

# DISCOVOL

A decentralized autonomous organization (DAO) of  
high-quality content curators

## **BACKGROUND**

### **High-Quality Content**

Some one would say there is no standard for high-quality content. But we argue that those opening your mind, triggering emotional resonance, or promoting inner growth is high-quality content.

In the era of Web 2.0, everyone can create and publish content. Along with a great amount of high-quality contents come a greater number of low-quality contents. Those spams and nonsense imitations permeate every corner of the internet.

We consequently have the requirement to efficiently filter high-quality content that meets our individual needs from the massive information on the internet.

We generally have three ways to get high-quality content, (1) following our favorite creators, (2) search engine or algorithmic recommendation, and (3) subscription of professional curation service.

The internet in Web 2.0 era is more like information silos. Users are isolated into different applications partially because centralized platforms intentionally set barrier to cross-platform. A user had to spend enormous time and energy on seeking high-quality content or following creators.

These closed centralized content platforms each have their own recommendation algorithm with a common characteristic of non-transparency. Those platforms show content to users of aligning with their business interests, regulatory compliance or political stands. Their algorithms capture user's privacy data to customize content recommendation. You can find a trend, that is, more strictly user privacy data is regulated, less personalized the recommendation is.

If you want to get some useful information or high-quality content beyond your expertise, therefore, following professionals and subscribing curation service is a better option.

### **Content Curation**

At early stage of the internet, webs generally have editorial jobs to serve professional content curation. In web 2.0 era, however, editors are replaced with algorithms on content publishing platforms gradually, and professional curation service almost disappears.

The wheel turning, the internet links people a borderless social network. Professional reputation bona fide become more and more important for social influence. Many specialists are willing to be a famous influencer by sharing useful information and high-quality content among social network.

Keeping track of new ideas and new doings is a daily work of a professional. A little more work on collection and remarking can make a professional curation list. If you can update and share the curation list stably, that is definitely a good way to build up professional reputation on social network. Provision of curation service is not for profit so much as a kind of social needs. More and more professionals would opt in providing curation service to capture their expertise value on social network.

Everyone has their own expertise to become a valuable curator in their area. Why not? If the reputation and economic gains outweigh the cost of time and resource.

To be a successful curator, you need to:

- 1) Keep tracking of industrial trend, filter high-quality content, and edit reviews and abstracts.
- 2) Establish preferred curation lists to target audiences, provide personalized recommendation.
- 3) Distribute curation list to target audience via all sorts of media and tools.
- 4) Build up reputation bona fide in your specialty, increase audience conversion rate.
- 5) Make contribution of content distribution and ads delivery for creators and advertisers, and gain incentives.

It is hard to imagine that one person has the capability of all these works or has enough time and resource to do that. Curators with different resource need to collaborate with each other to acquire better result.

As centralized content platforms became more and more monopolized, their bargaining power against creators and advertisers increased. We can see creators and advertisers have urgent and practical demands on distribution of content via social network of curators. Curators are the very channel they need to promote content and ads to get rid of those centralized platforms.

Curators need to form a large-scale organization to provide stable and standard service in order to bring more traffic to the network. Curators have the capability of precisely distributing content to target audience. They also need to integrate as organism so that they can undertake a certain scale of content distribution and ads tasks through crowdsourcing, and attract more incentives sponsored by creators and advertisers.

## **Decentralized Autonomous Organization (DAO)**

Curators have different specialties and resources. The synergy of their collaboration would create huge positive network effect. The more diverse social network coverage of curators is, the more likely it is to crowdsource curatorial promotion tasks.

It is not easy to organize curators of different country, culture, language, and background globally to achieve a common goal. A well-designed mechanism is a requisite for contribution appreciation and value transfer.

When it comes to broadly coordination among curators, creators, subscribers, advertisers, developers, and investors, the complexity of mechanism increases exponentially.

A valuable collaboration platform needs to meet long-tail needs of curators and interest parties precisely in the ecosystem. It is hard to imagine that a centralized intermediary can coordinate such a large-scale and complex cooperation. Traditional market pricing, transaction and settlement mechanism is hardly able to support the internal value creation activities of a global, open and collaborative organization. To establish a low-cost decentralized autonomous organization is an inevitable choice.

Unified and concise collaboration standard, consensus native asset as a medium of exchange, trustless, transparent and self-enforceable protocol, and democratic governance are necessary elements of a decentralized autonomous institutional structure. Hardwiring a coordinative mechanism on a technical infrastructure platform and executing in a more autonomous way, is the only solution to reduce the cost of decentralized collaboration.

Blockchain technology reinvents the internet with verifiable open-source data, token-driven economy, decentralized governance, etc. The exploration of Web 3.0 provided many useful use cases for the establishment of a decentralized coordinative system, and laid the foundation for the design and development of DISCOVOL platform.

## **ABSTRACT**

We are launching a collaborative organization of global content curators. It supports curators to provide their featured curatorial service efficiently, and obtain maximum social reputation and economic incentives.

### **Vision**

DISCOVOL DAO is an open organization for curators to opt in or out freely. It enables efficient collaboration among global content curators to provide rich and personalized curation service. Curators can make maximum use of their capacity and resource to create value in the DAO, as well as get fair reputation and economic incentive for their valuable contribution. And the most important is, your right and interest will not be deprived for no reason. DAO public resources are open to all curators and partners in the ecosystem. The economic value growth with the prosperity of DAO's ecosystem belongs to all curators. Major public affairs of the DAO shall be collectively decided by all curators in accordance with democratic governance procedure.

