



Essence.Earth



Contents

Abstract	4
<i>Essence.Earth</i>	5
Introduction.....	5
Problem statement.....	6
1. Registration process	6
2. Social logins	6
3. Handle multiple accounts	7
4. No Reward	7
5. Switching between accounts.....	7
6. Fan confusion	8
7. More work.....	8
8. Difficult to manage branding.....	8
Solution.....	9
Key features:	10
Benefits	11
<i>Cryptocurrency</i>	12
Introduction.....	12
Ways to Contribute:	13
Capital Contributions	13
Crypto Essence (ESSENCE):	13
Crypto Essence Dollar (CED):.....	13
Minimizing Fraudulent Feeds:	14
Mitigating Timing Attacks:	14
Minimizing Abuse of Conversions:.....	14
Subjective Contributions:	Error! Bookmark not defined.
Distributing Currency:	15
Initial Allocation & Supply:	16
Contribution Rewards:.....	16
Total contribution:.....	16
Graphical Allocation:.....	16
Detailed description of distributed rewards	17
1. ICO (initial coin offer):.....	17
2. Ownership:.....	17

3. Community:	17
4. Development:	17
5. Exchange:	18
6. Backup:	18
CED rewards:	18
Milestones:	19
1 st milestone:	19
2 nd milestone:	20
3 rd milestone:	20
4 th milestone:	20
5 th milestone:	20
6 th milestone:	21
7 th milestone:	21
8 th milestone:	21
9 th milestone:	21

Abstract

Social media are computer mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. The world is divided in different platforms for example Facebook, YouTube, linkedin, twitter, Instagram etc. Users create service-specific profiles for the website or app that are designed and maintained by the social media organization.

Essence.Earth idea is to create and connect all these concepts on one platform where user can make account can do socialization make channels, chat with friends and relatives either individual or in groups, share videos do chats, view online news, employer can access employee's information etc, sharing and above all there will be rewards for users to use this exciting platform and its features.

Crypto essence is a crypto currency based on ERC20 Token on Ethereum blockchain Network for general public that supports and backs Essence platform. It also provides chance to community to grow and get its ownership which means more support from community more chances of success to this platform.

In this white paper we will discuss the utility of Crypto Essence, advantages, comparison of Essence platform with the other ideas, present Crypto Essence-contract and future development plans.

Essence.Earth

Introduction

Social media is the computer interfere technology that help us for sharing ideas, creating and knowledge of information. It basically refers to the information sharing either in form of blog, video, article or in the form of status. Networking on the other hand basically includes who is your audience and what is the relationship with them either your friends, family, colleague, customers. All these things are connected to each other through social media platform.

In Essence platform all these things are on one place. Different sections will be made for different works. Everyone can share their pictures, videos, blog, watch movies, dramas and seasons on one platform. According to your desire you can switch to another section. Essence platform will be a Blockchain database that supports community building and social media hub with cryptocurrency reward. Essence platform is a concept for social media to combine its ingredients, provide more ease to its users to build even bigger community and share rewards as well. An important key for inspiring participation in any community, currency or free market economy is a fair accounting system that consistently reflects each person's contribution. Essence is the first platform that attempts to accurately and transparently reward an unbounded number of individuals who make subjective contributions to its community. Essence platform is a free social planet that allows its users to create profiles, upload photos, video, contents, send messages etc. and keep in touch with friends, family and colleagues.

Essence platform aims to combine concepts from social media by returning much of its value to the people who provide valuable contributions by rewarding them with cryptocurrency, and through this process create a currency that is able to reach a broad market, including people who have yet to participate in any cryptocurrency economy.

This means that those who contribute their scarce time and attention toward producing and curating content for others are just as valuable as those who contribute their scarce cash.

