

fyndario

fyndario is a community-based research-project that explores the phenomena of timelessness.
How can timelessness transcend? How can we share our thoughts and experiences with others?

Whitepaper

1.	Executive Summary	3
2.	Introduction	4
3.	Our Timeless Moments Approach	5
4.	Individuality is the common sense	6
5.	Solicitation of Service	7
6.	Social Media Communities in general - competitive landscape	8
7.	Our Beta App	10
	(a) The Feed	
	(b) The Composer	
	(c) Account	
	(e) Likes	
	(f) Marketplace	
8.	Our App Monetization Strategy	11
9.	Our Webpage	11
10.	Our Blog / Magazin	11
11.	The fyndario Coin	12
	(a) Platform Business	
	(b) Token Quality	
	(c) fyndario Coin Design	
	(d) Software Development Agreement	

1. Executive Summary

The fyndario research project is based on four pillars

- an app
- a webpage
- a blog
- offline local events.

Initially, the app is the key feature, whereby the webpage and blog are giving an introduction and more detailed information to the project; the off-line local events will develop over time.

The app displays timeless moments or the users approach to timeless moments, recorded by the users. The starting point is the realization that, when we forget about the time, we afterwards feel fulfilled and content, and strangely enough, when we reflect on it, it is a time of joy, satisfaction, health, recovery. And it is something we mostly reach when we do something we like. So, by identifying our timeless moments, we discover and get conscious of what we like, and use that as a beacon to consciously seek them out, extending them to other parts of our life.

There are four areas of timelessness: zone (totally immersed in an activity), creativity, patience and neutral reflection. Even though there already has gone a tremendous amount of research into such areas, this is not something introduced as a topic in daily life. With our research project, we want to change that. Since everyone has to look individually on one's own timeless moments, we have an individual aspect to the project. However, we can learn from each other by sharing our own experiences and trying out what others do; this is the community aspect.

Our app project consists of a media-feed, a composer, an individual account and a marketplace to connect online and off-line with others.

For the monetization, we are intending to use a Freemium model. This ties into the fyndario coin, the FYND, which is the currency to, on the one hand, pay for the fees under the Freemium model, and on the other hand, to be used to remunerate good content producers. We are inviting the community into the project on several levels:

- discussing with us how fyndario ties into social token projects in general;

helping us to develop the first software features we need to start the coin part of the project.

2. Introduction

The fyndario research project exceeds in many ways the usual approach of social networks already known. It is a research project that has a specific objective - the research of timeless moments - but has both an individual aspect and a community aspect. The individual aspect centers around that timeless moments are individual ones and in this respect it is a private investigation not being the same for everyone. Therefore, my timeless moments might be different from yours, even though we might feel that individually they may have same quality.

The community aspect take into account that each one can individually learn together with others how one's individual timeless moments happen or how one can instigate those moments. Within the communities, there will always be others that, related to specific experiences, are comparable to oneself, and can be teamed up with. Furthermore, there are countless aspects whereby (scientific) research will be helpful in better understanding psychological, physiological, environmental related aspects for timeless moments.

The research project is based on four pillars

- an app
- a webpage
- a blog/magazin
- offline local events.

Whereby the webpage gives an introduction and overview of the project and informs about ongoing development and off-line events, the blog is the forum for more in-depth analysis and forum for discussing also scientific aspects, including articles of guest authors. The key feature for the project starting out is an app which differs significantly from other app-based social network approaches, such as Instagram stories or Snapchat, although it takes up the idea of one's own displaying media production. In contrast, fyndario offers a better range of long term production options and a philosophy that goes beyond the value of the actual product, creating added social value. The idea is to focus on transforming content, content which is not created for a cursory look for style or which is serving selfish selfies interests, it is about learning and reflecting together.

Additionally, the users can use the app as a diary for recording their dealing and experiences with the topic, and it does not have to follow any specific quality standards as it is for one's own use and visible just for oneself. Yet there is the option to sharing it with friends one trusts who relate to one's postings, even though it might not be interesting for a wider public.