### **Facility and Institution**

**DISCOVOL Platform** refers to a technical facility to underpin DISCOVOL DAO fulfilling collaborative work and value management function.

**DISCOVOL Appchain** is a core infrastructure of DISCOVOL platform. It enables DISCOVOL DAO running decentralized value management and democratic governance.

**DISCOVOL Treasury** is to manage DAO public funds and provide financial support for incentive programs that are conducive to community development.

**DISCOVOL Platform Vault** is used to collect usage charges of platform facility. All \$DISC token income will be divided to melt down, reward community development, or flow to the treasury.

**DISCOVOL Foundation** is a permanent body promoting the development of DISCOVOL DAO. It is responsible for daily organization and coordination of DAO expansion; development, upgrade and maintenance of DISCOVOL platform; management of the treasury income and expenditure; as well as the voting organization and execution of major issue proposals.

## DISCOVOL PLATFORM

DISCOVOL platform is a technical facility serving DISCOVOL DAO. Global curators and other participants apply the platform to collaborate on high-quality content curation, connect with each other, and form an open collaborative ecosystem.

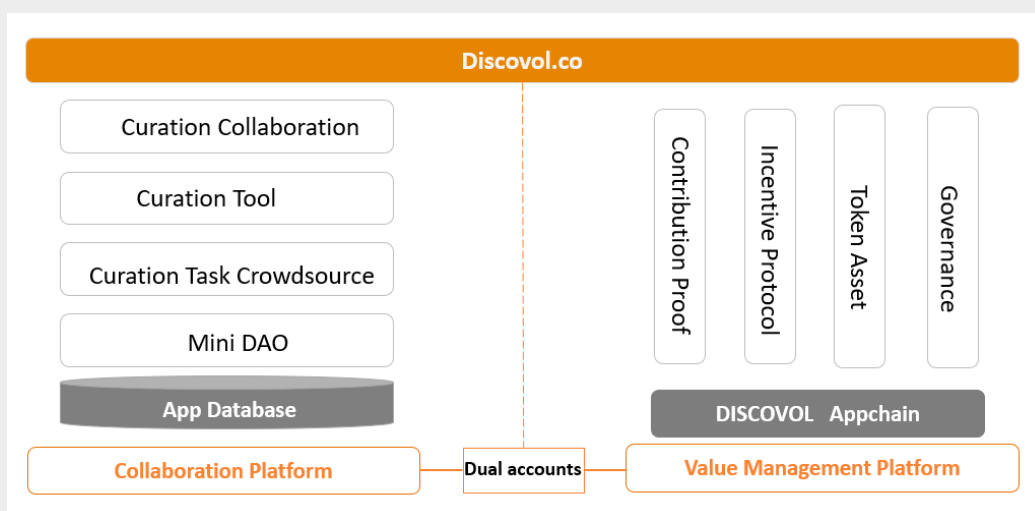
### Main Function

DISCOVOL platform will implement the following main functions step by step.

- 1) Create a high-quality content resource sharing and recommendation system among curators globally; facilitate curators to provide personalized curation service more efficiently.
- 2) Establish a "one-stop" curation display and distribution system to facilitate curators to acquire more subscribers.
- 3) Establish a curator metrics and a curatorial crowdsourcing system, facilitate curators to benefit from business partners.
- 4) Establish mini DAOs to support curators more efficient self-organized collaboration.

### Framework

DISCOVOL platform has two parts, collaboration platform and value management platform (picture as below).



The collaboration platform aims to promote efficient curation collaboration among curators and interest parties. It is developed based on mature internet technology, infrastructure and application product design in order to provide web 2.0-like user experience.

The value management platform supports security, trustless verification, holding and transfer of

valuable data asset, credit asset, and social asset generated in collaboration. It is developed based on blockchain technology, infrastructure and web 3.0 product design framework.

The users could bind their account ID on collaboration platform with their wallet on value management platform, switching freely between the two platforms. These two platforms are seamlessly connected and complementary to each other, providing users with valuable application and a good experience.

## **Collaboration Platform**

The collaboration platform mainly supports two dimensions of curation work.

- 1) Curators efficiently collaborate to provide curation service.

Curators discover and share high-quality content and review on the platform. That helps everyone to build up featured curation list efficiently. Collaboration can be made among individuals or in a specialty group. When a curator's content is cited by others, the curator gets incentive from who cite the content in return.

- 2) Curators collaborate with creators, advertisers, and subscribers by providing curation service.

Curators provide high-quality content curation service to their subscribers via curation tools. Subscribers incentivize their favorite curators by subscript fee or viewing ads. If creators can attract more curators to recommend their content with incentives, they can touch more extensive audiences. Advertisers can launch a curator-specific ads campaign. On the other side, curators can choose to display ads fit for their subscribers.

According to the development goal of DISCOVOL platform, we give a top priority to the development of application functions that support collaboration among curators. As curators' network effect grows, multi-sided coordination application will be developed constantly. Curation service and incentive-related function will be ameliorated gradually.

