VERSION 2.1



For more information contact:

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MISSION STATEMENT

The mission of Aspace is to decentralize social media and introduce Web 3.0 to the masses. Web 3.0 is described by Forbes as a “decentralized blockchain protocol that will enable individuals to connect to an internet where they can own and be properly compensated for their time and data, eclipsing an exploitative and unjust web, where giant, centralized repositories are the only ones that own and profit from it.”

PROJECT SUMMARY

With the rise of cryptocurrency and NFTs, decentralized platforms are becoming more common. **Social media giants have billions of users worldwide and have been pocketing money at the expense of our privacy.** It is time to use our newfound blockchain technology to decentralize the web and bring the power to the people. Below is an example of how Aspace will be used:



Users will take 25% of revenue for the ads they see, and can sell or use the coins to participate on the Aspace platform



Content Creators will be paid 65% of their ad revenue for their hard work and consistency



Advertisers will need to purchase and use $AETH to run targeted campaigns



Developers will be rewarded with $AETH if their proposal is approved by the community



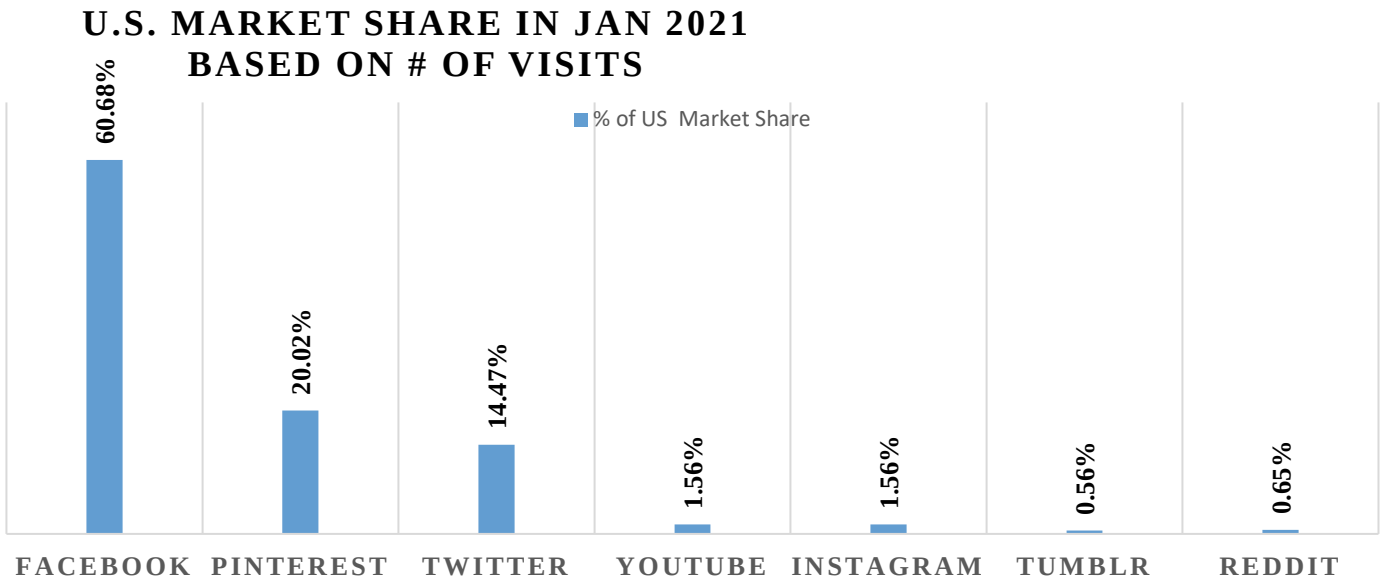
“Hodlers” will be rewarded with token burns and capital gains as the Aspace user base grows