The philosophy behind the fyndario app is that of a social media platform where everyone can create for oneself or share their personal moments of timelessness and inspiration with others. In addition, one can be inspired on different channels by other users. This makes fyndario a social community that thinks beyond (most of) the current communities. With fyndario, users can purposefully produce high-quality content, contributing to the inspiration and creativity in our society, creating a positive change in each individual. In short, create real value that is more than the sum of the parts of a social media clip.

The media composer integrated in the app allows the user to directly produce his/her own moments of timelessness with the smartphone and, if he/she wishes, share them with the community. This direct form of production and the reflection on one's work leads away from thoughtless consumption of media products to a significant contented product. The goal is to create a mature and intelligent user who not only displays himself through the platform, but also expands his own horizons. In the end, this snack content should not disappear like other apps after a certain period of time, but should be constantly available in a stream and collectable in one's own account. One can continue working on a specific timeless topic by adding content to existing storylines for days/weeks/months, and the users can consume it and follow the progress, success or failure. And maybe adapt some learnings to their own lives.

In order to let the community participate fairly in the economics of the fyndario related activities, we will introduce a Cryptocurrency FYND which will ensure a fair remuneration for everybody producing and introducing appreciated content into one of the four pillars of the research project.

3. Our Timeless Moments Approach

In our approach, we are specifically looking at quality criteria which have to be met in order to qualify for our application. The quality criteria is the display of timeless moments in the app. The starting point is a simple observation, which is that nearly all the time when we forget about the time, we afterwards feel fulfilled and content, and strangely enough, when we reflect on it, it is a time of joy, satisfaction, health, recovery. And it is something we mostly reach when we do something we like. So, by identifying your timeless moments, you discover and get conscious of what you like, and use that as a beacon to consciously seek them out, extending them to other parts of your life.

Everyone has moments like this. When you follow your passion. When you reflect on your creativity. When you focus on your cooking, skiing, conversation with your friend etc. Until now, nobody put this topic into a larger scale, into a worldwide "research community": A community around timeless moments, where people learn from each other and get better in whatever they want to get better in. Improve their relationship skills or just need inspiration for their daily work. It is a new social field for connecting people. Of course, for this task we need a special digital tool, something where you can tell stories in "instalments", by adding small content pieces whenever you feel the need for it. That was our fundament on which we build the app.

There are 4 areas of timelessness:

Zone: When you are totally immersed in an activity forgetting time and space, for example watching a movie, reading a book or programming a website.

Creativity: When you produce something original and new to yourself, like sculpting, painting, singing or playing an instrument, or physicality through sports creating a new movement.

Patience: If you spontaneously stop to expect something specific, for instance if you are not pondering about the past or the future but are totally immersed in the present moment.

Neutral Reflection: When you realize something based on observation including the one of your own thoughts, bodily feelings or emotions, and this realization happens without relating to your personal past or future.

4. Individuality is the common sense

There is a tremendous amount of research that has gone into the issue of timeless moments. One of the striking results of this research is that we do not share the same timeless moments, everybody is different. Yet there will be always aspects of one's individual timeless moments which coincide with the experience of timeless moments of other people on the planet, and we can learn from each other.

For example: By seeing someone explaining what measures she takes to be totally focused on a specific task, I might be inspired, I can try it out myself. We are looking for those individual moments and not for general statements explaining the world. It is always about someone's own and real personal experiences.

The conclusion is that even though we know about the positive effects on us, it has not been addressed outside a specialist research community. What we want to do is making it a research project for everyone, but not as a boring scientific exercise. It is supposed to be something fun to finding out what one's own timeless moments are, learning about it, communicating with others and then being able to expand them.

Special interest groups can be formed. Following the examples by other members of the group how to get into the flow, or into a state of creativity, patience, neutral observation by watching small content pieces of personal experiences. You are looking at real stories from real people, not at scientific theories of teachers.

A crucial component is that there is a tremendous diversity in terms of each individual's timeless moments. This defies an approach which is just aiming at a maximum usage of the uses of the app, but rather everyone uses the app just only so much as it actually serves the underlying purpose. This focus on individuality also defies general wide-reaching statements in terms of procedures for timelessness.

