

YOU WHO

#1 Crypto Based
On Demand
Services Ecosystem



whitepaper

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What is youwho ?

youwho is the world's first Proof of Participation based **Decentralised Finance Ecosystem** aiming to tackle **Real World problems**, we call this **ReDeFi**. While most DeFi platforms are reiterations of existing DeFi applications such as: yield farming, staking, token exchanges, NFT marketplaces, etc., we are looking to break the mould by utilising this amazing technology that is cryptocurrencies and decentralised finance to solve real world problems such as unemployment and banking the unbanked, which we believe go hand in hand. We aim to empower anyone to be their own Boss by combining the concepts behind the world's leading marketplaces, social networks, and banking platforms such as Airbnb, Uber, Grab, Ebay, Amazon, Fiverr, Facebook, and Paypal under one ecosystem, while utilising cryptocurrencies to settle payments worldwide.

How will youwho accomplish this?

youwho will initially be comprised of 6 primary platforms:

1. Serve - Decentralised On Demand Services Platform
2. Store - Decentralised Merchant Marketplace
3. Eats - Decentralised Food Delivery
4. Stays - Decentralised Hotel & Airbnb Platform
5. Race - Decentralised Courier Service
6. Lifts - Decentralised Taxi Service

With these 6 platforms users will be able provide their services and/or products to anyone, anywhere, anytime. We feel these 6 initial platforms should be more than enough to cover the majority of most peoples requirements in terms of trade and being able to provide a product or service to sustain a self employed lifestyle.

Why was youwho created?

At the time of the inception of youwho, the world is facing an unprecedented pandemic (COVID-19) with millions of people losing their jobs worldwide. Many of these people may never get the chance to return to their previous jobs, whether it be due to

the fact that the company they were working for has closed permanently, or the company is downsizing, or a myriad of other reasons.

There may also be other people who have been furloughed or had their working hours reduced as a compensatory measure taken by companies to survive the economic impact of the pandemic. As a result there will be a substantial number of skilled people that are unemployed or have reduced incomes.

We thought about how useful it would be if there was some way that these skilled people could offer their products and services to anyone anywhere in the world, effectively becoming self employed.

This is why youwho was created.

Where does youwho intend to be long term?

Our long term goal for the youwho ecosystem is simply to develop the software and build up the community of users to a point where it becomes a viable way for anyone to earn a decentralised living solely through offering products and services in the ecosystem. Some may even choose to build a decentralised business around the ecosystem.

At the same time the ecosystem will also be governed in a decentralised manner through the combination of **YOU** governance tokens and **Proof of Participation** algorithms, making it an ecosystem for the people by the people.

What costs are there with using the youwho ecosystem?

There will naturally need to be some fees collected by the ecosystem in order to pay for the core infrastructure such as servers, APIs, etc. There will not be any upfront payments or subscriptions however we plan to implement a % fee per transaction, which is one of the items which the community can vote on as part of the Governance of the ecosystem. The fee will be portioned into a fee pool which is able to be collected by **YOU** token stakers on a weekly basis.

Eventually a Decentralised Autonomous Organisation (DAO) will be created to oversee the management of the ecosystem, and the fees collected by the DAO (via their staked **YOU** tokens) will be what is used to pay for core infrastructure costs.

How will youwho investors benefit?

Investors will be rewarded with **YOU** tokens which are the native token of the ecosystem. These **YOU** tokens will play a part in governance of the ecosystem, but also investors will be able to stake their **YOU** tokens earning **high % apy** AND stakers will be eligible to claim a weekly portion of the **fees** collected from users of the various platforms in the youwho ecosystem once the platforms go live.

The main idea for youwho came from discussions amongst our core team members regarding the (COVID-19) pandemic and how devastating it was not only to the world economically, but on a more personal level how much it affected people's lives and livelihood.

1st objective

At the time of writing this whitepaper, the world is facing an unprecedented pandemic (COVID-19) with millions of people losing their jobs worldwide. Many of these people may never get the chance to return to their previous jobs, whether it be due to the fact that the company they were working for has closed permanently, or the company is downsizing, or a myriad of other reasons.

There may also be other people who have been furloughed or had their working hours reduced as a compensatory measure taken by companies to survive the economic impact of the pandemic. As a result there will be a substantial number of people that are unemployed or have reduced incomes. So the first objective we tackled was:

How can we create income for people that have lost their jobs?