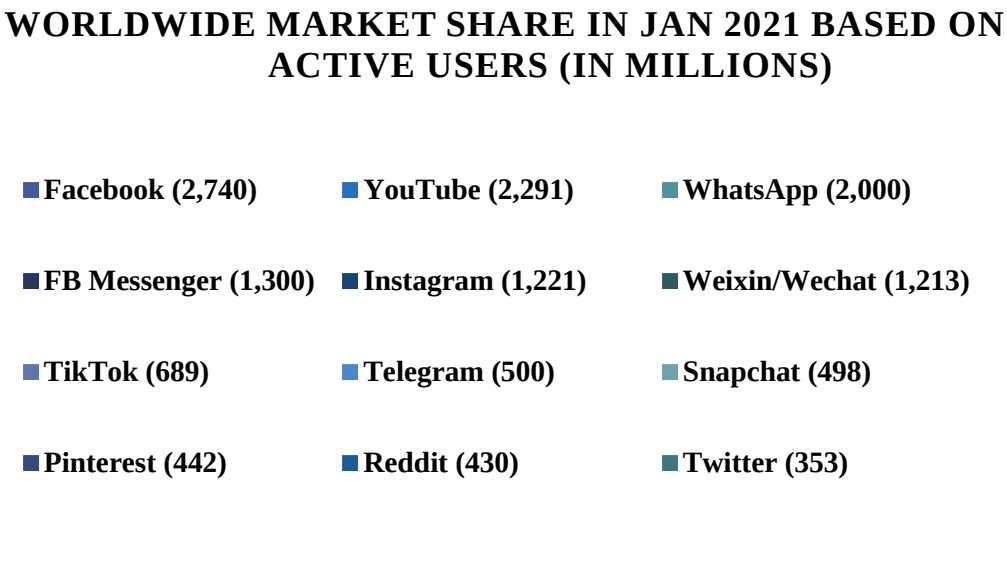
MARKET OVERVIEW

Market Share

Market Size of Social Networking Sites in the US in 2021: **$61.4 Billion**

US market growth for the past 5 years: **21.6% per year on average between 2016 and 2021**





MARKET OVERVIEW

Competition

Being that crypto is still fairly new, there are only a few projects that are social media related, but none share our vision. Here are some examples of our competition:

BitClout: a type of social network that lets you speculate on people and posts with real money. **It's been called an "influencer stock market".**

D.tube: is a community powered video sharing platform where users vote on videos to reward creators, curators, influencers and viewers in cryptocurrency. **The site is a replica of YouTube.**

steemit: Ran on the Steem Blockchain, Steemit is a social network owned and operated by its users. After an acquisition by Justin Sun, the community basically "forked" or made a copy of the Steem Blockchain with some improvements and named it HIVE. Although **there seems to be no social site for HIVE.**

Basic Attention Token: a blockchain-based system for **tracking media consumers' time and attention on websites using the Brave web browser**. Built on Ethereum, its goal is to efficiently distribute advertising money between advertisers, publishers, and readers of online marketing content and ads.

Twetch: Users get paid for every post they make and follow they get. The platform is also determined to **help users keep their data safe and has vowed to never sell any of it.**

THE “SELF-DEVELOPING” THESIS



In the early stages of Aspace, there will be a team required to get the project up and running. **Once the user base grows, we can expect an influx of update proposals from developers looking to improve the site and claim some $AETH for their efforts.**

This idea of a “self-developing” platform is what true decentralization is all about. The people should be able to decide what comes next. It also keeps the Aspace team in the loop and not constantly wondering “What would the people like for us to add?”.

In summary, all we need to do is build the base platform and the community will build the rest. Until there is an adequate userbase for the platform to sustain itself, the Aspace team will be on standby to troubleshoot any potential issues.

ESTIMATED EXPENSES

Total Estimated Startup Cost: ($200,000 – $300,000)
Official Launch Overestimated Yearly Overhead: ($1.3M – $1.5M)

Development:

We estimate that a development budget of $250,000 will be enough to hire a team to build the base application throughout the first year. We aim to be able to extend this budget for 2 years.