Problem statement

In social media different apps are present like Facebook, twitter, Instagram, YouTube etc. All these apps are used for different purposes like **Facebook** is a social networking site that allows us to communicate with each other either far away from each other. It can be used as to share pictures, video, chatting, and video calling. People make different pages on Facebook to share knowledge for guidance and also for marketing. **YouTube** is also a social network but it is specially use for the purpose of watching movies, seasons, listening songs and making channels to promote oneself in worldwide. **LinkedIn** is a networking website for business community that allows users to create professional profile, sharing photos, videos and communicate with other users. It works on basically advertising the jobs opportunities and hiring people according to their experience and education. LinkedIn is for everybody who's interested in taking their professional lives seriously by finding new opportunities to grow their careers and to connect with other professionals. **Twitter** is an internet service that allows users to post tweet for their followers to see updates in real time. Twitter is a more powerful social network for business and personal use. The feature that unique twitter from other social network is length of the post. Post 280 character messages to your twitter profile. **Instagram** is also a social network that uses basically for sharing pictures either publically or privately. It also logins with face book .It received positive review and it is one of the most involuntarily network in the word.

So here are some problems associated with these social sites:

1. Registration process

To get in touch with mentioned social sites there is a need of registration process for every site which involves the creation of a unique username and password which users must have to remember.

2. Social logins

A social login, also known as a social sign-in, is a kind of single sign-on where user uses existing login information of a social network like Facebook, Twitter, Instagram, LinkedIn to log on to a third website, instead of creating a new log-in account specially for that website.

Social logins are mainly designed for simplifying the login process for users and to realize a higher conversion rate for registrations. Of course it's easier when the user doesn't have to create a new login account, meaning to think of a new username and password, and to remember it! Unless they always use the same social media account for all social logins, visitors often forget which social login they've used with this website, just like they often forget which username and password they've used.

3. Handle multiple accounts

Handling multiple social media accounts—whether you're handling several company profiles or juggling your personal brand in multiple places.

4. No Reward

We're quite fortunate to have so many awesome tools and apps to rely on for managing social media accounts. When I think of the time I used to spend on social sites, I see the couple of hours that I've spent that all go waste and without any reward.

5. Switching between accounts

There comes a time in every social media manager's career where you get tired of jumping between tools. Maybe you're now managing one company's accounts on three different networks. Even your engineering team wanted its own social account under your brand name.

6. Fan confusion

With multiple accounts comes some confusion in your audience. Do they follow all of the accounts or just the ones they care about? You run the risk of dividing up the people you want to reach.

7. More work

Having more accounts means more work for social media managers. If you don't have the time or money to spend on more work, consider a different approach.

8. Difficult to manage branding

If you're using multiple accounts for various departments, then it might become more difficult to keep branding consistent. This is where a documented brand and social strategy comes in hand.

Solution

Now that you've walked through reasons why you might want to consider adding more social accounts, it's time to get how to actually managing them. How much time do you spend switching between social media tools in one day? Is it worth to consolidate that time into an all-in-one solution? There is a solution of every problem you face using multiple social sites:-

In Essence platform all these things are in one place. Different sections are made for different work. Everyone can share their pictures, videos, blog, watch movies, dramas and seasons on one platform. According to your desire you can switch to another section. Essence platform intends to unite different social sites from professionals to youngsters at one platform.

Essence platform combines concepts from social media with lessons learned from building cryptocurrencies and their communities. An important key for inspiring participation in any community, currency or free market economy is a fair accounting system that consistently reflects each person's contribution. Essence is the first platform that attempts to accurately and transparently reward an unbounded number of individuals who make subjective contributions to its community.