On the contrary, I have to individually look at myself and see what is working. This also implies a level of self-determination and therefore decentralization of opinion production. In other words, one can ask, what do I want, and what do YOU want? The emphasis refers to my individual research project and not to an egoist point of view. It simply reflects the fact that for identifying timeless moments, everybody has to look at oneself. Yet, in order to reflect on this, our hypothesis is that it is incredible helpful to looking at the experiences of others, in all their diversity, and see which of the ones give some insight about one's own timelessness procedures, passions and interests. This exchange is an important part in the project, an exchange which can extend from digital exchange to real life events.

5. Solicitation of Service

We have the opinion that it can be helpful to also engage in communication - online and off-line - with others that can help me to practice and try out things for my own timeless moments. This could be that someone teaches me how to focus while skateboarding or swimming, I gather with tango dancers as I want to expand my very brief moments of getting lost in the movement. Therefore, we intend to have a matching tool in the application whereby each user can formulate a question and posted on the blackboard, for instance, who wants to teach me skateboarding in Berlin. And the potential skateboard teachers can then reply directly.

If we extend that principle, that means that the user can formulate questions to the public whereby then the potential provider of goods and services I want to have information about, can send me information. Obviously, the alternative is to go on Google and see what I find there. However, it makes a difference if I let the Google search algorithm find the right answers to my question, or whether I am formulating my question to a public audience which then can specifically answer to that.

This also allows that my own behavior in terms of searching on the Internet is not used to constantly offering me goods and services I haven't asked for, but the algorithm is supposing I might be interested in. Much better to formulate directly what I am interested in and not having to deal with all those unwarranted solicitation. Clearly, this is not about making any Google search obsolete but rather complement it in a more direct and effective way. However, the quality of the answers of such individually formulated questions will depend on how the potential producers of goods and services as well as of information will respond

It will take some time until it is understood that answering the question gives a much better calculable chance of a transaction as compared to pretty randomly planted ads.

Furthermore, following the community approach, potential teachers for what I am interested I might have seen already posting their own experiences and I might have benefited already through them. So, I can contact them directly for an off-line exchange. As a consequence, the digital community will not stay digital, but extend to personal encounters.

6. Social Media Communities in general - competitive landscape

Only a short time ago, around the change of the century, social activity in a digital format has not been viewed as anything of serious impact on society, let alone in terms of economics. Nowadays, it seems inconceivable that at that time the absolute majority of the investors community, for instance, did not believe that social activities would be something business was interested in. Now, Facebook and the likes have proven it differently. We see a tremendous number of social offerings on the Internet and of apps, the economic impact of it being immense.

(a) Offerings like YouTube, Snapchat, Instagram are not having any content related requirements other than not violating the law. Hence there is no common cause other than having fun posting something and being entertaining for the audience. Obviously, since any kind of content is allowed, in principle fyndario content can also be displayed there, however, those webpages/apps are not adequately equipped for being effective dealing with the fyndario research approach as this requires not to be geared just towards entertainment.

(b) There are offerings like Pinterest, Vimeo, which have a clear quality related approach (staff pick, for instance), but still the subject is totally up to the producer of the media content.

(c) Facebook type offerings have the same shortcomings in terms of being geared towards the fyndario research. However, certainly the fyndario Facebook page can be a forum for interaction relates to the fyndario project. Yet it is not possible to using it for an easy means to individually record and share one's timeless moments.

(d) Do-it-yourself platforms like WikiHow, iFixIt, iHandy Carpenter, are having their success offering the use as a platform whereby they can post their own crafting. With that, they are competing with sites like YouTube that can show the instruction part very effectively. However, the Do-it-yourself apps are getting their appeal by offering additional features for measuring etc. Yet, all those platforms are looking at a specific activity educating the users to do it themselves. There is no element of a fyndario type research.

(e) Self-help and meditation offerings like Headspace, Buddhify, Calm, Affirmations, Success Wizard etc. are starting out from the premises that they know what to do, and that the user can learn from them. Hence, it is a teacher's attitude, far away from our community and individual research project.

(f) Social offerings also have entered the token market substantially. The most prominent example is Steemit, a blogging and social networking website on top of the Steem blockchain database. The principal always is that the community evaluates the displayed media content and the produce escaped, depending on the appreciation, every word in terms of a digital token. As the community grows, the token finds a wider use until it gets listed on the currency exchanges. Currently, the market capitalization of the Steem (the Steemit coin) is several hundreds of millions of US dollars.