## **Value Management Platform**

DISCOVOL value management platform supports curators' contribution transformed into digital assets which can be managed and transacted.

We developed a Substrate-based application-specific blockchain, aka Appchain, to support these functions.

Value management platform supports the following functions:

- 1) Create a digital asset account, i.e. on-chain ID, for all curators.
- 2) Record curation contribution data on-chain.
- 3) Mint fungible token \$DISC which will be used for curation incentive and DAO resource use and transfer.

- 4) Create non-transferrable token \$RIF signaling for reputation based on contribution data and transparent algorithm.
- 5) Mint NFTs representing special qualifications in the DAO, supporting conditional transfer.
- 6) Run self-enforcing incentive protocol, allocate rewards automatically.
- 7) Provide statistical analysis and calling interface of verifiable data on-chain.

Function extension on value management platform partially relies on Appchain upgrade, partially on making greater exploitation of applications on other blockchains.

## Identification Account

On DISCOVOL everyone has two identification accounts, one on collaboration platform, the other on value management platform.

Register in DISCOVOL official webapp (<https://discovol.co>), then get a collaboration platform account. Install Polkadot extension on browser, you can create an on-chain ID, i.e., wallet address. Since the Appchain is built on Substrate framework, Polkadot wallet is integrated on default.

These two accounts can be bound together in one-to-one way. Such a design will offer flexible and smooth user experience as well as enough security.

## Digital Tokens

DISCOVOL platform applies a dual-token system: \$DISC representing economic value of curation contribution, \$RIF for professional reputation of curators.

### ● \$DISC Token

\$DISC is a native token of DISCOVOL Appchain. It represents the right to use the infrastructure, public resources and services of DISCOVOL platform. It works as contribution incentive, a store of value and a medium of exchange in the ecosystem.

A certain amount of \$DISC needs to be paid when using curation service and content resource. Meanwhile the service provider who makes a valuable contribution will receive a certain amount of \$DISC as a reward.

### ● \$RIF Token

\$RIF, “Reputation Impact Factor”, is a non-transferrable token signaling professional reputation of curators. \$RIF tokens are allocated to curators based on the contribution data on-chain periodically. \$RIF is the embodiment of contribution, reputation and influence power of curators. A certain proportion of \$RIF balance in an account will be slashed regularly to drive curators of constant contribution.



## Contribution Proof

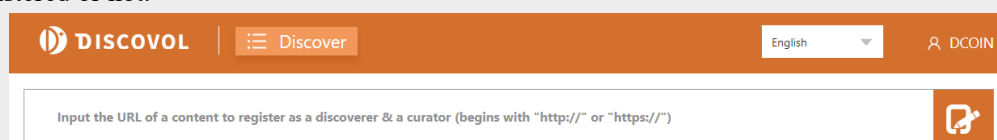
On DISCOVOL platform, content discovery and citation are regarded as core valuable contributions. If you discover some high-quality content with your expertise, and register its URL in on-chain database, you complete a content discovery. Other curators who like the content would cite it into their own curation list after adding some review, giving a score, and making a tag. Step further, they can recommend to more extensive audience by sharing curation list among their social network.

The activities of discovery, citation, and recommendation are recorded on collaboration platform and value management platform correspondingly.

Data on-chain is used for contribution proof and accounting economical and reputational incentives. The data is open to all curators.

### ● Content Discovery

If you find some high-quality content, you can input its URL into the discover box to check it registered or not.



If not, you are able to be the discoverer by registering the content URL on-chain. You need to pay a certain number of \$DISC to platform vault as registration fee. This process enables confirmation of on-chain ID and record of data submission address and time. The following data will also be recorded as transaction note:

- The content URL
- Hash of the content URL

One hash corresponds to one and only discoverer. The hash is the content identifier on DISCOVOL platform. The hash data structure is introduced to expand the "content" form of webpage to a wider form, which reserves an expansion space.

Once a content URL is registered, the data on-chain is permanently stored and cannot be tampered with. A content discoverer is the exclusive beneficiary to incurred citation and recommendation incentives on DISCOVOL platform.

### ● Citation and Recommendation

On collaboration platform curators have their own personal homepage. They can follow one another or join in a group to communicate.

If you find a discovered content good enough to your curation list, you can cite it by giving a score, editing abstract and review, choosing tags for it. Then you can recommend it to your subscribers or share in a group. When anyone else finds it helpful and cites it from your curation list, you will get incurred economical and reputational incentives.

The data of citation and recommendation are also recorded on collaboration platform and value management platform correspondingly.

Citation activity also needs to pay a small amount of \$DISC in the light of the score you give. Besides the wallet address, time, and \$DISC amount, following data will be stored on-chain as transaction note.

- Hash of the content cited.
- The wallet address of previous curator from whom the content is cited. If no previous curator, the wallet address can be null.

The data of citation and recommendation demonstrates,

- 1) the value of high-quality content.
- 2) the contribution of the content discoverer.
- 3) the contribution of previous curator who cite and recommend.

The data of citation and recommendation is the most valuable data on DISCOVOL platform. The data is used for

- a) the endorsement of high-quality content value;
- b) the basis for quantifying contribution of curators;
- c) the evidence of curator's specialty and reputation;
- d) depicting social influence network of curators.

Citing a content to your curation list per se is a contribution proof for the content discoverer and the previous curator. After citation, you can share your own curation list through distribution tools. And the citation from others will give you a contribution proof, then you can get economic and reputational rewards.