Key features:

- Personal account
- Personal wall ,timeline
- Friends
- Chat
- Groups
- Business page
- Business group
- Business chat
- Professional circle
- Tweets
- Blog writing
- Channels
- Videos
- Games
- Application
- Advertisement
- Shop
- Earn CED
- And Much More to come

Benefits

- You log in once to manage everything.
- You can perform multiple actions in the same spot.
- Monitor multiple social media in one location.
- Quickly engage with the mentions you want.
- One helpful way to save time when managing multiple social accounts is to cut down on the number of times you must visit each network individually. One area of assistance here is to manage everything at one location.
- Login at one time, get into social planet.
- It's one of the most popular time-saving social media tips out there.
- See which action do well across multiple channels without having to constantly monitor multiple social channels.
- Schedule posts ahead of time to save time and keep the content coming.
- Reward of spending couple of hours on Essence.Earth.
- The single biggest help instead of managing multiple social media accounts is the ability to access everything at one location.

Think of it like grocery shopping: You'll save time if you can pick up bread, orange juice, ice cream, and napkins at one supermarket rather than stopping off at four different locations.

Cryptocurrency

Introduction

A cryptocurrency is a digital asset designed to work as a medium of exchange using cryptography to secure the transactions, to control the creation of additional units, and to verify the transfer of assets. Cryptocurrencies are classified as a subset of digital currencies and are also classified as a subset of alternative currencies and virtual currencies.

Cryptocurrencies sometimes called virtual currencies, digital money/cash, *or* tokens, are not really like U.S. dollars or British pound. They live online and are not backed by a government. They're backed by their respective networks. Technically speaking, cryptocurrencies are restricted entries in a database. Specific conditions must be met to change these entries. Created with cryptography, the entries are secured with math, not people.

The peer-to-peer network solves the "double-spend" problem (you send the same Bitcoin to two people) in most cases by having every peer have a complete record of the history of all the entries made within the network. The entire history gives the balance of every account including yours. The innovation of cryptocurrency is to achieve agreement on what the history is without a central server or authority.

It is a currency associated with the internet that uses cryptography, the process of converting legible information into an almost uncrackable code, to track purchases and transfers.

A transaction is a file that says, "Bob gives X coin to Alice" and is signed by Bob's private key. It's basic public key cryptography, nothing special at all. After signed, a transaction is broadcasted in the network, sent from one peer to every other peer. This is basic p2p-technology.

Ways to Contribute:

Essence platform provides rewards to the people who pay significant and quantifiable contribution to its community. In this section we will discuss the idea, plans and rewards of Essence platform.

Capital Contributions:

To attract capital, Essence platform provides an offer to the community and that is ownership. Those who buy ownership gain profit when the community grows but lose if the community shrinks. This capital contribution is valuable to the growth of the community and value of its currency. Additionally there is only one way ownership can be held and that is liquid.

There are two terms which Essence.Earth uses for different asset classes: essence (ESSENCE) and Crypto essence Dollar (CED).

Crypto Essence (ESSENCE):

Crypto essence (ESSENCE) is the basic unit of account on the Essence.Earth blockchain. All other tokens derive their value from the value of ESSENCE. It can be bought and sold on exchange, as a form of payment it can also be transferred to other users as crypto essence is a cryptocurrency.

Crypto Essence Dollar (CED):

Stability is an important feature of successful global economies. It compounds to grow profits. Lenders, investors are more willing to deal with financially stable businesses upon favorable terms. Without stability, it not only affects the business but also leaves strong impact on individuals across the world. Because stability is an impactful feature of successful economies, Essence Dollar were designed as an attempt to bring stability to the world of crypto essence and to the individuals who use the Essence.Earth network.

Essence Dollar are created by a mechanism similar to convertible notes, which are often used to fund startups. A blockchain based token can be viewed as ownership in the community. The terms of the convertible note allow the holder to convert to the backing token with a minimum notice at the fair market price of the token. Creating token-convertible-dollar enables blockchains to grow their network effect. Ownership has a direct relation with a community so those who buy ownership profit when the community grows but lose if the community shrinks.