One such solution may be to provide a community driven, decentralised ecosystem where the very users can list their products & services and other everyday users can find and purchase or use these products and services. This is the main idea behind youwho whose primary focus is to provide an ecosystem that anyone can make a living no matter who they are or where they are located.

2nd objective

The unemployment problem is not limited to any one nation as the pandemic is global. Consequently different people with varying locales and currencies will need to be able to access, use, and get paid in the ecosystem regardless of where they are located. Thus the method of payment needs to be universal, trustworthy, reliable, non-discriminatory and able to be used worldwide. So the 2nd objective to address:

How can users send and receive payment regardless of where they are located?

The traditional method would be to use a centralised third party such as PayPal or Western Union, etc, however these services either have high fees, are prone to scams, deny access to some users (due to their centralised nature), or are not available worldwide. As a result, a possible payment solution may be to use cryptocurrencies and blockchain technology via networks such as the Avalanche, Binance Smart Chain (BSC), Ethereum and Polygon chains. Harnessing the power of cryptocurrencies would mean that payments can be made (almost) instantly anywhere in the world with internet connectivity. Because payments made via Avalanche, BSC, Ethereum and Polygon chains are made public, any payment related disputes that arise can also be easily verified via the blockchain.

Furthermore, we are aware of congestion issues on the main Ethereum chain, so to combat this by launching on BSC then releasing on Avalanche, Ethereum and Polygon at a later stage.

3rd objective

The success of the ecosystem will be largely dependent on the number of users using services and/or buying products. As the ecosystem involves people physically interacting with one another, no doubt there will be good users but also bad users who ruin the experience for everyone else. As such the ecosystem needs to have a way to rate its users such that over time good users can build up their rating and trustworthiness while bad users receive low ratings and consequently do not attract much business. So the 3rd objective was:

How can the ecosystem be made safe and trustworthy?

Taking inspiration from hugely popular marketplaces such as Amazon.com and Ebay.com, a solution to bring safety and trustworthiness to the ecosystem may be to incorporate a rating/review system. Everytime a product or service is paid for, the user is able to rate and review the other user providing the service or selling the goods, and vice versa. Over time good users will build up high rating scores whilst bad users will have poor rating scores, and given enough time the system will be self regulating.

The main issue with this system is how to ensure as many ratings and reviews are submitted as possible, as can also be seen from sites like Amazon.com and Ebay.com, not all orders get reviewed, and as youwho will be heavily reliant on its rating system we must ensure that as many orders are rated as possible. We plan to achieve this by incentivizing the review process by means of issuing rewards in the form of YOU tokens for every rating submitted for both the user and the provider. Essentially the YOU tokens will be mined by users of the platform through the completion and payment of orders made in the youwho ecosystem.

4th objective

One of the goals of the platform is to be as decentralised as possible, making it censorship resistant, meaning that anyone should be able to use it anytime, anywhere to provide whatever product or service they choose to offer. This means that there will be no single entity to enforce rules into place as to how the platform is to be used or what services should or should not be provided on the platform and will be up to the community/users of the ecosystem to enforce such rules into place as they see fit. So the 4th objective addressed is:

How can a decentralised ecosystem be governed by its users?

With traditional centralised platforms, there is a central body (usually a company) which owns and controls the platform. However, as youwho is intended to be a decentralised ecosystem there will not be any centralised governing body so it is up to the community of users to govern the ecosystem in the way they see best. As such there needs to be methods of ruling which all users can take part in.

One such method may be through the implementation of a governance system like other Decentralised Finance (DeFi) platforms such as Uniswap or Synthetix. As per solution #3 we already plan to issue YOU tokens as part of the rating system, this becomes a perfect use case for these tokens which can then be staked to give the user the power to vote on various governance related issues on the platform. To incentivise users to get involved with governance we will also provide staking rewards when users stake their YOU tokens.

At the beginning the ecosystem will be managed by the core team but a DAO will eventually be created to manage the entire ecosystem. The DAO will be in charge of taking directions from governance votes and steering the ecosystem in the correct path, furthermore they will have access to the YOU treasury which will be used to pay

for the infrastructure and contributors required to keep the youwho ecosystem running smoothly.