Marketing:

To gain momentum, it would be wise to reach out to crypto influencers so they can review and promote the Aspace project. Unfortunately, this expense might exceed the development budget due to the high fees the influencers charge. Depending on their following, an influencer can charge anywhere from $1,000 to $20,000+. To maximize the ROI, we will be first targeting crypto youtubers and twitter accounts with high engagement rates, and then start a campaign to drive more of the web 2.0 users into our web 3.0-ready platform. Some of our marketing strategies include Online Gaming Tournaments, Community Contests, and many more!

Overhead:

After the ILO, expected overhead expenditures would be for hosting fees, a customer service team, marketing campaigns, and sustaining the Aspace team until they're no longer needed as much. We also plan on applying for grants to increase our development capabilities.

ESTIMATED EXPENSES

Official Launch Overestimated Salaries

Estimated Staff Budget

	Title	Data from: cryptocurrencyjobs.com		Data from: Indeed.com			
		Pay Range	Average	Top US Pay	Top Paying Biz	Avg US Pay	
1	Chief Technology Officer	120k - 250k	180,000	158,970	(NYC Dept of Edu)	147,168	The estimated overhead budget is an overestimate of what it would cost to keep the $AETH Token operational after Launch
2	Sr. Full Stack Developer / Blockchain Engineer	80k-125k	100,000	150,000	<= Estimates =>	100,000	
3	Front End Developer	50k-100k	75,000	193,029	(FB)	106,724	
4	Front End Developer	50k-100k	75,000	193,029	(FB)	106,724	
5	Back End Developer	50k-100k	75,000	207,537	(Wish)	122,850	
6	Back End Developer	50k-100k	75,000	207,537	(Wish)	122,850	*** Please note that not all roles will be necessary and some roles like CSR will need to be multiplied. ***
7	CSR Management / Coordinator	40k - 60k	50,000	78,997	(UPS)	62,000	
8	Representative	25k-35	30,000	71,418	(AMZN)	47,235	
9	Representative	25k-35	30,000	71,418	(AMZN)	47,235	
10	Representative	25k-35	30,000	71,418	(AMZN)	47,235	
11	Representative	25k-35	30,000	71,418	(AMZN)	47,235	
12	Representative	25k-35	30,000	71,418	(AMZN)	47,235	
13	UX Designer	75k-120k	100,000	207,652	(FB)	98,931	
14	UI Designer	** 75k-100k*	85,000	182,598	(AAPL)	82,740	
15	Marketing Manager	50k-120k	85,000	161,836	(PwC)	66,382	
16	Growth Marketing Intern	10k-20k	15,000	75,342	(Colonial Life)	17,602	
17	Chief of Staff / Head of Operations / COO	70k-100k	85,000	269,000	(Citi)	100,000	
18	Investor Relations Manager	* 75k-110k *	90,000	91,331	(Esperion)	95,462	
19	Sr. Accountant	40k-90k	65,000	104,421	(Buckeye Partners)	73,584	
	Total Yearly Estimate:		**1,305,000**	**2,638,369**		**1,539,192**	
	Total Monthly Estimate:		**108,750**	**219,865**		**128,266**	

QUESTIONS TO ANSWER

How will the project have enough coins to pay the users, content creators, and developers?

To have a stable reserve, we need to reclaim $AETH from as many sources as we can. Using blockchain technology, we can incorporate a small percentage of transactions to route coins into the reserve. Our main source to pay users will be from the Advertisers because they can only run ads using $AETH.

What is the ad revenue share between the Creators, Users, and Aspace?

Since Google offers a 45/55 % split with content creators (Google keeping 45%), we have decided to split the money even better! Content creators make 65% while users get 25% and the Aspace Reserve reclaims the remaining 10%.

How are upgrade proposals passed?

Only verified users will be able to vote on upgrades with their coins to avoid spam/repeat votes. After a certain coin deposit cap is reached and positive feedback is observed, 90% of the coins will be sent to the developer and 10% will be reclaimed by the Aspace Reserve.

