



# CLICKS PLATFORM

WHITEPAPER



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# INTRODUCTION

Our project aims to create a new kind of social media platform that is fully decentralized, private, and accessible to anyone with a crypto wallet. We believe that this will provide a seamless and secure experience for users, while also offering exciting opportunities for content creators and viewers alike.

With our platform, you'll be able to access all the benefits of social media with just one account. This means that you'll be able to connect with others, share content, and explore new communities all in one place. In addition, our platform will reward both viewers and content creators with tokens, creating a new economy around social media.

But that's not all. Our platform will also offer users the ability to buy products and services directly from ads with special discounts, all through their crypto wallet. This means that you'll be able to shop for the things you love without ever leaving the platform.

We believe that our platform represents a new generation of social media, one that is more secure, more private, and more rewarding for all participants. With our platform, you'll be able to explore a new world of decentralized social media, where everyone can benefit from their contributions.

To make it even easier for users to communicate with others, our platform will allow users to book their own domains for free. This means that you'll be able to use your own personalized domain name, such as John.eth or John.doge....etc, to make it easier for others to find and connect with you.





**Enhanced AI tools:** In addition to providing personalized recommendations and insights, we could explore more advanced AI tools such as sentiment analysis, natural language processing, and image recognition to improve the user experience and make it easier for users to find the content they are interested in.



**Integration with other blockchain networks:** While we plan to use our own blockchain, we could also explore integrating with other networks such as Ethereum, Polkadot, ICP and BTT to provide users with more options and flexibility.



**Decentralized identity verification:** To address concerns around fake accounts and spam, we could explore decentralized identity verification solutions that leverage blockchain technology to verify user identities without compromising privacy.



**Incentivized moderation:** To encourage users to help moderate the platform and keep it free from harmful content, we could offer incentives for users who report violations or help moderate content.



**NFT support:** To enable content creators to monetize their work in new ways, we could explore adding support for non-fungible tokens (NFTs) on our platform, allowing creators to sell unique digital assets such as art or music.



**Decentralized storage:** In addition to using blockchain networks to store data, we could explore decentralized storage solutions such as IPFS or Sia to provide users with more control over their data and ensure that it remains accessible even if our platform goes offline.



**Multi-chain support:** To provide users with even more options and flexibility, we could explore supporting multiple blockchain networks simultaneously, allowing users to choose the network that best suits their needs.



**Social tokens:** To further incentivize user participation and engagement, we could explore creating our own social tokens that can be used to reward users for their contributions or exchanged for other digital assets.



**Advanced privacy features:** While our platform already prioritizes user privacy, we could consider adding additional privacy features such as end-to-end encryption or anonymous browsing modes to further protect user data.



**Community governance:** To ensure that our platform remains truly decentralized and community-driven, we could explore implementing a community governance model that allows users to participate in decision-making and propose new features or changes to the platform.



Platform	Strengths of our Project	Weaknesses of Other Platforms
Steemit	Advanced privacy features, community governance model	Complex user interface, lack of privacy features
Minds	Advanced privacy features, decentralized storage, social tokens	Limited user base, confusing token economy
LBRY	Advanced privacy features, decentralized storage, multi-chain support	Limited user base, reliance on a single cryptocurrency
Peepeth	Advanced privacy features, decentralized storage	Limited features, lack of mainstream adoption
Sapien	Advanced privacy features, community governance model	Slow development pace, lack of mainstream adoption
Deso	Advanced privacy features, low fees, innovative token economy	Limited user base, complex user interface, limited features, lack of mainstream adoption
Benefits	Advanced privacy features, decentralized storage on own blockchain, end-to-end encryption, share mining through hard drive capacity, innovative token economy	N/A

By using our own blockchain to store data, your platform will have several unique strengths that set it apart from other web3 social media platforms. This includes faster transactions, increased security, and the ability to mine tokens through sharing miners' hard drive capacity. These features will make our platform more attractive to users who are looking for a truly decentralized and secure social media experience.



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# THE MINING

Blockchain mining is the process of verifying transactions and adding them to a blockchain ledger in exchange for a reward. In the case of Clicks, our blockchain will use miners' hard drive capacity to mine Clicks coins. This means that users can contribute their unused hard drive space to the Clicks network and earn rewards for doing so.

To start mining Clicks coins, users will need to download and install a mining software that is compatible with our blockchain. This software will allow users to connect their hard drives to the Clicks network and start contributing their storage capacity to the network.

