



Publica
TELL YOUR STORY

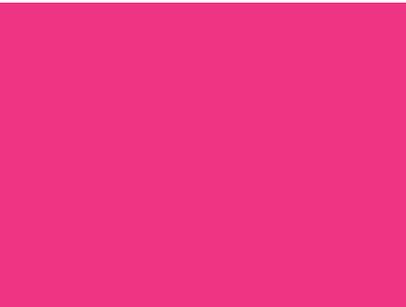


Contents

Publica - the 1 st protocol for decentralized publishing	3
Why do authors support Publica protocol?	5
Protocol use case illustration	7
What does Publica protocol brings to readers?	8
Protocol benefits for some publishers	9
Incentives for early contributors into protocol	10
Benefits for classic liberalism and humanism	11
The Publica team so far	12
Protocol components and App layer	14
Protocol schema	17
Legal Disclaimer	20

Publica - the 1st protocol for decentralized publishing

Decentralised publishing on the blockchain is a new Gutenberg's press for the 21st century. Even by becoming de-facto largest publisher, it will have zero inventory, while published books will last forever both for its readers and the World.



Operational protocol layer is built in Solidity and uses Ethereum network computing power. It enables decentralisation of direct transactions in protocol currency between readers and authors in order to purchase access keys for the literary works of the later.

Access keys purchased for protocol currency are represented by ERC20 token, we call it READ token, which is unique for each literary work.

Purchased READ token balance is mapped versus the public key of its owner in Solidity. Equal and free access to the Ethereum blockchain underlying data enables transparent verification of the ownership and authorisation of access to a literary work that this READ token is associated with.

Literary works will be stored in decentralised immutable storage built on top of continuously advancing solutions for decentralised immutable storage. Publica protocol is experimenting with connecting to solutions offered by IPFS, Storj, Sia, MaidSafe and upcoming Filecoin, EOS and eventually Swarm for Ethereum.

Publica protocol is powered by its currency called Pebbles (PBL, ERC20 token) that has fixed and locked supply.

Protocol app layer of customer facing apps will be built by the protocol team as a white label, open source tools available to community for branding, extending and embedding into other applications e.g. enhancing current ink-readers and e-readers with a wallet-module supporting Publica protocol.

Why do authors support Publica protocol?

1. Direct payments immediately.
2. Transparent sales ledgers for sales of digital copies, audits not required.
3. Elevates their current business model. Crowdfunding, online storefronts, scholastic and scientific institutions, patronage, serialization, collaborations, peer reviews, pay-as-you-read, public libraries, non-profits.

Crowdfunding? Think about an ICO for a book, where author sells READ tokens as access keys to fund a book that will be written, edited, proofread and packed for the proceeds of the token sale.

4. Authors are creative, but now are bound by a controversial term “license” and EULA. Protocol introduces access key and frees authors from legal constraints into discovering new business models.¹

¹ License agreements are how centralized publishers like Amazon, Rakuten/Kobo, etc., control ebooks. License agreements can be optionally used alongside the Publica protocol but they're not part of the protocol. License agreement violations can't be enforced by Publica--READ tokens can't be remotely erased from their owner's wallet--but agreements can be enforced by courts and legal jurisdictions in the normal manner. The Publica protocol supports time-limited READ tokens that can be used for similar limited-ownership business models.

5. Freedom to market, publicize, and sell to the whole world, without fear of chargebacks, errors, or cheating. Sell on proprietary online storefronts too.

6. Strong resistance to censorship and tampering by the immutability virtue of blockchain-based storage. Finished works are automatically dated and fixed, no matter how many editions or variations are sold.²

7. Direct control over what to publish, at what price, in an ever-more-decentralized world of global ecommerce.

8. Long-lived ebooks, never abandoned by a publisher's fortunes or licensing model. The Publica protocol continues working even if Publica-the-organization goes away.

² Copyright rules require a creative work to be dated in a fixed and tangible form of expression.

Protocol use case illustration

For illustrative purposes, we begin protocol illustration with authors, who use Publisher wallet-app and its GUI to set up commercial conditions for distribution of the reading access key (READ token contract) and deploy it to Ethereum blockchain. Before or after the contract is deployed, an author is submitting the literary work to decentralised storage and linking it to the smart contract. Now, the book or rather its access-key (READ token) is available for purchase in exchange for PBL tokens for a price set up by author.