What happens to all the proposals that aren't accepted?

If an upgrade proposal has negative feedback or doesn't reach the certain coin deposit cap, then 95% of the tokens will be sent to the voting users and 5% will be reclaimed by the Aspace Reserve.

QUESTIONS TO ANSWER

What is the coin deposit cap for upgrade proposals?

As the project gains more users, the amount of coins needed to reach the cap will gradually increase. The coin deposit cap will fluctuate depending on the market price of $AETH and number of active users on the platform.

How do Advertisers, Users, and Retail Investors buy Aspaces?

Anyone that wants to purchase $AETH can get them through any exchange that has our coins listed. We aim to get listed on all the Tier 2 exchanges such as Uniswap(ETH) and Pancakeswap(BNB), and eventually get into the Tier 1 exchanges like Coinbase and Voyager.

What comes after the ILO?

After the ILO, our main objectives will be to grow our user base, add more use cases, establish a team to provide excellent customer support, and host several fun events to boost community engagement and awareness.

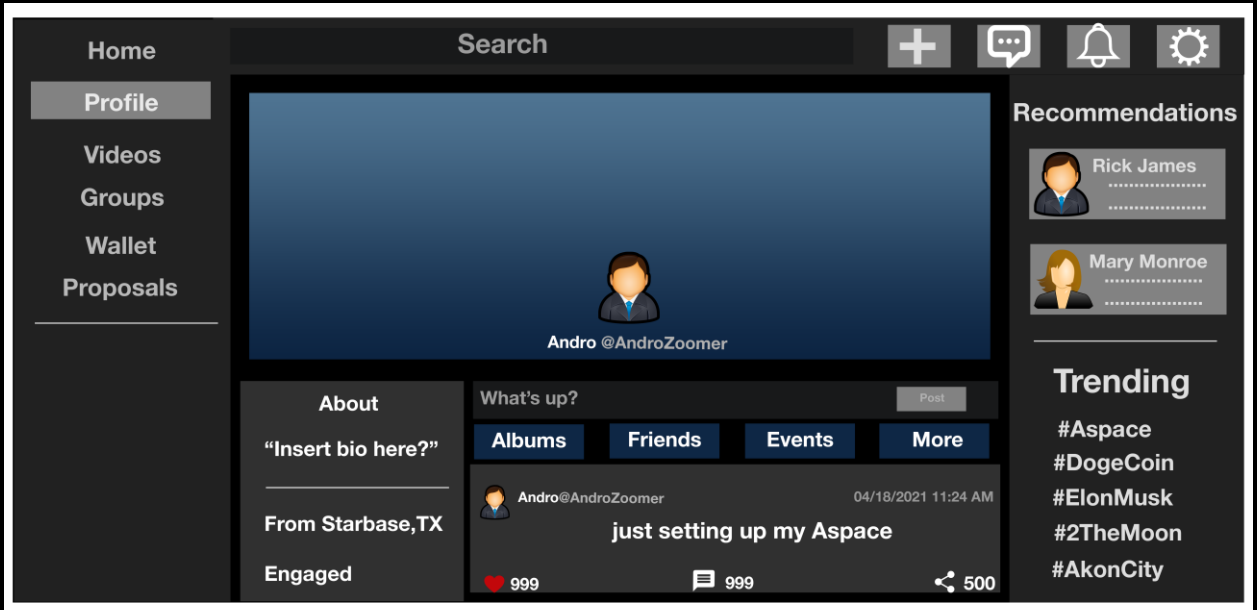
What are other possible utilities for Aspace?