## **Curation Collaboration Incentives**

On DISCOVOL platform curators who discover or curate high-quality content will get \$DISC and \$RIF incentives.

### **● \$DISC Incentive**

Curators pay 10 \$DISC as registration fee when they discover a high-quality content and register the content URL on-chain. All content registration fee goes to the platform vault redeeming for usage of platform facilities.

Curators pay 1-1.5 \$DISC in the light of the score (5-10) they give when they cite a content to their own curation list. The citation fee is allocated as below,

- 40% to the wallet of the content discoverer.
- 40% to the wallet of the previous curator who cite the content. (if null, this part goes to the platform vault.)
- 20% to the platform vault.

Content discovery and citation all bear a certain cost of \$DISC. Curators need to trade off if they can attract more curators to cite and more audiences to cover the cost. This mechanism could preempt low-quality content and spams effectively. Novel and special high-quality content is more likely to bring curators higher revenue. This design will push curators to continuously filter and discover high-quality content, and create value for subscribers through curation service.

● **\$RIF Incentive**

The amount of \$RIF token is calculated off-chain based on citation data and transparent algorithm. \$RIF balance of curators is updated and registered on-chain weekly. The rules are as below.

- 1) Each citation gives the content discoverer 1 \$RIF.
- 2) Each citation gives the previous curator 1 \$RIF.
- 3) 98% (round-up) of \$RIF balance of last period is added to the current period.
- 4) \$RIF balance of the current period equals to the sum of above items 1-3.

\$RIF represents how much the high-quality content recommended by the curator is recognized by the DAO, and reflects the curator's ability to select high-quality content and influence in the DAO. It will help curators attract more attention, also provide curators verifiable endorsement when working with subscribers, creators and advertisers.

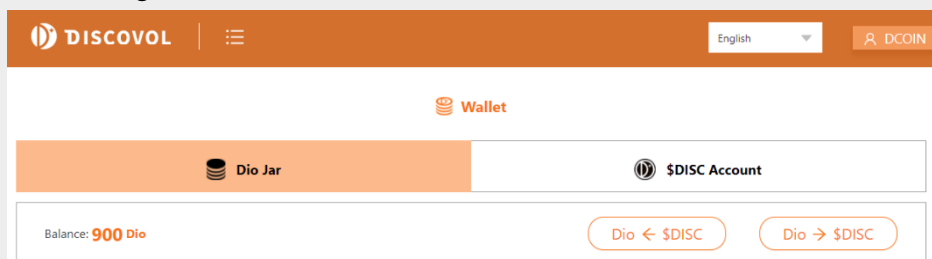
\$RIF balance is periodically slashed in order to encourage curator continuation contribution. This mechanism will establish a delicate balance between first-mover advantage and consistent contribution.

● **DIO Incentive**

On DISCOVOL webapp, anyone can freely browse curators' content recommendation info, such as abstract, review, score, \$RIF, citation chain, etc.

If you want to check the original content, you need to pay a small amount of \$DISC to unlock the URL. For better user experience, DIO is used as web 2.0 account equivalents to \$DISC for a small payment.

100 DIO in web 2.0 account corresponds to 1 \$DISC in web 3.0 wallet. In Wallet of personal center, there is an exchange function between DIO and \$DISC.



To view the original content, audience needs to pay 20 DIO to unlock the URL. This pricing mechanism could be adjusted by governance voting.

This content unlock fee goes to,

- 40% to the account of the content discoverer.

- 40% to the account of the content curator.
- 20% to the platform vault.

Considering that existing blockchain wallets usually have bad user experience, small payment by DIO is much friendly to real world users. When they are attracted to high-quality content curation service, they are more likely to accept web 3.0 concept and practice.

It is a principle of DISCOVOL ecosystem that users give incentive to service providers. At the same time, the collaboration platform will provide more flexible unlock settings, including:

- ✧ Curators could pay for audiences to extend their influence powder.
- ✧ Discoverers and interest parties could pay for audiences of some curators selectively to attract more views and citations.
- ✧ A curator could pay for audiences of other curators in ads way to get more citations.
- ✧ DISCOVOL promotion fund will offer new users a certain amount of DIO to enjoy curation service free.

At least 40% of DIO rewards the curator who provides the content curation service. This forms a pay-for-effect incentive for curators' citation and recommendation. It not only effectively promotes active high-quality content citation among curators, but also prevents curators from recommending low-quality content for rewards.

## **DAO Expansion Incentive**

As a decentralized curation collaborative organization, it is the top priority to encourage the engagement of curators as many as possible. DISCOVOL platform provides lifetime incentive for curators who invite and guide new members.

When curators accumulate a certain number of \$RIF, they will get invitation code to invite new prospective curators. Once the invitee completes registration on DISCOVOL, the inviter and invitee relationship will be recorded on-chain. This invitation relationship stored on-chain is an important reference for curator's influence. The invitation relationship will also serve as an important factor for curators to enjoy the long-term rights of the platform vault income allocation.

DISCOVOL promotion fund will airdrop \$DISC tokens as scheduled to the inviter and the invitee based on the relationship stored on-chain as one-time incentive.

A certain proportion of the platform vault income will reward inviters as long-term incentive. The detail is as below.