Essence Dollar are referred to with the symbol CED, an acronym for Crypto Essence Dollar. Creating CED requires a combination of a reliable price feed, and rules to prevent abuse. Providing a reliable price feed involves three factors: minimizing the impact of an incorrect feed, maximizing the cost of producing an incorrect feed, and minimizing the importance of timing

Minimizing Fraudulent Feeds:

The Essence.Earth network is designed to tolerate short-term corruption of the median price feed while the community actively works to correct the issue. Essence platform factors out short-term price fluctuations by using the median price over a period of three and a half days. One example of an issue that may take some time to correct is short-term market manipulation. Market manipulation is difficult and expensive to maintain for long periods of time.

Mitigating Timing Attacks:

Market participants have access to information faster than the block chain's three and a half day moving median conversion price can react. This information could be used to benefit of traders at the expense of the community. If there is a sudden increase in the value of ESSENCE traders could request conversion of their CED at the old, lower price, and then sell the ESSENCE they receive at the new higher price with minimal risk.

Essence levels the playing field by requiring all conversion requests to be delayed for three and a half days. This means that neither the traders nor the blockchain has any information advantage regarding the price at the time the conversion is executed.

Minimizing Abuse of Conversions:

If people could freely convert in both directions then traders could take advantage of the blockchain's conversion rates by trading large volumes without changing the price. Traders who see a massive run up in price would convert to CED at the high price (when it is most risky) and then convert back after the correction. The Essence platform protects the community from this kind of abuse by only allowing people to convert from CED to ESSENCE and not the other way around.

The blockchain decides how and when to create CED and who should get it. This keeps the rate of CED creation stable and removes most avenues of abuse.

Distributing Currency:

There are two ways people can get involved with a cryptocurrency community: they can buy in, or they can work in. In both cases users are adding value to the currency, however, the vast majority of people have more free time than they do spare cash. Imagine the goal of bootstrapping a currency in a poor community with no actual cash but plenty of time. If people can earn money by working for one another then they will bootstrap value through mutual exchange facilitated by a fair accounting/currency system.

Distributing a currency to as many people as possible in a manner that is generally perceived as fair is a challenging task. The tasks that can be entirely evaluated by an objective computer algorithm are limited in nature and generally speaking have limited positive external benefits. In the case of Bitcoin-style mining, it can result in the production of specialized hardware and cause people to invest time developing more efficient algorithms. It may even help find prime numbers, but none of these things provide meaningful value to society or the currency holding community at large. More importantly, economies of scale and market forces will end up excluding everyone but experts from participating in this kind of distribution. Ultimately, computation-based mining is just another way of buying in because it requires money to pay the electric bill or the development of hardware necessary to do the work.

In order to give everyone an equal opportunity to get involved and earn the currency people must be given an opportunity to work. The challenge is how to judge the relative quality and quantity of work that individuals provide and to do so in a way that efficiently allocates rewards to millions of users. This requires the introduction of a scalable voting process. In particular it requires that authority to allocate funds must be as distributed and decentralized as possible.

The first step in rewarding millions of users is to commit distributing a fixed amount of currency regardless of how much work is actually done or how users vote. This changes the question from being “Should we pay?” to “Whom should we pay?” and signals to the market that money is being distributed and is being auctioned off to whoever “bids” the most work.

The next step is to reward everyone who does anything even remotely positive with something. This is accomplished by ranking all work done and distributing proportionally to its value. The more competitive the market becomes, the more difficult (higher quality or quantity) it becomes to earn the same payout.

The value each currency achieves depends upon the demand for influence within a particular community and how large the market believes each community can get. Unlike prior systems, subjective proof of work enables a community to collectively fund the development to whatever it finds valuable and enables the monetization of previously non monetizable time.