5th objective

Subsequent to issuing Governance tokens, a new problem arises in that large holders of YOU tokens could potentially steer the ecosystem in a direction that is not beneficial to the majority of everyday users but rather the token holders themselves. This can cause major long term damage to the ecosystem as over time the real users participating in the ecosystem could feel unfairly treated and leave. So the 5th objective that we tackled was:

How can we ensure that real ecosystem participants have a voice?

Following an article written by Ethereum Co-Founder Vitalik Buterin titled 'Moving beyond coin voting governance'¹ we plan to incorporate a Proof of Participation (PoP) algorithm in conjunction with the YOU token to give a voter a weighted average between the number of YOU tokens held and their PoP score. The PoP score will take into account the user's rating in the ecosystem, numbers and value of orders completed both on the buyer/users side and the seller/providers side, and community involvement such as rewards obtained from arbitration and development.

We feel that using a hybrid Governance token + PoP system is the best way to ensure that the real users of the ecosystem are the ones driving the project in the direction that is best for the community, while also giving early investors and large token holders a say in the matter.

¹ <https://vitalik.ca/general/2021/08/16/voting3.html>

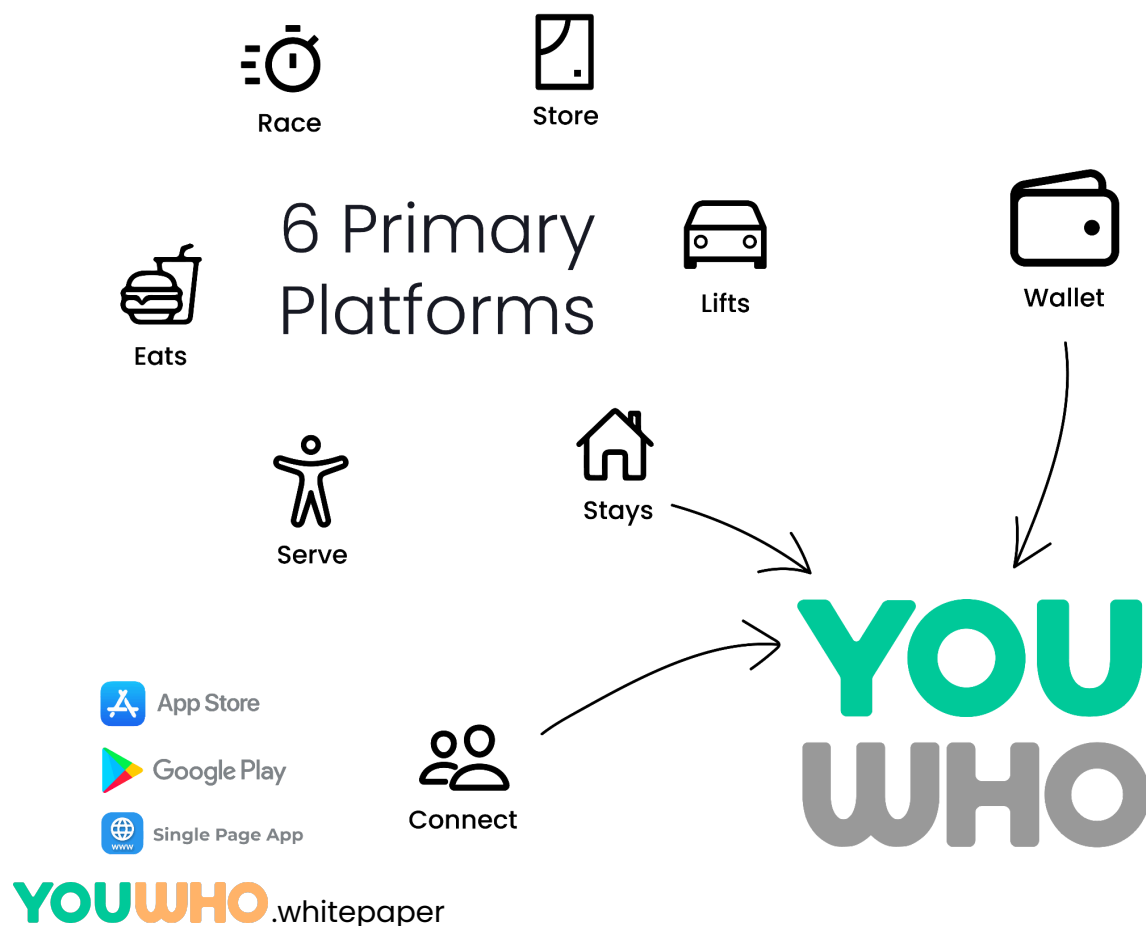
As mentioned earlier the full **youwho** ecosystem will initially be comprised of 6 primary platforms:

1. Serve - Decentralised Services Platform
2. Store - Decentralised Merchant Marketplace
3. Eats - Decentralised Food Delivery Platform
4. Stays - Decentralised Hotel & Airbnb Platform
5. Race - Decentralised Courier Service
6. Lifts - Decentralised Taxi Service

Along with these 6 primary platforms will be 2 core platforms to tie the ecosystem together:

1. Connect - Decentralised Social Networking & Chat Platform
2. Wallet - Decentralised Banking, Staking & Governance Platform

Users will be able to access the entire ecosystem through a single youwho app for iOS or Android, and a Single Page Application for web browsers.



The following will briefly explain how each of the 2 core and 6 primary platforms function.

core platforms

Connect

Connect will serve as a central hub where all users can come together and socialise with one another. Similar to Facebook and LinkedIn, Connect will allow users to find other users that have similar goals and interests, and also share good products and services they have encountered with one another. The main aim of Connect is to bring safety, security, and trustworthiness to the ecosystem by enabling users to interact with one another like a tight knit community.

Wallet

Wallet is the finance platform for the youwho ecosystem. Through this platform users will have access to fundamental wallet app functionality including an overview of their funds along with their transaction history from the various payments they have made or received, sending and receiving cryptocurrencies, exchanging cryptocurrencies and eventually borrowing and lending.

Furthermore Wallet will be the hub for Staking YOU tokens, Governance & Arbitration, and receiving YOU Rewards & Airdrops.

primary platforms

Serve

Serve is a decentralised marketplace platform for any service, such as a Chef, Electrician, Maid, Doctor, Engineer, Software Programmer, Architect, Musician, etc. youwho Serve will enable all users to provide and use services from one another.

The following provides an example of how Serve could be used :

The customer (User 1) is having a party this coming weekend and would like to hire a Mexican Chef to cook Mexican food for their family and friends Saturday evening. User 1 opens the youwho Serve platform and searches for a Mexican Chef. The service

provider (User 2) happens to be providing a service as a Mexican Chef and has been highly rated from previous bookings. User 2 lives only 10km away from User 1 and their posted hourly rate is acceptable, so User 1 decides to book User 2 for Saturday evening.

Following the booking, User 2 chats to User 1 to discuss the approximate number of hours required to provide the service, and if both sides agree User 2 will then approve the booking. Once User 2 has finished providing the service on Saturday night, User 1 will then rate and pay User 2 through the platform via the BSC. After successfully receiving payment User 2 will then be able to rate User 1, this way both the customer and service provider will receive a rating from one another as well as YOU token rewards from the ecosystem.

Store

Store is a decentralised marketplace for merchants to sell their products. youwho Store will be divided into a Hardstore and Softstore which will enable all users to buy and sell physical and digital goods from one another.

The following provides an example of how Store could be used :

The customer (User 1) is looking for a custom knitted sweater for their daughter. User 1 opens the youwho Store platform and searches for 'Customer knitted sweater'. A merchant (User 2) happens to be selling such sweaters on the platform, and so User 1 chooses a design they like and size they require and clicks 'Buy'. User 1 is then taken to a page where they are required to pay the total amount into an escrow Smart contract on the BSC.

Following the successful payment, User 2 is notified to ship out the order. Once User 1 receives the order they can approve the receipt of the sweater and also provide a rating at the same time. Once the order has been approved by User 1, User 2 is then able to claim the payment and also provide a rating of User 1 at the same time. Both users will receive ratings and YOU token rewards as incentives.

Eats

Eats is a decentralised food delivery platform for food lovers and those who love to cook. youwho Eats will enable all users to sell, deliver, and order food and drinks from one another.

The following provides an example of how Eats could be used :

The customer (User 1) is looking to order a sandwich for their lunch. User 1 opens the youwho Eats platform and searches for 'Sandwiches'. A food merchant (User 2) nearby happens to be selling a sandwich that User 1 would like to order. User 1 clicks 'Buy' and is taken to a page where they are required to pay the total amount into an escrow Smart contract on the BSC. The total amount includes the delivery fee which will automatically be sent to the user delivering the goods upon successful delivery.

