



Official Whitepaper

english

Where Crowdfunding
Meets Crypto

Table Of Contents

Welcome to Story

3

Vision

4

Mission

4

Introduction

5

Story VS Crowdfunding

6

The App Features

7

Tokenomics

10

Short Term Roadmap

12

About NFTs

13

The Team

15

FAQ

17

Welcome to story

Story is the first charitable social media platform allowing anyone to share a 60s story about someone who could use, or who is deserving of a financial boost. For whatever reason possible. That someone could be a friend, a follower and even a stranger.

Story is also a place where content creators specifically can give back to their followers, without having to break character from their internet personality or main channel type of content.

Vision

Story is a place where people help each other. A place where people are brought closer together. Story “unites”

Story will be the first social media platform to only inspire love and support for one and another.

We envision story to become a household name. “The Gofundme” for helping and rewarding the people around us. It is the most accessible and gamified charitable platform ever developed.

Mission

Story is the first ever charitable social media platform, where people gather to help others fulfill their dream, or helping them out financially. For whatever reason possible.

We are targeting regular Joe’s and Jane’s, as well as content creators from other platforms, as well as companies and even charity organizations to become storytellers.

Story provides a very accessible platform for anyone willing to share a story and for even more people willing to help.

A combination of these types of storytellers drives organic traffic to our platform, ensuring continuous growth.

Introduction

Crypto currencies are hot. Some even call it a 21st century revolution. This technology, created by our founding father Satoshi Nakamoto, has expanded to smart contracts, blockchains, mining trading and much more. It has impacted the financial world greatly and it is just getting started.

Most crypto's are used as an alternative to fiat currency. Not only because of the low fees, but also as a bet against the fiat currency itself. The future is here.

Understanding The Blockchain

In a nutshell, blockchain is a digital record for transactions made with cryptocurrencies. The transactions can be stored in E-wallets or on hardware, which is assumed to be more secure. At the time of writing there are 6000+ cryptocurrencies traded daily.

What is an Utility Token?

Utility tokens are often referred to as user tokens or app coins. They simply provide users with a product and/or service. These tokens usually act as an access point into a network. Without a utility token, you cannot access the services available on that platform.

What is a NFT?

NFTs are tradeable rights to digital assets (images, music, videos, virtual creations) where ownership is recorded in smart contracts on a blockchain (Dowling, 2021).

Story VS Crowdfunding

About Crowdfunding

In the wake of the global economic crisis, crowdfunding has become an increasingly significant alternative form of financing (Kuti & Madarász, 2014). In recent years, the growth of charity platforms has made it possible for users with internet access to provide direct help to those in need of emergency financial assistance. Thus, through these sites, people can raise money for various events in their lives, happy (a wedding, etc.) or less happy (accidents, illness, needs, etc.) (Zhang, Lyu, & Luo, 2020).

Crowdfunding is not a new concept, currently being more accessible and widespread. GoFundMe campaigns are fundraising initiatives for specific causes, distinguishing them from other crowdsourcing sites that seek funding for a project, company, or civic project. GoFundMe covers a wide range of causes, with medical campaigns representing the largest category and a third of all money raised on the site in 2017. The company takes 30 cents per donation, along with a transaction fee of 2.9% (Klein & Tran, 2020).

Crypto Meets GoFundMe

Let's face it. Whenever you log into Gofundme aiming to help out someone, you are going to have to take your checkbook out and you're not getting anything in return. And that is fine! That is what the platform is designed for. HOWEVER, we've made it a bit more interesting for our users. Story allow you to impact people's lives, while receiving ad space or ranking points in return.

Story App users don't even need money to be able to fund stories. Simply by using the app, users earn actual tokens which they can donate.

App Features

-  **Earn \$STORY:** Earn tokens by engaging with the app. Watch, comment, like, share and upload stories to earn real money, which you can donate to the stories you prefer. You are also able to tip the storytellers up to 10% of the amount you have donated.
-  **Earn Tips:** Storytellers can earn tips from the users. This is to motivate people in becoming a storyteller and to incentive good behavior.
-  **Progress bar funding:** Every story will have a requested dollar amount attached to it. To visualize how far along a story is, we'll be adding progress bars.
-  **Follow-up after funding:** Something mostly missing in other charity efforts is the follow up. This is such a crucial part of the process. When users see the actual effect their donation had on a person they will be much more motivated to do more. We will provide a page to celebrate funded stories.
-  **Filter Languages:** Until we have figured out a way to automatically subtitle all stories, we will add a language filter function.
-  **Doxxed Receiver:** Every story will have show an icon leading to a social media platform of the person receiving the funds. IF this is missing, it is up to the community to decide if they still want to support that particular story.
-  **Manage wallets:** At any time you will be able to check the amount of tokens that you have earned and who donated the funds for these coins specifically. You will also be able to see how many bought tokens you have left.