Author is free to advertise its book in whichever way they find reasonable and once potential reader discovers it, she is purchasing READ token to access the book directly from the smart contract the author has deployed. Once READ token is purchased, reader app-wallet can access the content in decentralised storage as the public key matching the private key stored in the app-wallet is available in respective READ-token mapping.

What does Publica protocol brings to readers?

1. Lower prices. Payments go directly to the author's wallet with no intermediaries required.
2. Irrevocable ownership. Your ownership of READ token linking you to decentralised storage is immutable. The protocol supports paper books print-on-demand.
2. Secondary markets and persistence. Sell or give book keys as you wish. Ebooks on decentralized storage don't disappear.
3. "Radical inclusion." Authors can include their readers in crowdfunding and other business models that provide the capital necessary to produce great book projects.
4. Lower-priced paper books. Print-on-demand where the reader is, no shipping. Eliminate waste in traditional large print runs and warehousing.

Protocol benefits for some publishers

Some publishers benefit from the status quo. Others benefit from innovation.

1. Direct control of publications-in-process, including review copies, editorial and illustration copies, pseudonymised peer review copies, translation copies, etc., and their ecommerce.
2. Direct, discrete, transparent transactions including wholesale, print-on-demand, new kinds of online storefronts, etc. Business secrets like negotiated prices aren't revealed.
3. Lower cost persistent, decentralized storage.
4. Business models that don't require End User License Agreements (EULA). Tokens aren't book copies subject to first-use and exhaustion rules.

Incentives for early contributors into protocol

1. Own a piece of the protocol. The Publica protocol requires Pebbles (PBL tokens) in a fixed supply. Pebbles are the sole medium of exchange in the Publica workflow.
2. Be an important part of tokenizing access and decentralising storage of the world's information that's suitable for ecommerce. Wallet-to-wallet, starting with how big ideas and deep knowledge are shared - in books.

Benefits for classic liberalism and humanism

1. Independence. The Publica protocol is open source, decentralised and immutable. Smart contracts, once set on a blockchain, work without third-party mediation.
2. Democratizing value and trust. Book buyers vote only with their own wallets. A radical inclusion of buyers and sellers, with their incentives aligned, mediated only by blockchains.
3. Spreading books to the under-booked, and the under-banked, around the globe.

The Publica team so far

Developers

Experienced blockchain developers at Scandiweb.com, also a leading ecommerce site developer working on projects for Walmart, New York Times, Land Rover, Jaguar, Mitsubishi, L'Oreal and many more.

In the blockchain space Scandiweb has partnered with Element Group to handle technology side for ICOs of Enigma, BlockV, Sense and others.

Scandiweb is privately owned company by Publica co-founder and COO - Antons Sapriko.

Executive



Josef Marc, CEO. Project credits include CBS Olympics, DirecTV, Verizon, Sony, UNICT Rwanda.



Antons Sapriko, COO, founder of Scandiweb.



Yuri Pimenov, CTO, Bitcoin exchange pioneer.



Advisors

Marc Kenigsberg, evangelist for blockchains and corporate social responsibility.

Arne Krokan, digital economics professor, and author.

Sheron McCarthy, fiction author, and self-publisher.

Jeff Scott, FinTech consultant and an adjunct scholar at the Mises Institute.

Hundreds of Publica supporters on social media.

Protocol components and App layer

Publisher app-wallet for authors

- Enables deployment of book-specific smart contract containing the terms of sale for an access key to the book, volume discounts, total supply of access keys (READ tokens) and other commercial features.
- Enables submitting literary work to the decentralised immutable storage and linking it to the deployed smart contract
- Crypto currency and token wallet functionality to pay for the services of the protocol and get paid in protocol currency

Smart contract for PBL tokens - protocol currency

- Standard ERC20 contracts containing mapping of PBL owners with their balances and standard Approve function to allow interaction with other contracts within the protocol.