- 1) In a statistical period, curators with more than 25 \$RIF are qualified for long-term incentive.
- 2) In a statistical period, the contribution value of an inviter equals to the sum of the inviter's \$RIF and all his or her invitees' \$RIF.
- 3) The inviter can get incentive of \$DISC calculated by the formula "(personal contribution value/whole contribution value) X the current period \$DISC allocated".

- 4) If the current period \$DISC is less than 10, no incentive is distributed.

## **Curation Tool**

DISCOVOL will cooperate with global third-party developers and subscription agents to provide curators with "one-stop" service such as display or distribution tool, and subscription management.

Curators can present and distribute their curation list among different social Apps by third-party tools. Curators pay a certain amount of \$DISC as a tool royalty which is allocated between the platform vault and third-party developers according to the agreed proportion.

Those curation tools will take \$DISC as a medium of exchange. Subscribers could pay \$DISC as subscription fee, or subscription agent pays \$DISC on behalf.

Third-party developers or subscription agents need to pledge a certain amount of \$DISC in DISCOVOL platform vault to obtain the qualification to provide value-add service. Qualified partners will get a cut of service fee according to the protocol.

## **Curation Task Crowdsourcing**

DISCOVOL platform supports two types of curation task crowdsourcing.

- 1) Subscribers or their agents with specific content needs can create a curation task and invite curators to recommend high-quality content. After a selection process, the selected high-quality content can get task rewards.
- 2) Interest parties who want to push specific content to target subscribers can create a content distribution task, invite curators to add a specific content to their curation list, and recommend it to subscribers through curation tools.

DISCOVOL platform supports curator on-chain data analyzing function. Through the analysis of curator data, curation task issuers could know a curator's content preference, selection ability, reputation, social influence, number of subscribers and other related information. Then they can build a whitelist of curators fit for their own task.

Crowdsourcing task issuers need to pledge a certain amount of \$DISC in the platform vault to establish a task. They will set the relevant terms of the task and task-fulfilled conditions, and send invitation to curators in the whitelist.

Curators need to stake a certain amount of \$DISC as a deposit for undertaking crowdsourcing task. When the number of curators who undertake the task meets the preset condition, the crowdsourcing task officially starts out; if the launching condition is not met within a certain period, curators can withdraw their deposits.

After a curator completes the task as scheduled, according to contribution data and preset incentive smart contract, the curator can claim task bonus and withdraw the deposit.

## **Mini DAO**

DISCOVOL platform will develop the functions to support mini DAOs forming by like-minded folks.

Mini DAOs will have the following facilities and functions.

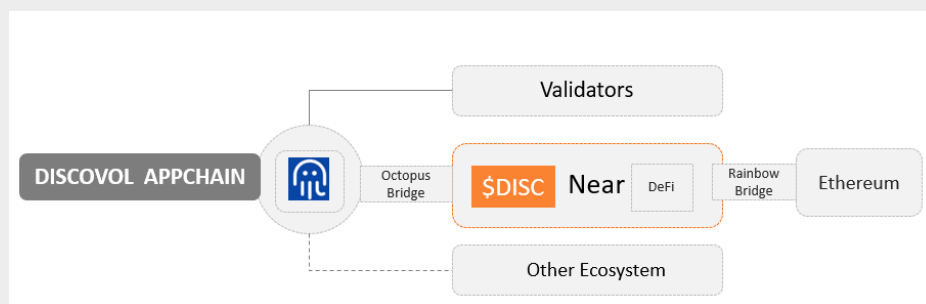
- 1) Establish mini DAO treasury to provide funds for its long-term development.
- 2) Custom membership management. Each mini DAO can set its rules for membership application.
- 3) Custom pricing for curation activities within the mini DAO.
- 4) Mint NFTs for members who acquire some privilege.
- 5) Vote high-quality content list and award the winners.
- 6) Establish own-branded curation service based on the list content.
- 7) Based on the number of times a curator is cited by members of the mini DAO, the \$RIF value representing their special contribution to the mini DAO is displayed as the basis of getting special rights or rewards in the mini DAO.
- 8) Provide analysis tool of contribution data for mini DAOs; support mini DAOs staking \$DISC from its treasury to undertake crowdsourcing task collectively. According to mini DAO's contract, a part of the task bonus goes to the mini DAO treasury as revenue.
- 9) Pool \$DISC within a mini DAO to trade with other project's token or NFT, involve in promotion of those projects. Repaid value could be distributed amongst the mini DAO members.
- 10) Custom distribution of mini DAO treasury income.
- 11) Set mini DAO development incentive, reward members based on their contribution of invitation and collaboration for the group.
- 12) Set their own governance voting procedure.

Encouraging like-minded curators to establish mini DAOs and exploring different self-organizing operation modes, is an important factor to promote the construction of a decentralized autonomous organization.

## **DISCOVOL Appchain**

DISCOVOL platform is designed to support collaboration of millions of curators. Each bit of valuable contribution, such as discovery or citation, will be stored on blockchain as verifiable data. There will be tremendous on-chain data to support a complex business logic. DISCOVOL platform needs its blockchain infrastructure to be of high performance and low cost, and upgradeable.

Building a dApp based on smart contract on existing layer 1 blockchain cannot meet the requirements. That's why we prefer building our platform on Substrate-based Appchain.