Ad Space

Company X would like to advertise on Story, while donating 80% of the cost.

80% will be made available within the app and distributed to the users who earned the tokens, simply by using the app.

The value of the donation / the dollar amount user receives is not that important to them. The amount of eyes on "Company X funded your earned \$STORY" is what is important (=impressions).

20% will part remain in liquidity and part be used for advertising and to cover the cost of running the platform.

Remember, 1 \$STORY is equal to a set of impressions. No matter if the price goes up or down, the number of impressions will remain the same. This creates a situation where early adopters have an advantage over their competitors who might have bought \$STORY at a more expensive price. The token has true value (impressions), fully independent of its price.

Rankings

The Story Funders receive ranking points within the app, for every donation they make. These rankings are a testament to the amount of stories they were able to fund. The more you fund, the higher your ranking will be.

App donors buy \$STORY to fund stories themselves, without having to earn tokens donated by others. And they can also make their coins available to other users, just like advertisers would.

The Token

\$STORY is our utility token, in that the token is used to fund stories. Both advertisers as regular Story App users can purchase the token.



Advertisers:

Advertisers buy \$STORY in return for ad space. The earlier they buy, the cheaper their advertising will be, compared to competitors buying later.



Story Funders:

Whomever donates will receive Ranking Points within the app. These rankings are a testament to the amount of stories they were able to fund. The more one funds, the higher their ranking will be.



Tokenomics

\$STORY is a utility token on the Binance Smart Chain (BSC) and it is used to fund stories.

Total Supply

We have a total Supply of **1,000,000,000 \$STORY**, and we are going against the grain with our **0% TAX** tokenomics.

*We do not want to be associated with so called "sh*t-coins", nor do we want to attract holders who are out just for profit.*

Token Distribution

Story Funding
Charity & Donations

17%

Marketing &
Build Out

17%

Team Wallet &
Advisers

7%

Who Can Buy?

Anyone, anywhere can be part of the Story network and our community. We have no institutional power.

Blockchain & Security

\$STORY launched on a decentralized exchange (DEX). This is a third party entity responsible for the security and transfer of our assets, yet they are not part of the chain. The power is completely placed in the hands of the users. The transactions are confirmed and recorded on the blockchain and not by third parties.

The scaling of the software application creates a system that allows for authentication, database and accounts recording. Therefore there is an elimination of user fees, fraud and theft. Story runs on the **Binance Smart Chain (BSC)** and is currently listed on a BSC DEX exchange called Pancakeswap.

Price Action

The price always fluctuates following the basic supply and demand trends of finances and economics.

Liquidity Pool (LP)

A LP allows Story investors to be trade with limited slippage. The LP is large enough to allow users to transact as they please.

Where To Buy?

The \$STORY token is actually listed in these exchanges :

Pancakeswap	https://pancakeswap.finance/
LAToken	https://latoken.com/exchange/STORY_USDT
WhiteBit	https://whitebit.com/trade/STORY_USDT
Coinsuper	https://www.coinsuper.com/trade?symbol=STORY%2FUSDT

Short Term Roadmap

01

Q3- 2021

- App beta release
- WhiteBIT listing
- LAToken listing
- CoinMarketCap listing
- CoinGecko listing
- Aureus Token partnership
- Next Earth partnership
- GoldFarm partnership

02

Q4- 2021

- Team restructure
- Website redesign
- WhiteBIT staking
- LAToken staking
- Trading competition
- Blockster partnership
- Wallet integration to app
- Approval to video uploads

03

Q1- 2022

- New App release
- Collecting new stories
- App reward earning system
- Tax receipts for donations
- New exchange listing
- New partnerships
- Fiat on-ramp
- Introduction to NFTs



About NFTs

In early 2021, non-fungible tokens (NFT) became the first application of blockchain technology to achieve clear public prominence. NFTs are tradeable rights to digital assets (images, music, videos, virtual creations) where ownership is recorded in smart contracts on a blockchain (Dowling, 2021).

Here's a story we love to tell to explain what NFTs are. Back in the day musicians traveled their countries. They scouted the country, going from city to city in the hopes of getting to play music in return for a meal and a place to stay. Up came the radio. At this point technology became advanced enough to record music and just play it over and over again.

NOW, the musicians (or at least the really good ones) had the opportunity to sing their songs only once in a study, only to play it over and over again on the radio. They no longer had to play every night, yet they still made money. NFTs are basically causing the same revolution for many other types of artists.

For example, now a (digital) painter can sell their art on the blockchain technology. Not only will they get paid the first time, but they can also get paid each and every time that piece of art is resold. I can imagine Rubens would have been very happy with that himself. NFTs are here to stay. It is the future. It allows for supply and demand to do its thing and for a more fair distribution of the profits made by selling art.