Hence again, they don't have another criteria for their token model as a popularity measuring structure. Yet there is no further intrinsic specification for the content as the appreciation by the audience.

As a consequence, in the current extended social media communities content is missing, which focuses on a common cause. Mostly it is about the pure, fast "display" of one's life, rather trivial and very fast-moving, fleeting.

But today's "Zeitgeist" indicates that users are now looking for more than an unsubstantial exchange. Platforms like TED or the many Life Health Mental Power podcasts underline this trend. The striving for content which has the capacity to learn something interesting and transform, is substantial and growing. And that is exactly where we are seeing ourselves with the fyndario project.

Our vision is combining this need for a new form of content with the possibilities of a direct benefit for the produces provided by our token model.

7. Our Beta App

Our app is published as a beta version in the Apple Store and Google Play and can be downloaded there. The heart and the lung of the app are the composer and the feed created to give content production of timelessness the right tool. Editing of one's input into the app is made easy and seamless. You can tell stories, especially tell new chapters of the story later. And everything stays available in the app.

You can also just follow people. Follow timelessness stories who inspire and engage you. By liking them or commenting on them, it is possible to interact. Any user can watch the stories, watch the individual chapters or sessions, as we call it, of a story. And can search for any session individually.

The features in detail:

(a) The Feed:

This shows timeless moments and stories in a vertical feed in the form of snack content (1 minute). However, I can attach new content horizontally on my previous content as many as I want to, so this allows me to tell a story, to connect content, throughout days, weeks or years. The initial feed is filled with selected content (staff pick) and with content from people the user follows. (Every user can be staff picked and so shown in the initial feed, if the user is not opting for privacy).

(b) The Composer:

The app offers different possibilities for content production through video, text and audio. The result is a freely selectable mixture of all three forms, which can be combined with each other and turn into a new, proprietary form. It makes it possible for the users to tell their timelessness stories without using complicated editing tools. This results in a sophisticated snack content by means of the integrated media composer within a defined framework. This allows subtly stimulating reflection and imitation of the uses and thus has the potential of substantial change.

But by no means, the app is thought for only highly artistic and subtle content. On the contrary, everyone can record her own snack content which might have for her individually a reference to timelessness. This is all what we are asking for as a minimum: that at least for the producer, there is a reference to our topic.

There will be the option for the producer to keep her production private, share it with friends (the ones that "follow" you) or let it be public. (Not yet included).

(c) Account:

In her account, the user focuses not only on producing but also on consuming the content. It can, as with all other social media platforms, be followed and be liked. The account serves not only as a production platform, but also as a profile in which the user can describe herself. Here, she can also promote her product, service or activity as long as it is related to timelessness.

(c) Likes:

The individual content can not only be liked in the usual way, but also rewarded by the Fyndario Coin, the FYND. This not only adds value to content production and encourages high-quality content, but also establishes FYND as a functional currency on the platform.

(d) Market Place:

On the marketplace, it will be possible to offer one's services and ideas and to transfer the social community into real life and personal contact and interaction. For this, the FYND is also used as payment device.

8. Our App Monetization Strategy

We intend to use the Freemium model for financing the app. This means that the basic usage of the app is free. Only after reaching a specific threshold of usage, there will be a monthly subscription fee applied to be paid in our community coin. Such thresholds are not finally defined but will be centered around

- (a) amount of usage
- (b) wanting to use special features only offered against subscription
- (c) additional content from staff pick; the first clip from every fyndario staff pick is free. The remainder may require a subscription fee
- (d) special features you can use in the App like organizing the own content pick, direct message with users, filters for video production, etc.
- (e) amount of content upload
- (f) marketplace appearance
- (g) use special search feature (advanced search)
- (h) get invited to fyndario events
- (i) get special production teachings
- (j) direct contact options

9. Our Webpage

The Webpage <http://www.fyndario.com/> serves as an initial information and communication hub for the fyndario community. It explains the approach, shows video portraits from people talking about their timeless moments, links it to the app and the blog and is also the basis for the coin offering.

10. Our Blog/Magazin

Our block is posted on the medium platform <https://medium.com/@fyndario> and is the forum for quality content which is too long for the app, for instance scientific articles, longer tales or radios about timelessness. The publishers on this platform will come from different fields. Also community members are invited to participate.