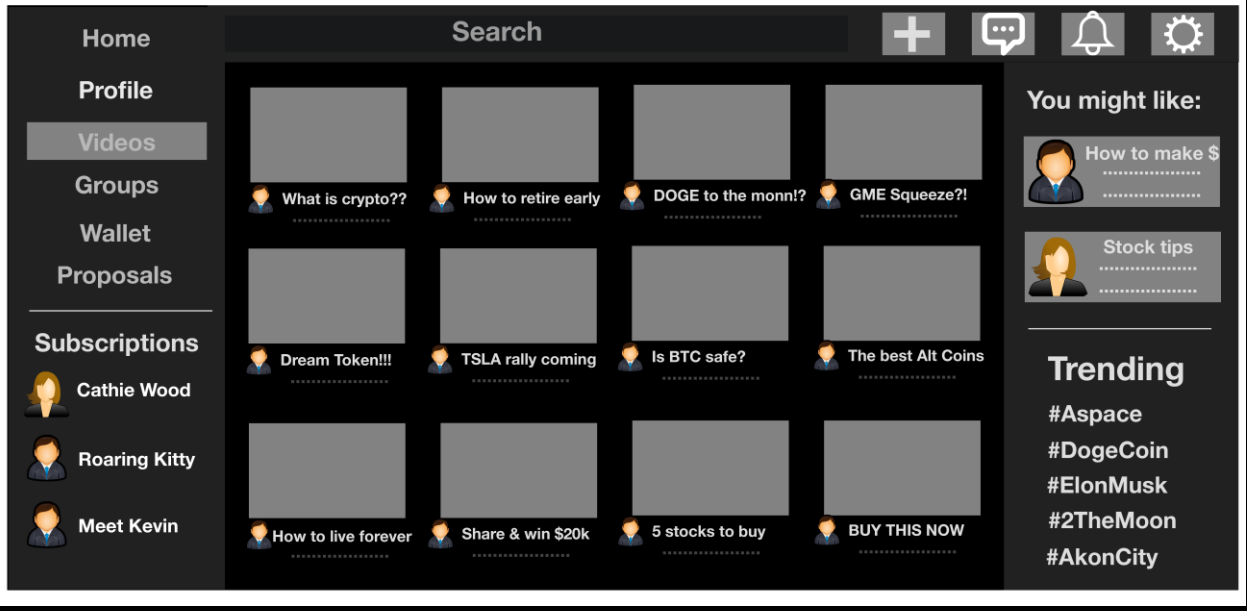
Blockchain technology allows us to do many cool things such as:

- Integrating games with tradeable NFTs and $AETH Tokens
- Using NFT tech to store content on blockchain permanently
- Create a streamer environment that promotes tipping coins