Following the successful payment, User 2 is notified to ship out the sandwich. At the same time a user offering motorcycle courier services (User 3) located in the vicinity is notified to head to User 2 to pick up the sandwich. User 3 collects the sandwich and delivers it to User 1. User 1 scans a QR code on User 3's phone to verify they have received the sandwich. The QR code has 3 functions:

1. Ensures the food has been collected by User 1 and that User 3 simply didn't run away with the food.
2. Ensures User 3 actually delivered the food so they are eligible to collect the delivery fee.
3. Approves the order so that User 2 can claim payment from the blockchain.

Once the QR code has been scanned, User 2 is able to claim payment for the order. As part of the payment claim, the delivery fee portion of the payment will automatically be sent to User 3. Following this all 3 users in the transaction are then able to rate each other and receive YOU token reward incentives.

Stays

Stays is a decentralised hotel and airbnb platform. youwho Stays will enable all users to list their properties for others to stay in, or search for properties to stay in themselves.

The following provides an example of how Stays could be used :

The customer (User 1) based in Australia is looking to go on vacation in Italy for a week so they open youwho Stays platform and search for a villa in Italy. A Villa owner in Italy (User 2) happens to have a Villa listed that User 1 would like to book. User 1 selects the dates they wish to stay and clicks 'Book now'. User 1 is then taken to a page where they are required to pay the total amount into an escrow Smart contract on the BSC.

Depending on the terms set out by User 2, User 1 may be eligible to cancel without any fees should they do so early enough. However, assuming User 1 does not

cancel the booking, the escrowed funds will automatically be released to User 2, 24 hours after the arrival date of User 1.

24 hours following the departure date of User 1, both users will be able to rate each other and receive their YOU token reward incentives.

Race

Race is a decentralised courier platform. youwho Race will enable all users to send and receive packages from anyone in the ecosystem, using courier services provided by fellow users.

The following provides an example of how Race could be used :

The sender (User 1) is looking to courier a package to the recipient (User 2). They open the youwho Race platform and input the details of the delivery including pick up and drop off address along with the weight, dimensions and fragility of the parcel. The platform first checks if there are more than 1 eligible couriers to accept the job, and if there are prompts User 1 to escrow the delivery fee into a Smart Contract. Once the fee is processed, the request is immediately sent out to all eligible users offering courier services in the area via a push notification on the platform. The first person to accept the request (User 3) then heads to pick up the package. After User 3 collects the package and delivers it to User 2. User 2 scans a QR code on User 3's phone to verify they have received the package. The QR code has 3 functions:

1. Ensures the package has been collected by User 2 and that User 3 simply didn't run away with the package.
2. Ensures User 3 actually delivered the package so they are eligible to collect the delivery fee.
3. Approves the job so that User 3 can claim the delivery fee from the blockchain.

Once the QR code has been scanned, User 3 is able to claim the delivery fee for the job. Following this Users 1 and 3 are able to rate each other and receive their YOU token reward incentives.