11. The fyndario Coin

(a) Platform Business

Platform business has revolutionized the world. Astonishingly enough, from the point of view of the 80s and 90s of the last century, in the 21st century, production of goods and services in a large-scale was driven by value creation of the individual users of platforms.

Up to that point, large-scale value creation was the privilege of companies that, through their internal operations as well as contracting value-add out, were delivering their products/services directly to their customers. Comparatively few companies were using the platform model, for instance stock exchanges which were key to mediating between investors and stock noted companies. Yet platforms like this represented only a tiny fraction of global market capitalization.

So non-platform value creation is typical for any industrial production (cars, refrigerators, clothing, oil and gas companies, computers, etc.), but also for any kinds of services (hospitals, accounting firms, logistic firms, software etc.). In the 1990s, the most valuable companies in the world were traditional industrial groups, whereby in 2016 platform businesses are dominating the count for the most valuable companies.

So, what is a platform? It is a business model that facilitates the exchange of value on an infrastructure provided by the platform company, whereby two or more user groups are exchanging goods/services; therefore, we have producers and consumers and a combination of both, “prosumers” (users that produce and consume as well). In this context, Google, Facebook, Amazon, eBay, Uber, Airbnb, are all platforms.

How did it happen that suddenly platforms were dominating the business world? Obviously, the Internet played a key role as it allowed the exchange of information on a close to zero cost basis. And it also allowed, for instance, to distribute software on a close to zero cost basis, unimaginable only 30 years ago. That feature allowed the rise of Google and Facebook, as everybody knows.

But what is not obvious is the fact that the value creation is done by all of us contributing content that can be searched by Google or personal information posted on Facebook. However, we all do not participate in the value created, which is, following the traditional industrial company model, concentrated in the shareholders and the company’s staff. Yet why shouldn’t we, since we are such a key contributor of value, not participate in the value creation?

The answer is easy: since our contribution is mostly a tiny one, there was no way to record our contribution and attach a value to it with acceptable transaction costs. While this is obviously the case for Facebook, it, for instance, also applies to Apple and its App Store: the producer gets its cut, but even though without production of apps, the App Store would have no value, the producer does not participate in that value created for Apple itself.

(b) Token Quality

Unbeknownst to the community in the beginning of the blockchain development with Bitcoin in 2008/2009, the blockchain technology offers the solution to that value storage and distribution problem. The reason for this is: data can be recorded and stored with (close to) zero costs in a decentralized ledger technology; as a consequence, no individual, being it a person, a company, a government, can tamper with the data.

Therefore, the data about the value creation in each individual case can be recorded unalterable in the ledger and, depending on the algorithm agreed upon beforehand, a price tag can be attached to the value creation, so such price can be paid to the individual producer by means of the crypto currency transfer mechanism without prohibitive transaction costs.

Such transfer mechanism is only possible due to the blockchain technology which, through a combination of cryptographic and crypto economic solutions, allows to practically exclude the risk of double spending transactions with a sufficient high probability in order to work effectively as a payment tool. It shows that a digital good can exist in one place at one time with certainty, and this is the quality that a payment system has to have.

The really astounding quality though of a digital good - a token - is the fact that it can have multiple purposes beyond being a simple means of exchange like Bitcoin. The payment function is easy to grasp since it is simply replicating what we are all accustomed to through our digital bank accounts and banking transfers. Yet nobody would think it possible that a specific currency can have another function over and above its payment purpose. Just imagine that the euros in your account also allow you to receive dividends from a company, allow you to vote about pre-agreed issues, represents an apartment building in Berlin and so on. Ridiculous idea!

However, that is exactly what a token can be. Since you can attach to it any conceivable claim or obligation, all of the above could be structured into a token, either directly or indirectly. In this respect, the token is doing nothing else than proving that you have the attached claims and/or obligations. It serves as a tool of proof of a non-digital legal relationship. You can think of any legal situation short of marriage, where you can agree between contracting parties that the token serves as a prove of having the claims and/or obligations. If the parties disagree about the claims/obligations they can go to court claiming that the other party has violated the claim/obligation and that this is proven by holding the token. Obviously, there has to be additional documentation in terms of what the claims/obligations are. But that is not different from any other legal relationship parties have entered into.