MOCKUPS

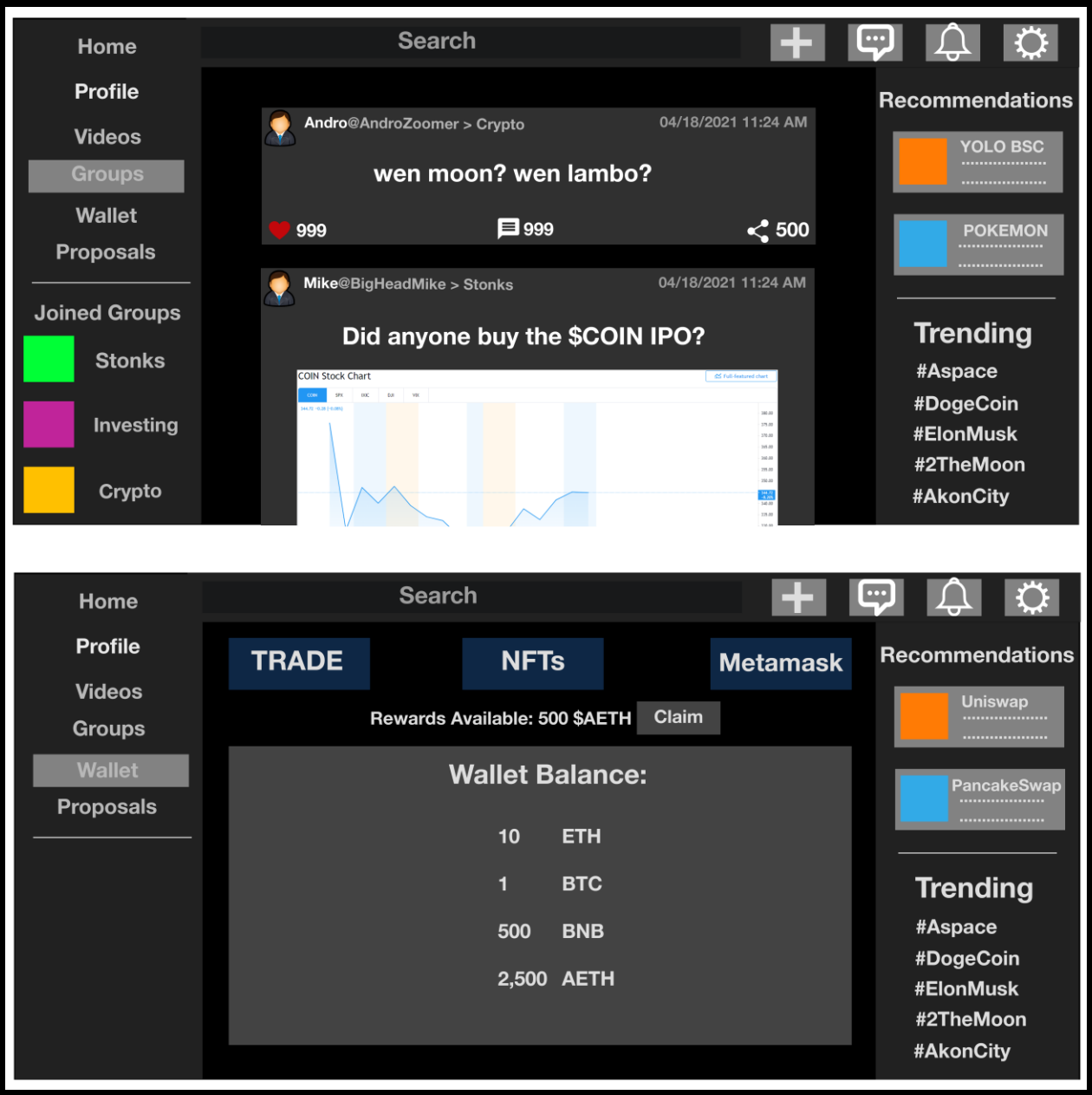
Profile & Videos





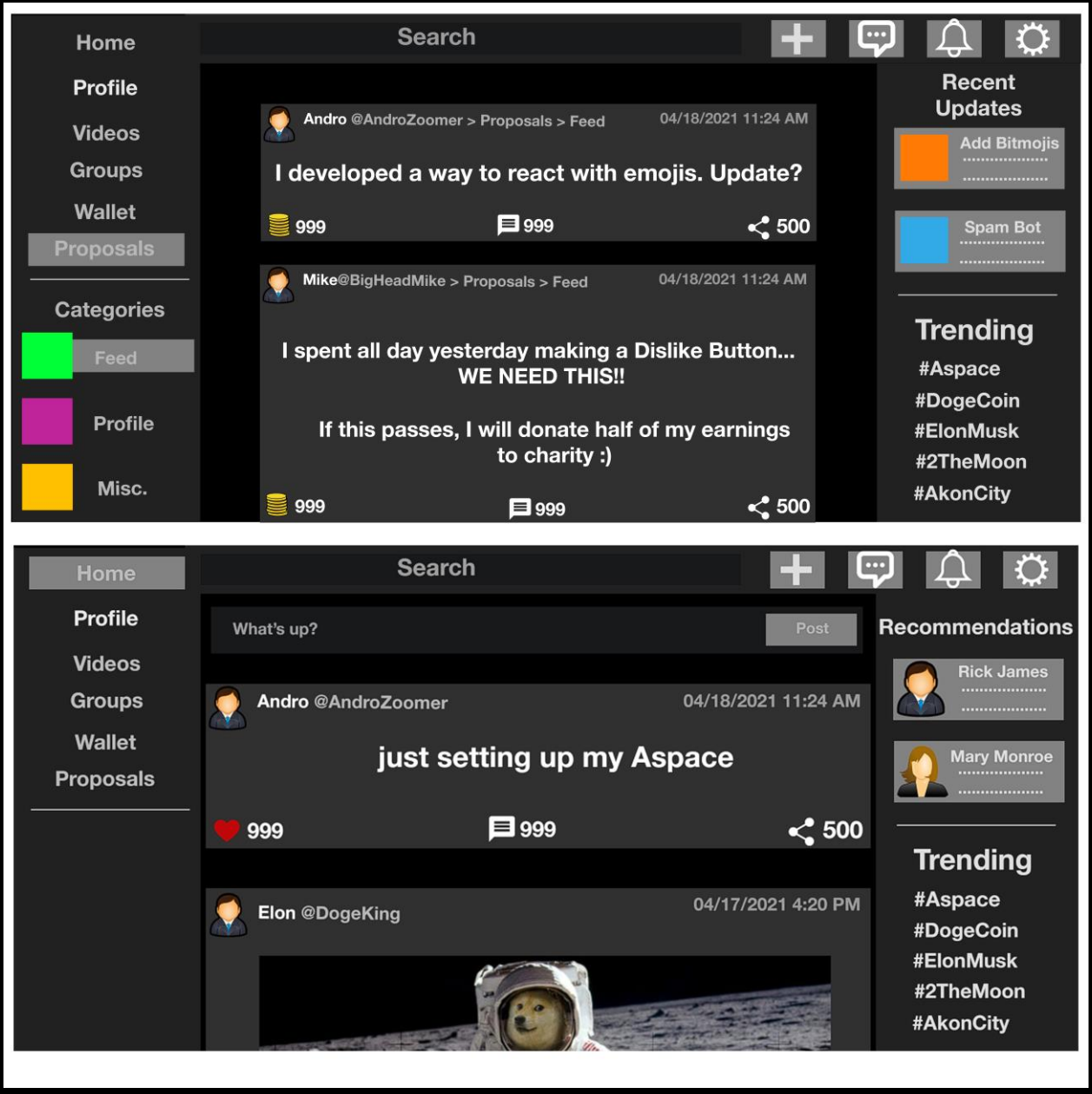
MOCKUPS

Groups & Wallet



MOCKUPS

Proposals & Home



SOURCES

Mission Statement:

Forbes Article - https://www.forbes.com/sites/forbestechcouncil/2020/01/06/what-is-web-3-0/?sh=7f28a3aa58df/

Market Overview:

Social Networking Sites in the US - Market Size 2005–2026- https://www.ibisworld.com/industry-statistics/market-size/social-networking-sites-united-states/

Leading social media websites in the United States in January 2021, based on share of visits - https://www.statista.com/statistics/265773/market-share-of-the-most-popular-social-media-websites-in-the-us

Most popular social networks worldwide as of January 2021, ranked by number of active users - https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/

Estimated Budget:

Tecnologico de Monterrey- https://tellanto.com/study-abroad/tec-de-monterrey-mexico/

KelVPN - https://kelvpn.medium.com/kelvpn-completes-2-2m-strategic-investment-rounds-43626630ec01

Mexican Full Stack / Blockchain Developer Salaries: https://www.glassdoor.com/Salaries/mexico-full-stack-developer-salary-SRCH_IL.0,6_IN169_KO7,27.htm & https://www.salaryexpert.com/salary/job/developer-full-stack/mexico#:~:text=The%20average%20developer%20full%20stack,and%20anonymous%20employees%20in%20Mexico.

Questions to Answer:

How YouTube Ad Revenue Works - https://www.investopedia.com/articles/personal-finance/032615/how-youtube-ad-revenue-works.asp