Smart contracts for READ tokens

- ERC20 compatible token, which is unique for each book, it represents a right to access a particular literary work linked to smart contract
- READ token smart contract is deployed by an author with the help of Publisher wallet-app with commercial conditions chosen by an author.
- READ token is bought by a reader in exchange for PBLs. For consulting how protocol enables trading of tokens for tokens, please, consult project's GitHub

e-Reader app-wallet for readers

- Enables discovery and purchase for the protocol currency any literary works published through the Publica protocol
- Permits rendering of downloaded content in e-reader interface
- Enables storage and transfer of PBL and READ tokens (wallet)
- In-app authorisation and decryption or sending request to a remote node signed with a private key

Decentralised storage

- Stores a literary work in a zero-knowledge distributed, decentralised, immutable storage
- Preferably supports affordable re-encryption or access layer logic
- Access, metered-streaming and download operations

Wallet Module for existing ink-reader and e-reader apps

- Wallet module to introduce private key and signing of requests to a conventional readers
- Connector to a decentralised storage to request and download content that is linked to your READ tokens, stored in your wallet and send it further to the application, so it can render it on the screen



Customer facing apps will be built as a white label, open source tools available to community for branding, extending and embedding into other applications e.g. enhancing current ink-readers and e-readers with a wallet-module supporting Publica protocol.

DECENTRALISED PUBLISHING
PROTOCOL START

Open Publishing App-Wallet for Authors Free, open-source,
client-side interface, browser-based like Mew

Use GUI to set up smart contract for sales of the book

- READ token price in PBL, volume discounts
- locking the number of licentse keys
- presale contract set up (Book ICO)

Pulling Solidity Smart Contracts template for selling READ access
licenses in form of ERC20 token from the decentralised storage

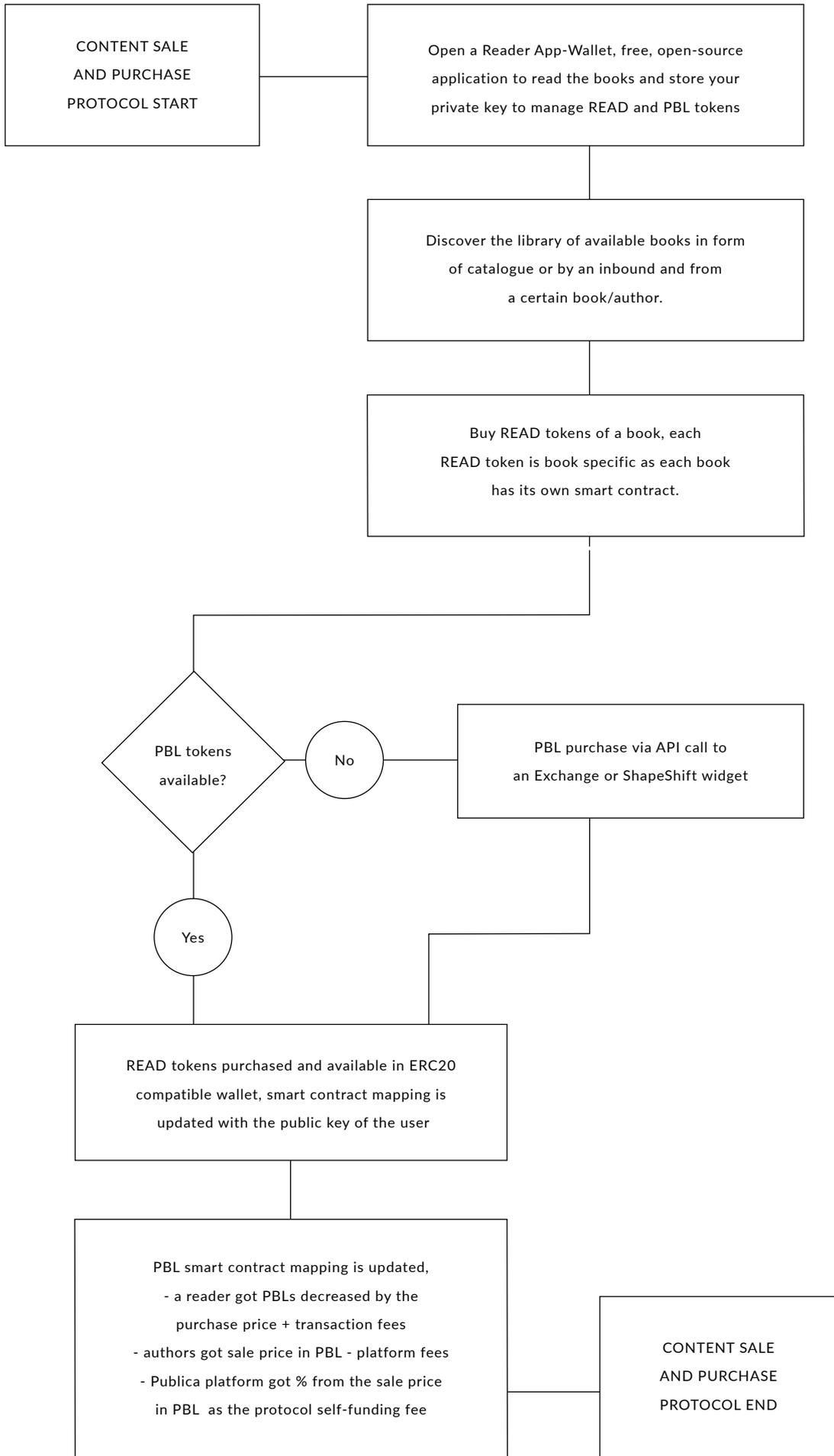
Adding book-specific values set up by an author to smart
contract template and deployment of the contract instance to
Ethereum blockchain. The author is the owner of the contract.
Author is not charged PBL for deployment, only Ethereum
blockchain miner fees