If the token would just be a means of proof of a legal relationship, it would be not so exciting even though the convenient transferability of the token and therefore of the proof of a legal position makes transactions related to the underlying relationships much easier. However, the real new quality is that the token, on top of that, can have an exchange function to other tokens, i.e. to crypto currencies, and therefore also to fiat currency ¹. This allows basically a global stock exchange whereby any legal position if it is tokenized can be exchanged directly or through a chain of exchanges into other crypto currencies. In this respect, any token has apart from its other functions also the function of a potentially tradable (crypto) currency, and so we are having a global value exchange ².

What economic effects will we have if suddenly a vast amount of new relationships will be tokenized and so entering a global exchange? Will this not be tremendously inefficient? In the course of the thousands of years of economic history, currencies have developed out from an original crude barter economy: I exchange my apples for some milk. Barter deals had in terms of potential usage of the acquired good a very short timeframe. Most of it was to get through the winter if not used up earlier. Longer term were objects like tools, but those played a comparatively small role in the overall barter exchange economy. Furthermore, barter was geographically very much reduced as he could do those deals only with my direct neighbors; this in turn made deal probability lower as my goods I had to trade in had to be the one that my counter party whose goods I wanted, was coveting.

¹ Currency that has the function of legal tender, which means that the creditor of a claim has to accept payment by the debtor through fiat currency (Euros, dollars, yen etc.)

² It will not be one exchange, but multiple ones; the global quality comes into play by you using several exchanges to convert your token into your target crypto or fiat currency, but eventually you can achieve that.

This lack of efficiency led to the usage of objects as a currency which has the quality of being recognized as a tradable object on a geographically larger scale. This was the first time then that a key quality of currencies came to life: it is an exchange medium accepted by a community which represents potential futures, i.e. the person holding the currency has the opinion that the currency will allow him in the future to use it as an exchange medium for goods and services.

If the person would not believe in that quality, she would immediately acquire goods and/or services with it since otherwise it would have no value. The only reason why currency is used is the conviction of anybody involved in that currency economy that it represents potential futures for the holder. This necessarily implies the mostly unconscious conviction that in the future the world around me will stick to that view.

However, it is not that in our global consciousness there is not an understanding that inflation might destroy the potential futures of the currency I am holding. And we have sufficient countries around the globe that are fighting hyperinflation in order to get back to a situation whereby its citizen can trust when holding the local currency what kind of futures it represents. If you destroy that kind of trust, economic development is severely hampered.

Because of this, throughout the last 100 years, economists/central bankers around the globe were trying to set up stable single currencies with as much reach as possible, the euro being the latest example. What it does is facilitating the exchange within the region or community it is accepted as there is no discussion about exchange rates into any other currency. Furthermore, it is easier within one single currency to reach a common understanding as to how stable its current buying power is therefore the potential futures a currency unit represents.

The problem with this is that such large single currency markets have the tendency to be unstable. This is due to the fact that in the historical development, separate regions, obviously countries, but also segmented communities throughout the joint geographical regions, have not the same development in terms of productivity and spending behavior. Therefore, we run into situations of breakdown of economic systems, bankruptcy of states, bankruptcy of segmented communities, which puts extreme stress on the system.³

The difficulty essentially is that the one having lend the currency to a borrower calculates that his claim of payback of principal and interest is a valid one and therefore represents the respective futures. However, as we can see, large borrowers like countries, banks, large corporates time and again are failing to being able to pay back principal and interest. Then, as everything in terms of value exchange is expressed in one local currency, economic activity softens and that is the beginning of the vicious circle, since softening of economic activity necessarily means lower productivity and that means less capability to meet one's obligations.

³ Bernard Lietaer, Robert E. Ulanowicz, Sally J. Goerner, Nadia McLaren, Is Our Monetary Structure a Systemic Cause for Financial Instability? Evidence and Remedies from Nature, Journal of Futures Studies Special Issue on the Financial Crisis, (April 2010)

The traditional solution for this is austerity policy which means that the borrowers are cutting down their expenses in order to meet their obligations. As we can see, lately in the case of Greece and Cyprus, the austerity policy does not lead to a rapid recovery of the economic stress, and is not even helping in terms of meeting their debt service obligations ⁴.