Once connected, the mining software will automatically verify transactions and add them to the Clicks blockchain, using the user's hard drive space and processing power. In exchange for this contribution, the user will receive Clicks coins as a reward, which can be used to access premium features on the Clicks platform or traded on cryptocurrency exchanges.

It's important to note that the difficulty of mining Clicks coins will increase over time as more miners join the network. This means that users will need to contribute more hard drive space and processing power to maintain their mining rewards. However, as the difficulty increases, so will the reward for each verified transaction. This ensures that the Clicks network remains secure and decentralized while providing a fair and rewarding experience for miners.

Mining on the Clicks blockchain is a great way to earn rewards while contributing to the growth and security of the network. It's also an environmentally friendly alternative to traditional proof-of-work mining, as it doesn't require massive amounts of energy consumption or specialized hardware.



# TOKEN DISTRIBUTION:

The total supply of Clicks coins is 1,000,000,000. The distribution of these coins will be as follows:

- 14% allocated to the development team and advisors, with 85% locked for 1 year and vested at a rate of 10% per month after that.
- 20% allocated to early investors and strategic partners
- 60% allocated to community members who contribute to the network through share mining, content creation, and platform governance.
- 6% allocated to marketing and development efforts to promote the platform and attract new users, with 85% locked for 1 year and vested at a rate of 10% per month after that.



## Token utility: Clicks coins will have several utilities within the platform, including:

Payment for premium features such as advanced analytics, content promotion, and access to exclusive content. Reward for content creators based on the quality and engagement of their content. Means of exchange for digital goods and services on the platform. Governance token for community members to vote on platform upgrades, proposals, and decisions.



**Token burning:** Clicks will implement a token burning mechanism to reduce the total supply of tokens in circulation and increase their value over time. This will involve allocating 10% of transaction fees and revenue to buy back and burn Clicks coins.



**Inflation rate:** The inflation rate of Clicks coins will be set at 2% per year. This will ensure a stable and sustainable growth in value over time while also incentivizing users to hold and use their coins.



**Staking rewards:** Clicks will offer staking rewards to incentivize users to hold and stake their coins on the network. This will help increase network security and stability while also rewarding users for their contributions. Staking rewards will be set at 5% per year and will be funded by allocating 10% of transaction fees and revenue.



**Token buyback program:** Clicks will implement a token buyback program to provide liquidity for investors. This will involve allocating a certain percentage of transaction fees and revenue to buy back Clicks coins from the market and distribute them to investors.



**Revenue sharing:** Clicks will implement a revenue sharing mechanism to distribute a portion of the platform's revenue to investors. This will involve allocating a certain percentage of revenue to a smart contract that automatically distributes dividends to investors based on their holdings.



**Token lock-up periods:** Clicks will implement lock-up periods for tokens held by investors to incentivize long-term investment in the platform. Tokens held by early investors will be locked up for a certain period of time before they can be sold or traded on exchanges.



# ROADMAP

## Q4 2023

- Launch Clicks platform on mainnet with full functionality, including end-to-end encryption and decentralized storage to ensure user privacy and security.
- Launch share mining feature to incentivize users to share their hard drive capacity and earn rewards.
- Begin development of social token system to reward content creators and incentivize user participation.
- Expand marketing and PR efforts to increase user adoption and brand awareness.

## Q1 2024

- Launch social token system and integrate it with the Clicks platform to incentivize user participation.
- Implement a community governance model to ensure platform transparency and fairness.
- Launch the mobile app for iOS and Android to increase user accessibility and engagement.
- Expand marketing and PR efforts to increase user adoption and brand awareness.

## Q1 2024

- Launch a decentralized identity system to enable secure and private user authentication and verification.
- Integrate with other web3 platforms and protocols to expand platform functionality and reach.
- Launch content discovery and curation features to help users find and share high-quality content.
- Implement machine learning algorithms for content personalization and recommendation to enhance user experience.

## Q1 2024

- Launch decentralized advertising system to enable targeted and transparent advertising without compromising user privacy.
- Expand partnerships with other web3 projects and communities to build a stronger ecosystem and increase network effects.
- Launch advanced analytics dashboard for users to track their performance and earnings.
- Implement gamification features to increase user engagement and retention.

## Q4 2024

- Launch decentralized marketplace for digital goods and services, powered by social tokens.
- Implement advanced moderation tools to combat spam, fake news, hate speech, and other forms of harmful content.
- Launch social impact initiative to support social causes and charitable organizations.
- Expand partnerships with mainstream media outlets to increase brand exposure and legitimacy