DISCOVOL will apply leased POS provided by Octopus Network to launch mainnet. A proportion of pre-mined \$DISC will be wrapped as NEP141 standard fungible token and they also can go back to DISCOVOL Appchain via Octopus bridge. The NEP141 standard \$DISC token can be traded on DeFi of Near Protocol.

DISCOVOL will give priority to cooperation with Web3 applications in Near ecosystem, to enrich services and functions of our platform. Through cross-chain service provided by Octopus Network, furthermore, DISCOVOL will cooperate with more blockchain ecosystems.

## **TOKEN ECONOMY**

Curators are the protagonists of DISCOVOL DAO. They autonomously collaborate to discover high-quality content, cite and recommend their favorite with scorings and reviews, and provide valuable curation services to subscribers and content promoters.

### **\$DISC Token**

\$DISC represents the right to use valuable services provided by participants of DISCOVOL DAO. \$DISC is a unit of account and a store of value for the contribution of participants who engage in economic activities of DAO. \$DISC is also a medium of value transfer when services are consumed.

#### **■ Core Utility Scenario**

Participants can get \$DISC by the following contributions.

- 1) Develop and maintain DISCOVOL platform facility.
- 2) Promote DAO expansion, organize and serve new users.
- 3) As a curator, high-quality content you discovered is cited or unlocked by others.
- 4) As a curator, you provide curation service to subscribers and content promoters.

\$DISC is to use at the following situations.

- 1) Subscribers unlock the content URL by paying service fee.
- 2) Content promoters pay for content distribution service provided by curators.
- 3) Curators complete content discovery, or cite a discovered content to their own curation list.
- 4) Participants use facilities or tools of DISCOVOL platform.
- 5) The platform is developed and maintained by developers.

#### **■ Extensive Utility Scenario**

\$DISC could be used as staking for some economic activities and governance of DISCOVOL DAO.

- 1) Crowdsourcing task issuer needs to stake \$DISC enough for rewards. On the other side, task taker needs to stake \$DISC to get qualification.
- 2) Content-distributing tool developers and subscription agencies need to stake \$DISC for qualification of providing value-add service to the platform.
- 3) A mini DAO needs to stake \$DISC as the deposit to make good use of functions authorized by the platform.
- 4) \$DISC holders need to stake \$DISC to engage in governance voting of DAO or a mini DAO.



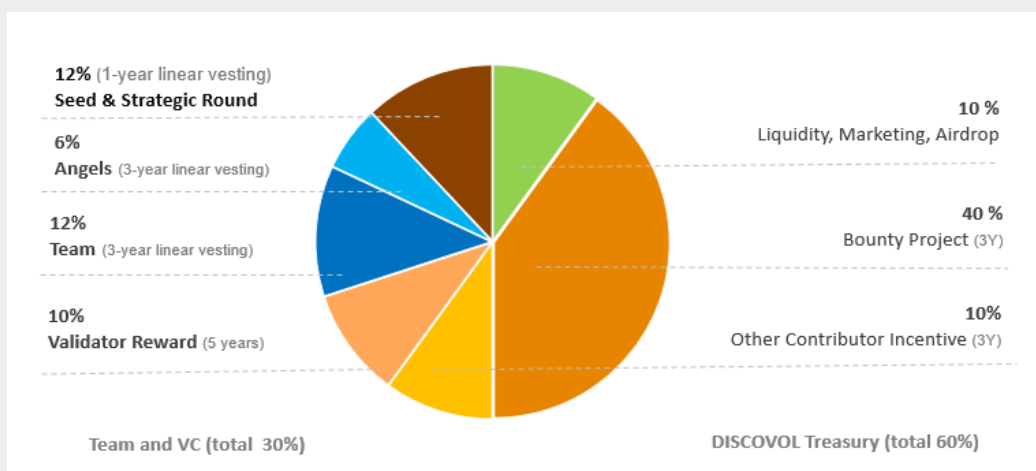
Curators of DISCOVOL DAO have strong capability of content-distributing and promoting. Content creators, PR publishers, advertisers, community operators, and marketing agencies are demanders of curation service. For them, \$DISC is equivalent to a marketing promotion resource that can be used at any time. And they are more likely to be \$DISC long-term holders.

DISCOVOL DAO will promote the exchange of \$DISC for services, products, memberships, consumption points, digital tokens, etc., of the curation service demander. It will help expand the utility scenarios of \$DISC and enhance the use value.

### \$DISC Distribution

The total supply of \$DISC is 1 billion: 90% is pre-mined, 10% (20 million per year) for 5-year validator reward.

The diagram of 1 billion \$DISC distribution is as below.