What helps though is a variety of currencies which are coexisting with the major fiat currencies. The crypto world now allows the introduction of such currencies without any of those complex political decisions to be made which one would face with the official introduction of state run parallel currencies. But they have the same effect as those potential state run parallel currencies insofar they do two things:

- **(aa) fulfilling the information function of a currency;**
- **(bb) fulfilling the motivation function of a currency.**

Ad (aa): The information function is tied to the pricing of goods and services expressed in the currency. So if I am looking at my potential futures represented by my holding of currencies, prices are key the factor because I can calculate what I can buy with my funds. This in turn allows me to structure my economic activities which are: what do I do with my productive time, and what with my funds (holding them, investing them, using them for consumption). All those functions are represented by crypto currencies as well, yet they are to a lesser degree predictable as the major fiat currencies. The reason is clear since the community using it is comparatively much smaller and therefore mostly less stable than the major fiat currencies. Yet this plays a much smaller role as one might think as long as the option is available, if I wish so, to immediately exchange my crypto currency into a fiat currency. If I am holding onto it this is comparable then to holding on to other types of investment, consequently, I have to assess the risk/return profile of holding on to the crypto currency.

Ad (bb): A currency as representing potential futures motivates me to take advantage of that feature. Therefore, I would like to strike a balance between extending my potential futures by making money, but on the other hand engaging in a current activity which interests me. That obvious statement gets an interesting twist related to the crypto currencies. The reason for this is that for a lot of activities in a single currency community, there is no payment involved. Think of all the open source activities on the Internet, of starting out small on a business, of my contributions to a content website, all representing huge economic value, but if I am engaging in those, I am not extending my potential futures. I have to get the funds for my daily expenses and for my pension through other activities.

⁴ Wolfgang Richter, Euro or Drachma? Or both? A plea for a parallel currency concept, 2013

Crypto currencies (tokens) however can lead to potential futures if handed out for a specific activity even though in the beginning of such an activity there is no price tag in terms of fiat currency available for it. Yet if I do receive for a specific activity crypto currency, even though in the beginning it may have only a notional value, I have potentially something in hand which represents futures. Just think of any new token handed out, if the community develops, the minimum to be expected is that within the community the token will be accepted at least for some activities. Therefore, if you think of economic crisis in parts of a single currency regions (which we have all the time), there is always a huge labor force involved which cannot continue productively doing what they did in the past since their goods/services can no longer be sold on the market. However, if they can engage within their community, and the community may be a global one, in activities rewarded with tokens, there is a much higher probability of a stable economic development. The quality though of a token in terms of its capacity to produce potential futures for the users of it depends very much on its capacity to reflect fair value contributions. Obviously, any speculative usage of crypto currencies not taking into account the underlying economics will be damaging. So, any token design should take that into account. Therefore, the key features are:

(aa) determination of value of the token

(bb) control of token supply

Ad (aa): Basically, there are two potential avenues and combinations thereof:

- bid/ask pricing model;
- pricing model by measured success in a target group (measurement by popularity, voted quality, investment by producer, prominence of producer etc.);

Ad (bb): The token supply is essential for defining the value. There are several main options:

- one can replicate the Bitcoin model which is to limit the token supply to a fixed number;
- one can make the token supply dependent on the actual usage, which then has to be defined properly; key question here is whether it is a fixed algorithm or whether there is discretion involved by someone;
- one can make the token supply dependent on the demand and could be pegged to a reserve currency (crypto or fiat currency).

(c) fyndario Coin Design

(aa) Reward for value creation

It is essential that the coin design supports the values that we adhere to. We therefore are not interested in boosting the traffic on our app and market place with incentives that are not helping one's individual timelessness cause. The user should only be incentivized using the app if it helps his interest in terms of timelessness. There should be no incentive to just be on the app, having the app open etc. in order to get an economic or comparable advantage. The producers should get a fair reward for their endeavor producing a good product. The decision-making in terms of the quality of the product should rest with the users. There are several options as to how to do that:

- it could be a voting system whereby the users vote on the quality of a Session (defined earlier in the app description),
- it could depend on how often and how long the Session is viewed by the users;
- there could be a quality impact by a decision-making of the Staff (Staff Pick defined earlier);
- it could depend on what kind of transactions are entered into on the basis of the Session or Sessions (skateboard teachings etc.)