Initial Allocation & Supply:

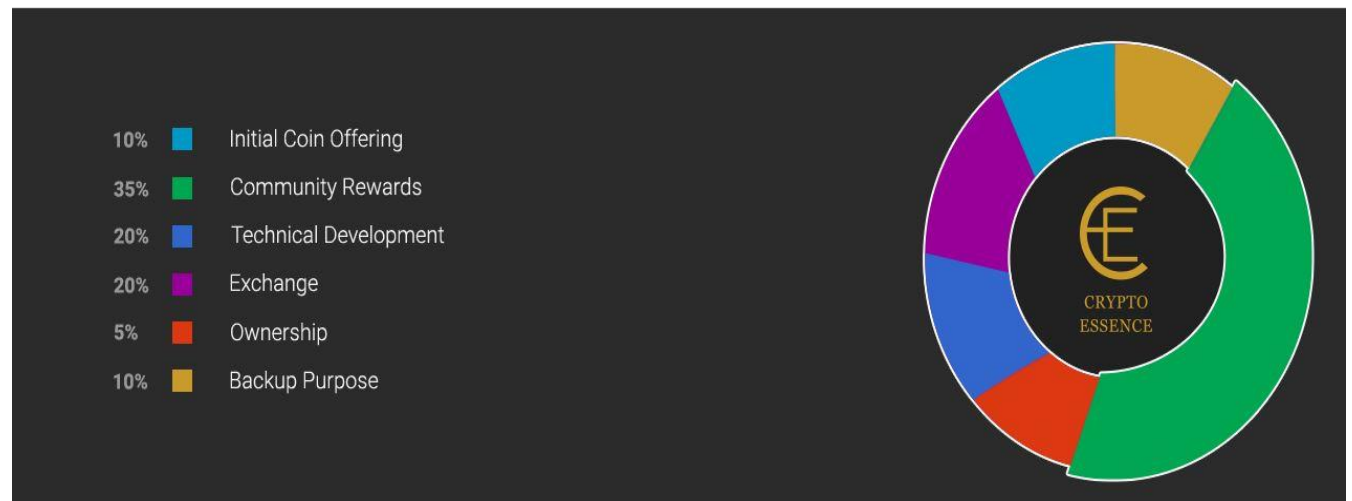
The Essence network started with a token supply of 110,000,000 and allocated ESSENCE. Due to the combined effects of the various Contribution Rewards summarized below:

Contribution Rewards:

Total contribution:

110,000,000

Graphical Allocation:



Detailed description of distributed rewards:

1. ICO (initial coin offer):

An ICO (initial coin offering) is used by startups to bypass the rigorous and regulated capital raising process required by venture capitalists or banks. In an ICO campaign, a percentage of cryptocurrency is sold to early backers of the project in exchange for legal tender.

During the ICO campaign, enthusiasts and supporters of the firm's initiative buy some of the distributed crypto coins referred to as tokens. It helps to start and to complete the initial work of the idea to bring it into a shape where people start noticing its progress and start supporting it.

2. Ownership:

Early investors in the operation are usually motivated to buy the crypto coin in the hope that the plan becomes successful after it launches which could translate to a higher crypto coin value than what they purchased it for before the project was initiated. To attract capital, Essence platform provides an offer to the community and that is ownership. Those who buy ownership profit when the community grows but lose if the community shrinks. This capital contribution is valuable to the growth of the community and value of its currency. The percentage mentioned earlier is reserved for a group of people who approved this idea and take participation in its development and implementation.

3. Community:

The next step is to reward everyone who does anything even remotely positive with something. This is accomplished by ranking all work done and distributing proportionally to its value. The value each currency achieves depends upon the demand of influence within a particular community and how large the market believes each community can get. Amount of contribution is reserved for the community who Pays quantifiable contribution and brought value to this plan in the market.

4. Development:

Idea development is the part of meaning design, in which ideas are developed and structured. Idea development makes ideas visible, that problem and goal specification enables a thematic classification. Development process involves computer programming, documenting, testing and bug fixing and maintaining project and a lot more. So this percentage is dedicated for technical development team who would work on this idea and will bring it in running state.