Given the NFT market emerged out of cryptocurrencies, Dowling (2021) explored if NFT pricing is related to cryptocurrency pricing and came to some conclusions:

NFT pricing seems quite distinct to cryptocurrency pricing in terms of volatility transmission. This has interesting implications for investment portfolios, as low-correlation assets are highly desirable for their diversifying characteristics. The analysis of the volatility spillover shows that there is little spillover between NFT markets. Despite the low volatility transmissions between NFTs and cryptocurrencies, wavelet coherences suggest some co-movement between the two sets of markets.

As Dowling (2021) said, cryptocurrency research has grown significantly in recent years, and being able to apply this learning to NFT pricing and valuation can greatly speed up knowledge development. NFTs do appear to be a distinct (and exciting) new asset class.

**Our NFTs will actually have value:
emotional value and "going viral" value.
Make sure to buy your NFT's before someone else does!
Spot the really great stories and lock it in!**

Imagine this for a second...

One day a story goes viral.

Then imagine you could have bought that video as an NFT.

(if only you were faster)

Then imagine the profits you could have made reselling a viral story.

Then realize that x% of the profits will actually go to the beneficiary
of the story you voted on.

Welcome to STORY.

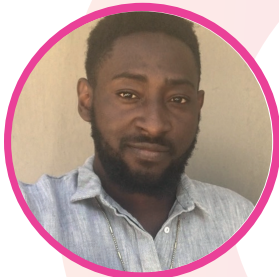
The Team



John Whitehead

— Founder and CTO

John, the lead developer, has been in the Crypto space since 2013 & is competent in C#/.Net, Typescript, Javascript, Python & Solidity (Smart Contracts).



Meshach Ishaya

— Technical Lead

Meshach is a software engineer with 8+ years of experience. He is proficient with various aspects of blockchain technology development, mobile app development, Infrastructure management and DevOps, Software Architecture and Artificial Intelligence/Machine Learning development and applications.



Francisco Tabora Jr.

— Chief Operations Officer

Francisco Jr. delivers highly efficient customer service and technical support. His extensive IT background as a Python, Django web, Css, html and java script developer he is the perfect man for the job.



Tega E. Zane

— Chief Digital Officer and Marketing

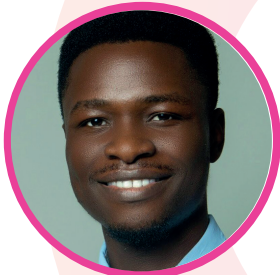
I have been fascinated with the crypto space since I first got exposed to it, way back in 2016. Being a lover of innovative solutions and creative thinking, I'm pleased to return the positives of my exposure in the space, By adding value back to society through this unbelievable initiative called Story!



Becco Eliacik (L'Individu)

— Senior Web Developer

Besides being a humanist and an image creator, he is an IT engineer specialized in PHP with strong bases in HTML, CSS and JavaScript. (into the Crypto space since 2019)



Kehinde Odesola

— Graphic Designer

Kehinde is an experienced art director who has demonstrated a history of working in the creative industry for over 13 years. He holds a Bsc in Visual Art and is skilled in Photoshop, After Effect, Premiere Pro, Adobe Illustrator, Coreldraw, Drawing, Painting, and Sculpting. He's also a motivational writer and a music lover.



Odesola Moses

— Content Development & SEO

I am crypto entrepreneur, a researcher, and financial advisor has join the Crypto space back from 2016.



Donald Moses

— Content Development & SEO

A novelist, crypto enthusiast, SEO copywriter with interest in financial empowerment and human capacity building

FAQ

Who tells the stories?

Storytellers! Regular Joe's and Jane's, Influencers, Charity organizations or Corporations. Storytellers are the content creators. They may upload only a single story to help someone in particular, or they may become a true storyteller channel and create an unlimited number of stories. **Story is a place where influencers to give back to their following, without having to "break character".**

Who pays for funding?

\$STORY is a utility token in that the token is used to fund stories. Both advertisers as regular Story App users can purchase the tokens. However, what they get in return will be different for both types of buyers.

Who are the Advertisers?

Advertisers buy \$STORY in return for ad space within the app. Of course they can also fund stories directly. There is no limit to how much \$STORY a company can buy. The amount of \$STORY bought does not all have to be spent on advertising immediately. Advertisers have the option to hold on to a large portion of their tokens. If eventually the value of the token goes up, they will essentially pay less for their marketing than their competitors.

Who are the Story Funders?

Any app user can also just buy \$STORY to fund stories themselves, or to make their coins available to other users, just like advertisers would.

The app donors will receive Story Ranking Points within the app. These rankings are a testament to the amount of stories they were able to fund. The more you fund, the higher your ranking will be.

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