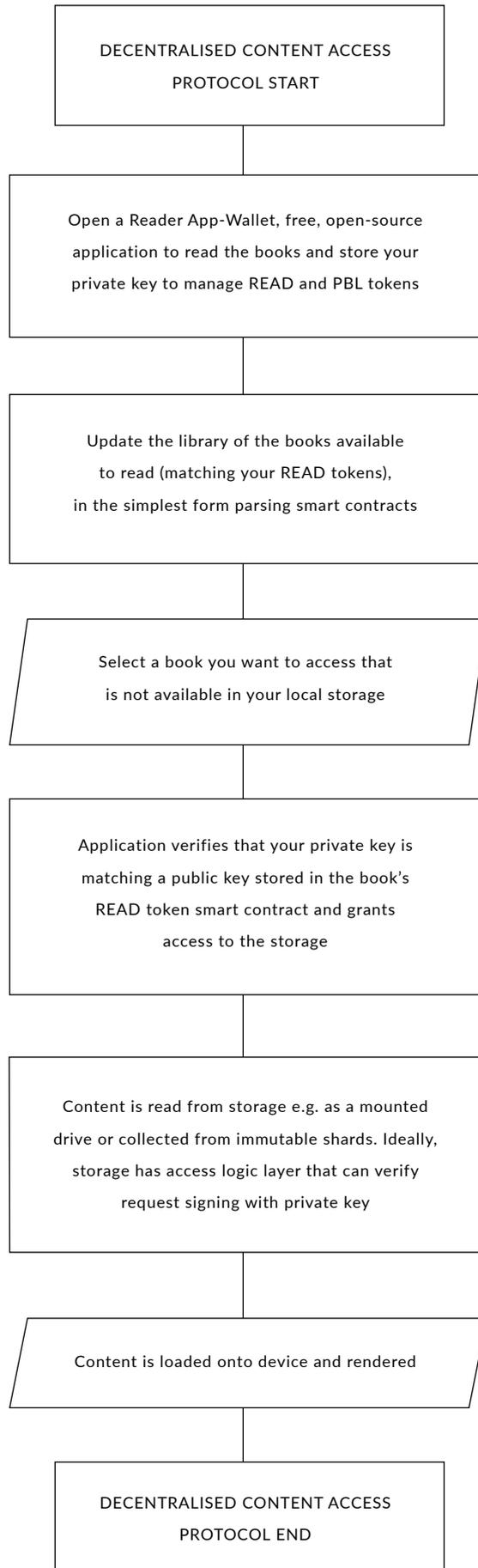
Use GUI to prepare your manuscript for publishing, CRUD

Adding your manuscript - ebook to a decentralised
immutable storage and receiving back an access token.
The author is the owner of the transaction.

Updating smart contract with an access token
to the ebook content in decentralised storage.
Linking book smart contract to its content.

DECENTRALISED PUBLISHING
PROTOCOL END





Legal disclaimer

This whitepaper is for information purposes only and may be subject to change. Publica cannot guarantee the accuracy of the statements made or conclusions reached in this whitepaper. Publica does not make and expressly disclaims all representations and warranties (whether express or implied by statute or otherwise) whatsoever, including but not limited to:

- any representations or warranties relating to merchantability, fitness for a particular purpose, description, suitability or non-infringement;
- that the contents of this document are accurate and free from any errors; and
- that such contents do not infringe any third party rights. Publica shall have no liability for damages of any kind arising out of the use, reference to or reliance on the contents of this whitepaper.

