who have thousands of followers on social media platforms such as Twitter, Instagram and Facebook are not able to answer every question received in their DMs. They do not want to waste their valuable time while they are not earning from their knowledge. They can turn the time they lose into profit by answering these questions on Earnswer. Therefore, they will be able to tokenize their popularity (they must verify this by sharing the app reference on their profile).

Everyone in the general category: It is also possible to ask questions in an environment of fun about personal opinions.

8.2. Survey/Poll Module

All organizations wishing toconduct an opinion poll: Private corporations, municipalities, political parties, research assistants, etc.

All members: Everyone who wants to consult an expert in all categories from an anti-virus to an automobile that they want to gather information before purchasing these.

8.3. Product and Service Feedback Module

All institutions and organizations that want to assess their products or services: Fast Food and grocery store chains, banks, courier companies, municipalities, etc.

9. Privacy? Yes!

We do not care about your name and surname. We also respect your right to stay anonymous within the system. We encrypt your profile information to be stored in the system with your password. Moreover,

we host your profile information on the blockchain network. Unless you provide your express consent, we do not transfer your data to any buyer. You are able to do this whenever you want. You are also able to decide all your profile information that we can review.

Note: After the second quarter of 2023, we aim to build a system that operates entirely on blockchain.

10. What is our revenue model? Will the token supply reach its maximum? Are there risks?

10.1. The actual revenue model targeted by the system

Earnswer aims to achieve high rates of individual participation y the end of the 4th quarter of 2022 (at least 1 million active members). It also aims to onboard corporate players to the system with this power. It specifies these stages according to the legal and financial conditions of their respective countries. Once it has the capacity to provide analysis services to thousands of organizations at the global level, it will become an essential option for companies and public institutions. At this stage, just like individual users, companies or public institutions will also be able to find and purchase the tokens on local or global exchanges to fill their wallets within the app. In this way, they will be able to easily access both feedback and data analysis modules to direct polls to millions of users or obtain statistics from user profiles.

When the number of active users is expressed in tens of millions over time, Earnswer can become an indispensable platform due to its affordable costs and faster results. So why should organizations choose Earnswer? Rather simple. Earnswer has the following features::

• Faster survey and data collection methods compared to conventional methods

• Less cost

• More precise audience targeting

- Solid results thanks to double-check feature

- Voluntary participation by the users for Product and Service Feedback

- Effective Advertising: Ability to specify target oriented towards user needs

- Data collection with the user's permission and marketing with the user's consent

The second source of income for the system is the Store system, which will become operational in various countries over time.

And the great gift of our progressive roadmap: A great shopping experience in return for your knowledge

10.2. Earnswer Store

Earnswer members will be able to exchange the tokens they earned for products on the shopping system when it's specified in the roadmap. The products they will be able to purchase will be listed according to the financial, legal and logistics conditions of the country they reside.

Of course, in the beginning, digital products that do not require any logistics efforts will be evaluated. These can be in the form of membership to a music platform or access to training programs of online courses. In this way, users who are not able to reach the token withdrawal limit will be allowed to purchase products on the store.

A large part of the commission from the sales of products will be directed to recycling to prevent inflation (through direct sales to organizations). The remaining part will constitute the system revenue.

Note: The store application will be entirely submitted to user voting and will be developed based on the legal conditions of their countries.

Not a one-time, but a sustainable revenue model

11. Incentivized Tests

Earnswer, attempting to create a multifaceted ecosystem for knowledge exchange, rejects the goal of an exponential financial growth at once. It aims to progress organically according to the need and response model. And this requires a stabile economic model that will make both users and investors happy rather than depleting the token supply in a rapid manner. Through the **incentivized test** process, Earnswer offer a free usage model of the ecosystem's micro version both for those who need information and those who have information.
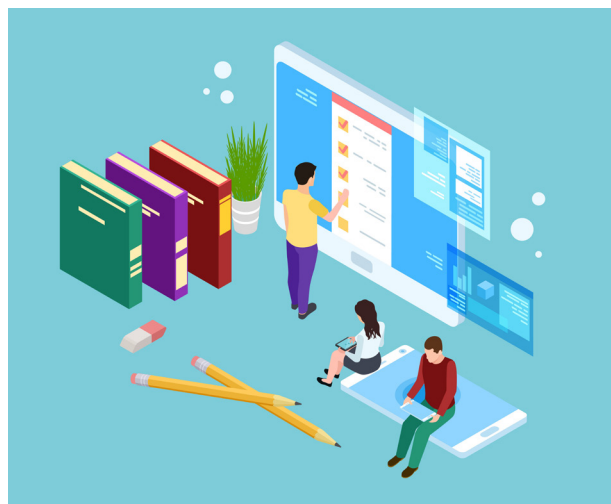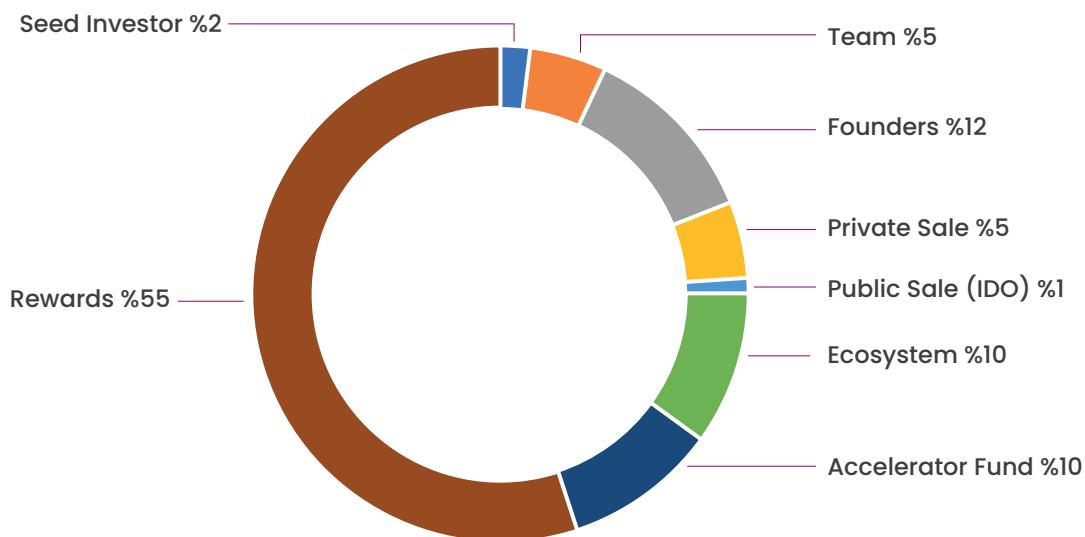