We feel that, for the time being, the amount of usage of the Sessions will be the adequate starting point for a measurement. Clearly, this does not exclude misuse but given the lack of reward for somebody to have her smart phone constantly repeating a Session, we don't feel that this is a prohibitive scenario.

There are several potential avenues as to how to attach value to the producers by means of a token structure. We are contemplating the options for using a fyndario token, the FYND, for this purpose.

The starting point could be the measurement of the overall usage of Sessions and we could define that for a to be determined number of uses of a Session, there is a fixed value attached ("Economic Value"). Then we define for each time period, beginning with a week, what Economic Value we allocate to the week. The Economic Value depends on various factors like the subscription income achieved, other sources of income, etc. Then, for a predefined value of the Economic Value, we issue a specific number of FYNDs via our smart contract. Such a token structure might be qualified as a security token with the regulatory consequences to it. Depending on the jurisdictions offered, this might be registration with the local regulator, issuing a prospectus etc. However, at this point we don't see any of those options as prohibitive, yet they require a careful preparation.

Another option could be to give the producers an usage right, for instance in terms of a licensing agreement. This might have, in terms of the economics for the producers, a comparable result. However, the regulatory and tax treatment would be different as compared to a security token structure. Finally, one could also contemplate using an exchange token structure whereby the exchange token is then used as the payment currency on the app. Again, this would lead to a different regulatory and tax treatment.

The objectives we want to achieve with the FYND, and which have to be analyzed for each of the structuring options, are the following:

- (a) Any payment on our app/platform has to be made with FYND including subscription payments according to our Freemium model. This will create an immediate demand for FYNDs. Therefore, also fees related to our marketplace have to be paid in FYND; this will be a specific percentage still to be decided whether to be fix or flexible depending on volume, category, geographical region etc. The platform will then pass on a predefined specific percentage of the commission back to the user, all of that in FYND.
- (b) Each recipient of the FYND can either hold on to it or she can sell it to somebody. It has to be decided whether the FYND once it is used for paying fees on the platform, will be burned or not. Such usage will happen if the demand for FYNDs leads to the recipient or the acquirer from the recipient sells the FYND to the person/entity who wants to transact with the app and therefore needs the FYND to pay the fees.
- (c) In order to avoid speculative trading of the FYNDs based on short-term strategies related to potential pricing movements of the FYND, we will apply appropriate measures, for instance not allowing immediate buy/sell transactions which reflect only a trading interest rather than the interest in the underlying product (to be detailed).
- (d) We feel, that with this structure, it should be able to maintain a comparatively stable level of value as we limit the supply of FYNDs depending on Session views, i.e. usage.
- (e) We intend to let the community participate in the value of the platform if a user has given a relevant contribution (“Community Participation”). As relevant contributors we see producers and subscription payers (so excluded are only free users of the app as long as they are not producing). Following a model which is a habitual in the venture capital community, we see the fyndario platform as a sponsor and the community as the value contributor. We contemplate to allocate 30% of the value to the platform and 70% to the community. We intend to have governance rules developed which allows the community appropriately taking part in overseeing and regulating the key structural elements of the approach, i.e. the coin structuring and interaction structures.
- (f) We see this project as part of a social token movement which has special features. One of it is that we would like to use the best smart contract platforms for our token structure available. Obviously, there are requirements, no matter what, to develop features akin to fyndario. However, there are numerous options to collaborate, joint venture or simply to use specific blockchain solutions offered in this context. Therefore, we seek actively a discussion forum to discuss within social projects, how we can most effectively resolve that.

In order to achieve all of this, we intend to split up the project in different phases. In the first one, we are looking to develop all those elements such that a final project can be started and financing for this be raised. Yet in order to push the first phase forward, we have a suggestion to the community which is helping us financing the software part of it.

(d) Software Development Agreement

The project has the requirement to develop software related to the usage of the app and connected to the coin structure. The community interested in participating in the project can do so by contracting Fyndario for the software development. In return, the community gets a license right in terms of the usage of such software. Details of the intended stipulations will be published shortly.

Berlin, June 20, 2018
fyndario