5. Exchange:

CRYPTO ESSENCE is a peer-to-peer crypto coin exchange. Buyers and sellers agree on trade terms, and Essence platform makes sure that trade goes through with no problem for both parties. This percentage is reserved for general public who want to invest and buy tokens directly from exchange.

6. Backup:

Backup plan of anything and especially in businesses is very crucial, which refers to the copying and archiving of data so it may be used to restore the original data after a data loss event. But the term backup is used to maintain a business or to provide help in any of process involve in contribution currency of ESSENCE. This percentage is reserved as a backup. So that in need of any mentioned rewards, organization can use some from this reserved percentage.

CED rewards:

A percentage of CED value is created and set by the witnesses and paid to CED holders as CED. The overall supply picture is complicated by the effect of CED operations, which may result in large-scale creation or destruction of ESSENCE through feed rate following and CED rewards, as discussed in the CED section.

Milestones:

1st milestone

Dated: March, 2017

Plan: creation of initial idea

Description:

To work for community as people are engaged in different social platforms. In social media different apps are present like Facebook, twitter, Instagram, YouTube etc. All these apps are used for different purposes like **Facebook** is a social networking site that allows us to communicate with each other either far away from each other. It can be used as to share pictures, video, chatting, video calling .people make different pages on Facebook to share knowledge for guidance and also for marketing. **YouTube** is also a social network but it is specially use for the purpose to watch movies, seasons, listening songs and making channels to promote oneself in worldwide. **LinkedIn** is a networking website for business community that allows users to create professional profile, share photos, videos and communicate with other users. It works on basically advertising the jobs opportunities and hiring people according to their experience and education. LinkedIn is for everybody who's interested in taking their professional lives seriously by finding new opportunities to grow their careers and to connect with other professionals. **Twitter** is an internet service that allows users to post tweet for their followers to see updates in real time. Twitter is a more powerful social network for business and personal use. The feature that unique twitter from other social network is length of the post. Post 280 character messages to your twitter profile. **Instagram** is also a social network that uses basically for sharing pictures either publically or privately. It also logins with face book .It received positive review and it is one of the most involuntarily network in the world.

So the basic idea is to bring all these mentioned social site at one platform. **"ESSENCE.EARTH"** it's a social planet, where user controls everything at one location.it has unlimited features. which we have discussed earlier.it is knowledge base platform.it can used for many purposes like business, maintain social circles, chats, tweets, videos, content writing and a lot more.

2nd milestone:

Dated: 28th Sep, 2017

Plan: coin creation and testing on test net

Description:

The **test net** is an alternative coin block chain, to be used for testing. Test net coins are separate and distinct from actual bitcoins, and are never supposed to have any value. This allows application developers or bitcoin testers to experiment, without having to use real bitcoins or worrying about breaking the main bitcoin chain.

So crypto essence was put on to the testing phase, it got approved by test net that it is significant and has measurable value. Initially tokens are distributed which are coins in actual. Two types of token are available i.e. ESSENCE, Crypto Essence dollar (CED)

3rd milestone:

Dated: 8th Nov, 2017

Plan: coin on main net

Description:

The Crypto essence team has released the ESSENCE Ignition Token and all the ESSENCE token holders will need to swap to the new ESSENCE main net tokens if they want to retain their token's value and functionality. Crypto essence is significantly approved by main net.

4th milestone:

Dated: 28th Nov, 2017

Plan: white paper

Description:

Publishing of whitepaper for better understanding of plan

5th milestone:

Dated: April, 2018

Plan: beta version of Essence.Earth

Description:

Features of beta version are as follows:-

- Personal wall
- Friends
- Groups
- Video
- Sharing

6th milestone:

Dated: May, 2018

Plan: exchange listing on renowned exchange

7th milestone:

Dated: Nov, 2019

Plan: Essence.Earth live version (phase-1)

8th milestone:

Dated: Dec, 2019

Plan: white paper of phase 2

9th milestone:

Dated: May, 2020

Plan: shifting of features on block chain technology