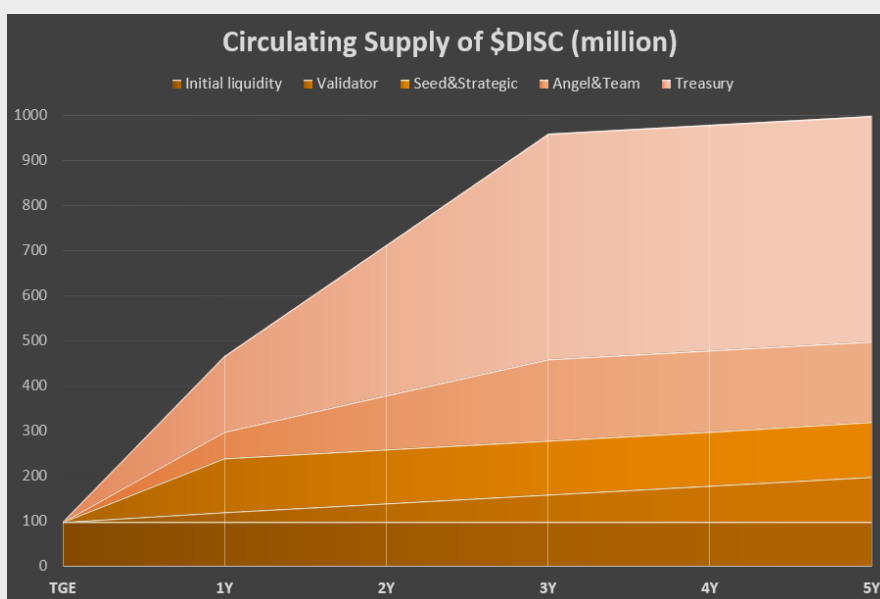
30% of pre-mined \$DISC will be allocated to core team and early investors.

- ✧ 18% to core team and angels, 3-year linear vesting.
- ✧ 12% to seed round and strategic investors, 1-year linear vesting.

60% of pre-mined \$DISC will be allocated to DISCOVOL Treasury and used for the platform development and maintenance, community operation, and marketing promotion.

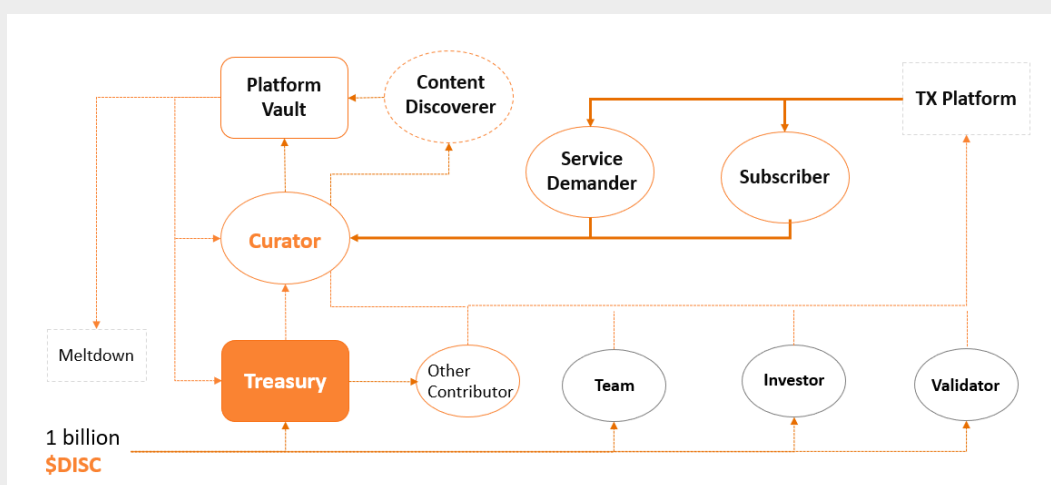
- ✧ 10% will be released directly to support liquidity and cold start incentive.
- ✧ 50% will be released linearly in 3 years for DAO long-term development incentive.
  - 10% subsidize curators to discover high-quality content.
  - 10% reward inviters to expand curator group.
  - 10% set crowdsourcing tasks for public-benefit content distribution.
  - 10% invest the treasury of mini DAOs as start-up capital.
  - 10% reward developers and community service providers.

The circulating supply of \$DISC is shown as below.



### \$DISC Flow

The diagram below describes how \$DISC flows in DISCOVOL ecosystem.



Most of pre-mined \$DISC flow to DISCOVOL treasury and provide incentive to curators, developers, inviters, and other service providers who make valuable contributions for DAO development.

Subscribers and content promotion demanders need to pay curators \$DISC to get curation service. They can get \$DISC by trading or exchanging with their product or service. Increasing demand on \$DISC will benefit all \$DISC holders.

A curator needs to pay \$DISC for citation of previous curator’s content.

Curators also need to pay \$DISC for using facilities and tools of the platform. Excluding the part for third-party developers, all platform facility usage fee goes into the platform vault. 40% of usage

fee is meltdown; 30% is rewarded to the curator according to the incentive plan; 30% goes to DISCOVOL treasury.

\$DISC holders and demanders can trade \$DISC at exchanges.

### **\$DISC Deflationary Expectation**

900 million of \$DISC are pre-mined; 20 million per year is to incentivize validators for the security of DISCOVOL Appchain.

40% of facility usage fee in the platform vault will be meltdown regularly. When the annual revenue of platform vault reaches more than 50 million \$DISC, the number of melted \$DISC per year will be greater than the number released.

It is expected that the annual revenue of the platform vault will soon exceed 50 million, driving \$DISC into a long-term deflationary state.

### **\$RIF Token**

\$RIF is a non-transferable token which represents the reputation of contribution in DISCOVOL DAO. It is non-transferable, that means, you cannot get \$RIF by trading.