Lifts

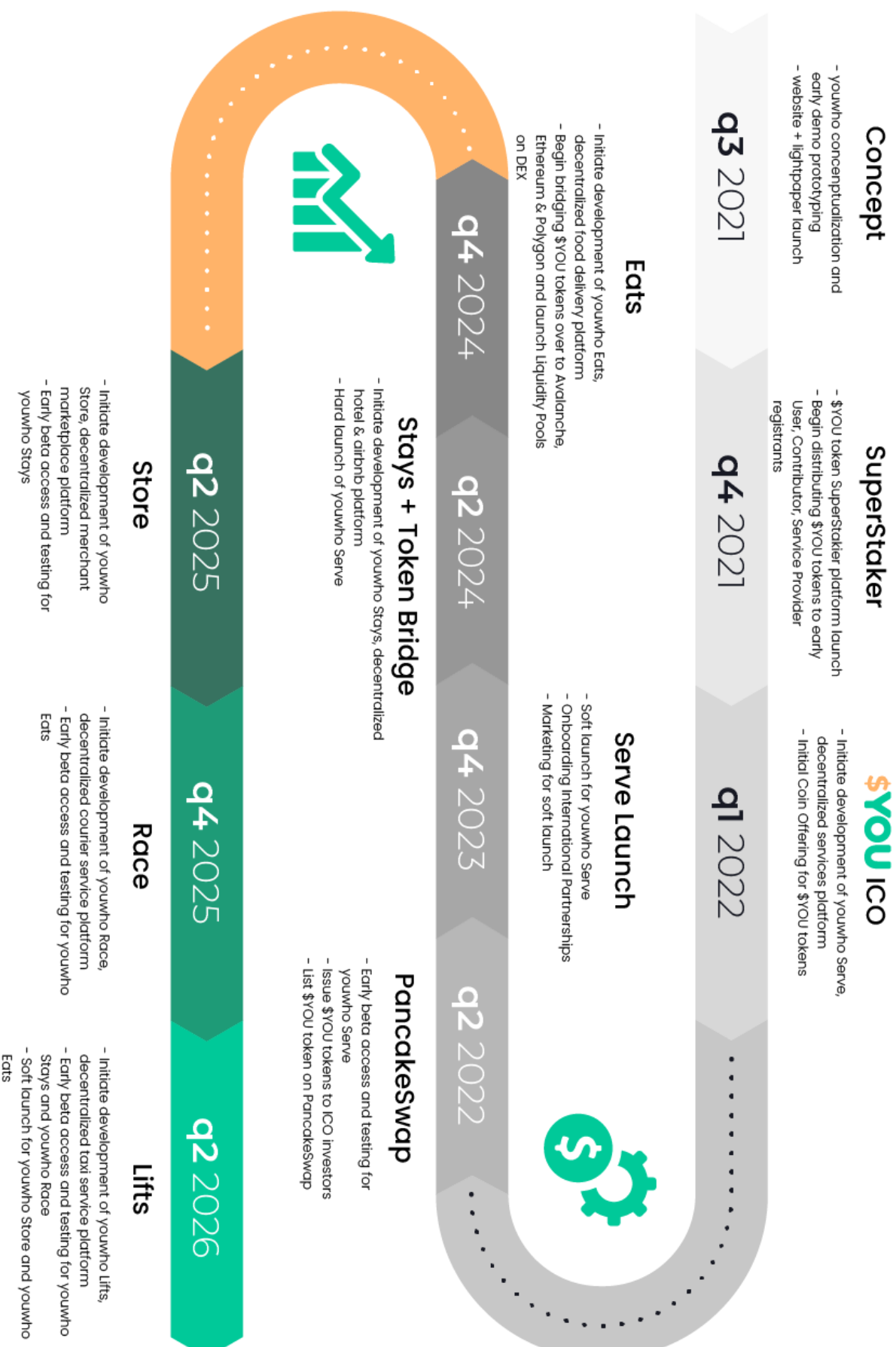
Lifts is a decentralised taxi service platform. youwho Lifts will enable all users to book taxi services provided by fellow users of the ecosystem.

The following provides an example of how Lifts could be used :

The sender (User 1) in need of transportation to get from their home to the airport. They open the youwho Lifts platform and input the details of the route including the type of vehicle they need. The platform first checks if there are more than 1 eligible taxis to accept the job, and if there are prompts User 1 to escrow the taxi fare into a Smart Contract. Once the fare is processed, the request is immediately sent out to all eligible users offering taxi services in the area via a push notification on the platform. The first person to accept the request (User 2) then heads to pick up User 1.

Once they arrive at the airport User 2 is then able to scan a QR code on User 1's phone enabling them to claim the taxi fare. Following this Users 1 and 2 are able to rate each other and receive their YOU token reward incentives.

roadmap



The following section briefly describes the goals we plan to follow when developing the various platforms in the youwho ecosystem. These goals will serve as a starting point for our development purposes, however are subject to change during the project lifecycle.

KISS

youwho is intended to be used worldwide by anyone at any time. As such one of the key driving factors for the design of the platforms is to be as accessible as possible to all users. This means the design must be simple and intuitive, the barrier for entry must be almost non-existent. The platforms should be easy to use to the point where even elderly users can learn to use the platform with minimal instructions.