So, who is going to pay the fee during the incentivized test period? Wouldn't the user make money?

Well, the test user continues to make money. And the fees are covered by the system to be added to Earnswer's token supply throughout the testnet period. It is worth repeating: Throughout the testnet.

In this way, we will have tested our target ecosystem throughout 2022 while increasing the number of our members. Our target number of users at the year end is 1 million and we will have distributed 3% of our Token Supply among our users during the testnet.

12. Tokenomics

Seed Investor %2
Team %5
Founders %12
Private Sale %5
Public Sale (IDO) %1
Ecosystem %10
Accelerator Fund %10
Rewards %55

Token supply:
1,000,000,000

Seed investors:
%2 1/12 linear vesting (Will start 2 months after IDO sale) - 1,666,666 thnx each months

Team:
%5 1/18 linear vesting (Will start 4 months after IDO sale) - 2,777,777 thnx each months

Founders:
%12 1/42 linear vesting (Will start 6 months after IDO sale) - 2,857,143 each months

Private sale:
%5 1/18 linear vesting (Will start 3 months after IDO sale) - 2,777,777 thnx each months

Public sale(IDO):
%1 no lock-up

Ecosystem:
%10 : %75 48 month linear vesting. %25 no lock-up

Accelerator fund:
%10 - Will start 6 months after IDO sale if needed.

Rewards:
%55 - it will be balanced according to user activity in years.

2022 Rewards and sale steps

seed / Shareholders step

early birds step:
First 50k users:
5m tokens - distribution will be based on activity- within the specified time period (March-April)

private sale

IDO - $1m - 5M thnx or activity sale - Users will be entitled to buy tokens in proportion to their activity through the portal.

DEX and CEX listings

First 100k users:
5 m thnx - distribution will be based on activity- within the specified time period (April-May)

First 250k users:
5m tokens - distribution will be based on activity- within the specified time period (May-June)

First 500k users:
5 m thnx - distribution will be based on activity- within the specified time period (June-July)

First 1m users:
10m tokens - distribution will be based on activity- within the specified time period (July-December)

total test reward in 2022:
30m thnx

IDO sale:
5m thnx

Initial supply after IDO:
3-10m $thnx (According to User withdrawal limit.)

13. Team

Mihraç Cerrahoğlu
Founder

Kristina Nenevolia
Advisor / Founder of Toolsy.io

Şahin Solmaz
CTO

Hüseyin Agaev
Front-End Developer

Ayşenur Burak
R&D

Kerem Başali
Community / Content Manager

Buğra Akman
IT System and Network Administrator

Deniz Çağlar
Corporate Communications

Mert Dalgıç
Communications

Doğukan Kaya
Customer Experience Manager

14. Roadmap

2019 – 2020
- Development and discussions around the idea

2021 Q1
- Technical research and documentation

2021 Q2
- Presentation of the idea and the initial seed funding

2021 Q3
- Identifying the team members and the first team meeting

2021 Q4
- Logo and Web concept design
- Mobile application design
- Start of mobile and API code

2022 Q1
- Local tests of Web & Mobile applications
- Bounty Program (To invite users for the incentivized testnet)
- Incentivized testing phase with token rewards
- Private sale stage
- IDO(Initial Decentralized Offering) stage
- AUO(Active User Offering) stage

2022 Q2
- Expanding the team Onboarding new team members (recruitment program)
- Second and third incentivized test (Bounty Program)
- First #HackathEarn
- Multichain supported network and bridge activities
- Web3 Wallet Integration

2022 Q3
- Fourth Incentivized test (Bounty Program)
- Earnswer first stable release (V1.0)

2022 Q4
- Product and Service Feedback system for the application (through QR code)
- Launching corporate panel for product and service evaluation system
- In app knowledge/product exchange system. (Shopping with tokens earned through knowledge)
- Fifth and Sixth Incentivized Test (Bounty Program)

2023 Q1
- Transition to artificial intelligence aided data collection model
- Configuration of user permissions and user notifications
- User permissions and marketing AI data by the user

2023 Q2
- Launching the software development phase for the system that runs entirely on-chain
- Second #HackathEarn

2024 Q1
- Launch of mainnet tests
- Launch of the program to swap legacy tokens to mainnet tokens

2024 Q4
- Transition to the mainnet and the system running entirely on blockchain.
- Completion of the swap program

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Knowledge Exchange

Thanks for reading the information abour our projects.
We would like to invite you to become a part of our project.

Earnswer Team