\$RIF represents the qualification for some economic activity and incentive plan. You had to earn a certain number of \$RIF by “hard-working” to get a proportion of incentive from the treasury of DAO or mini DAO. And \$RIF is also one important factor to join in DAO governance.

\$RIF enables DISCOVOL DAO refining incentive setting and management of accessibility.

## **GOVERNANCE**

Both \$DISC and \$RIF holders have the right to vote in the governance of DISCOVOL DAO. Votes are mainly used for,

- 1) Election of DISCOVOL Foundation Council members;
- 2) Initiate a referendum on proposals for major issues.
- 3) Implement a referendum on the proposal.

The core body of DISCOVOL Foundation is the Council. Council members are elected once a year. Token holders who lock up 10 million \$DISC for two years, or hold more than 1% of the total \$RIF and lock up 2 million \$DISC for two years, can be automatically elected as council members.

Council members can submit proposals for voting. Proposals that have collected more than 50 million \$DISC staking, or supported by more than 5% of \$RIF holders, can enter the referendum process.

Holders of \$DISC and \$RIF both have the right to vote on referendum proposals. \$DISC votes account for 60% of the result weight; RIF votes account for 40%.

The Council has 5 executive directors, each with a term of one year. One of them is directly appointed by the founding team, two are voted by \$RIF holders and two by \$DISC holders. The election of the executive directors shall be completed within three months after each council re-election. Executive directors can only be elected from the Council members.

Executive directors are responsible for guiding daily work of the Foundation, promoting the implementation of approved proposals, and dealing with emergencies. With the consent of three executive directors, a proposal can be directly initiated and enter the referendum process.

Curators who contribute to the DAO, and long-term holders of \$DISC, are given greater right to governance with greater responsibility. DISCOVOL Foundation will constantly promote on-chain governance.

## **ROADMAP**

### **Platform Development**

Q4 2021, platform development officially started.

Q1 2022, completed the first phase of feature development, supporting high-quality content curation and contribution incentives.

Q2 2022, complete the second phase of function development, supporting subscriber-oriented curation display, distribution, subscription management and charging.

Q3 2022, complete the third phase of function development, supporting curator data analysis, curatorial task crowdsourcing, submission of contribution proof and bonus distribution.

Q4 2022, complete the fourth phase of function development, supporting the initiation and operation of mini DAO.

Q1 2023, complete the fifth phase of function development, supporting \$DISC and \$RIF holders to participate in major issues governance.

Q2 2023, complete the sixth phase of function development, supporting exchange of \$DISC with third-party products, services, and membership privileges.

Q3 2023, complete the seventh phase of function development, supporting \$DISC crowdfunding, trading \$DISC with third-party project tokens and NFTs.

### **DAO Development**

Q3 2021, team founded.

Q4 2021, started developing DISCOVOL platform, introduced seed round investors.

Q1 2022, launched DISCOVOL testnet, started to introduce strategic investors.

Q2 2022, onboard Octopus Network; launch mainnet; launch community development incentive program and high-quality content discovery subsidy program.

Q3 2022, launch non-profit content distribution incentive plan and curator promotion subsidy plan; recruit global curatorial service promotion agents.

Q4 2022, launch thematic curation and content distribution crowdsourcing plan; recruit global curatorial crowdsourcing service agents.

Q1 2023, promote mini DAO; recruit global mini DAO sponsors.

Q2 2023, the first direct election of the DAO Council.

Q3 2023, \$DISC token and third-party equity trade platform; recruit global promotion agents.

## CODA

In the era of Web 2.0, centralized algorithmic recommendation platforms controlled the content distribution and captured main value of the internet. Users contribute rating data for content. These data formed the basis for algorithmic recommendation and help train the algorithm. But users have not gotten a reasonable return for this yet. Instead, algorithmic recommendation platforms leverage users' privacy data. They use opaque algorithm to control the content available to users, trading off user interest to maximize profits for their shareholders. Even more, some large platforms intended to influence people's thoughts, interfere in politics, and affect the process of human civilization and democracy.

DISCOVOL tried to explore new possibility. DISCOVOL provides content curation service through the collaboration of curators globally, breaking the monopoly of large algorithmic recommendation platforms on content distribution, and providing internet users another option.

Curators who share content recommendation data can gain economic incentive and social reputation for their valuable contribution. Individual curator and small team of algorithmic developer can creatively provide rich featured content recommendation service on equal access to data resource. Users are not forced to provide the platform their privacy data, such as content preference data, in order to use the content recommendation service. Based on openly verifiable data of curators, users can follow their favorite curators and obtain personalized content service.

We expect the content recommendation service field to be vibrant, full of innovation and healthy competition. We expect users to have more security of privacy and freedom of choice. We expect all value contributors to be treated fairly.

In the era of Web 2.0, it is not easy to shake the data hegemony of big centralized algorithmic recommendation platforms by means of decentralized collaboration. However, there are also huge opportunities. With the advent of Web3.0 era, the decentralized value creation and common-owned mechanism make everything possible. This requires a long-term dedication and joint effort of all DISCOVOL DAO contributors. In the era of Web 3.0, impossible is nothing.

DISCOVOL is a Web 3.0 application linking crypto world and real world. We will support millions of curators to serve billions of users with content curation. The high-quality content service provided by DISCOVOL curators can cover millions of niche markets and long-tail needs.

Welcome to DISCOVOL DAO, let us create and share a new future together!