This whitepaper may contain references to third-party data and industry publications. As far as Publica is aware, the information reproduced in this Whitepaper is accurate and that its estimates and assumptions are reasonable. However, there are no assurances as to the accuracy or completeness of this information. Although information and data reproduced in this Whitepaper are believed to have been obtained from reliable sources, we have not independently verified any of the information or data from third party sources referred to in this whitepaper or ascertained the underlying assumptions relied upon by such sources.

As of the date of publication of this whitepaper, PBL Tokens have no known potential uses outside of the Publica platform ecosystem and are not permitted to be sold or otherwise traded on third-party exchanges. This whitepaper does not constitute advice nor a recommendation by Publica, its officers, directors, managers, employees, agents, advisors or consultants, or any other person to any recipient of this paper on the merits of participation in the Publica Token Sale. Participation in the Publica Token Sale carries substantial risk that could lead to a loss of all or a substantial portion of funds contributed.

No promises of future performance or value are or will be made with respect to PBL Tokens, including no promise of inherent value, no promise of continuing payments, and no guarantee that PBL Tokens will hold any particular value. Unless prospective participants fully understand and accept the nature of Publica's proposed business and the potential risks inherent in PBL Tokens, they should not participate in the Publica Token Sale. PBL Tokens are not being structured or sold as securities. PBL Tokens are not a participation in Publica and PBL Tokens hold no rights in Publica. PBL Tokens are sold with an intended future functionality on the platform to be developed by Publica and all proceeds received during the Token Sale may be spent freely by Publica on the development of its business and platform.

This Whitepaper does not constitute a prospectus or offering document and is not an offer to sell, nor the solicitation of an offer to buy any investment or financial instrument in any jurisdiction. PBL Tokens should not be acquired for speculative or investment purposes with the expectation of making an investment return.

No regulatory authority has examined or approved any of the information set out in this Whitepaper. No such action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction. The publication, distribution or dissemination of this Whitepaper does not imply that applicable laws, regulatory requirements or rules have been complied with.

PBL Tokens could be impacted by regulatory action, including potential restrictions on the ownership, use, or possession of such tokens. Regulators or other competent authorities may demand that Publica revises the mechanics and functionality of PBL Tokens to comply with regulatory requirements or other governmental or business obligations. Nevertheless, Publica believe they have taken commercially reasonable steps to ensure that its planned mechanics are proper and in compliance with currently considered regulations. Publica is in the process of undertaking further legal and regulatory analysis of the intended functionality and mechanics of PBL Tokens. Following the conclusion of this analysis, we may be required to amend the intended functionality of PBL Tokens in order to ensure compliance with any legal or regulatory obligations that apply to us. We shall update this Whitepaper and publish a notice on our website in the event that any changes are made to the PBL Token functionality.

CAUTION REGARDING FORWARD-LOOKING STATEMENTS

This whitepaper contains forward-looking statements or information (collectively "forward-looking statements") that relate to Publica's current expectations and views of future events. In some cases, these forward-looking statements can be identified by words or phrases such as "may", "will", "expect", "anticipate", "aim", "estimate", "intend", "plan", "seek", "believe", "potential", "continue", "is/are likely to" or the negative of these terms, or other similar expressions intended to identify forward-looking statements. Publica has based these forward-looking statements on its current expectations and projections about future events and financial trends that it believes may affect its financial condition, results of operations, business strategy, financial needs, or the results of the token sale or the value or price stability of PBL Tokens.

In addition to statements relating to the matters set out here, this whitepaper contains forward-looking statements related to Publica's proposed operating model. The model speaks to its objectives only, and is not a forecast, projection or prediction of future results of operations.

Forward-looking statements are based on certain assumptions and analysis made by Publica in light of its experience and perception of historical trends, current conditions and expected future developments and other factors it believes are appropriate, and are subject to risks and uncertainties. Although the forward-looking statements contained in this whitepaper are based upon what Publica believes are reasonable assumptions, these risks, uncertainties, assumptions, and other factors could cause Publica's actual results, performance, achievements, and experience to differ materially from its expectations which are expressed, implied, or perceived in forward-looking statements. Given such risks, prospective participants in this token sale should not place undue reliance on these forward-looking statements.