With this in mind we have adopted a Keep It Simple Stupid (KISS) design philosophy for the platforms. Minimalistic design, large buttons, easy navigation. Products and services should be clearly laid out with only a few buttons on screen at any one time to reduce confusion. The theme colours should be basic and non-intrusive so as to not distract from the products and services being advertised.

mobile first

We envisage that users will be interacting with the ecosystem primarily with their mobile devices, so the design should be heavily focused on accommodating mobile devices first, with desktop users being secondary.

As a result, the platforms will be available on Google Playstore for Android and the App Store for iOS. There will also be a Single Page Application (SPA) to accommodate web and desktop users, however we aim to optimise for mobile devices with touch screen input being the primary method of interacting with the ecosystem.

seamless crypto

As our target audience is everyday users, we expect that most users will not have had any exposure to cryptocurrencies prior to using the youwho ecosystem. As a result the integration of cryptocurrencies should be as seamless as possible, and the best case would be if users did not even realise they were using cryptocurrencies to facilitate their payments.

The design of the payment area will focus the user to rate and pay for the product or service only, any advanced features such as setting gas fees, nonces, etc will be tucked away but available for advanced users if necessary.

To get started using the ecosystem, tutorials will be made to help with onboarding new users, from where to buy crypto to how to send it to the ecosystem to start making payments and submitting reviews to the blockchain. Furthermore special smart contract bridges will be available to automatically migrate users' funds between the Avalanche, BSC, Ethereum and Polygon chains.

multiple locales

The ecosystem will utilise a geographical map API such as Google maps to help locate users throughout the globe. This will not only provide a level of trustworthiness but also will be used to filter results geographically when searching for physical products and services nearby the user.

Maps will also be used to help locate goods pickup and delivery locations or service locations in cases where the user may not have a physical address or require meeting at a location which may be difficult to find otherwise.

Initially the main language used throughout the ecosystem will be English, however more languages will be added in future updates to accommodate for the majority of users worldwide.

user ratings

As mentioned earlier, ratings play an integral role in the ecosystem. Each account will have both a user rating and a provider/merchant rating. The user rating will be for providers/merchants to rate users on their merits as a customer, where the provider/merchant rating will be for users to rate providers/merchants on the quality of the products or how well they performed at their services.

Over time, accounts will build up user and provider/merchant ratings which will bring trustworthiness to the ecosystem. These ratings will be displayed on listing pages, profile pages, and in the Connect platform, and any community pages including in-app chat conversations.

The user can decide whether they want to buy a product or book a service with the provider/merchant simply by looking at their profile. On the other hand the provider/merchant can also decide whether they want to deal with that particular customer by checking the user's customer profile.

switch roles

Users will be able to switch between being a customer and a service provider and/or merchant with the flip of a switch. The side of the customer in the ecosystem is known as the 'you' side, while the side of the service provider and/or merchant is known as the 'who' side.

Users are able to view, book, create, edit, and delete products and services all from the same account. By flipping the 'side' switch they are able to access different functions relevant to the side they are on. For example if the user is on the 'you' side they will be able to see their favourite products and services, order history, and viewed history. They will also see chat rooms of orders they have ongoing and be able to chat to the various service providers/merchants. On the 'who' side, users will see products and services they have created, orders that customers have made, and deleted orders. In the chat screen they will see chat rooms for orders with their respective customers.

YOU tokens will be the native token for the youwho ecosystem and will initially be created on the Binance Smart Chain as BEP20 token. YOU tokens will then be bridged over to the Avalanche, Ethereum and Polygon chains after the launch.

YOU tokens will be used for Governance, Arbitration, and as Reward incentives throughout the youwho Ecosystem.

- Governance – Decisions related to steering the development team, deciding on ecosystem fees and rewards, and any community related decisions will be partly controlled by YOU token stakers, and a DAO acting on their behalf.
- Arbitration – Relates to resolving disputes amongst users. Token holders will be able to take part in arbitration and earn YOU token rewards for their effort.
- Rewards – As evidenced by popular marketplace websites such as Amazon.com or Ebay.com, most users do not review the products they purchase, simply due to the fact they do not feel the need to do so. As youwho is a decentralised ecosystem which requires community input to be self regulating, the higher the number of reviewers for both the customers and providers/merchants, the more safe and trustworthy the ecosystem will be.

We feel that the best way to ensure both all users review each other is to incentivize the rating process. This can be achieved by rewarding both sides with YOU tokens as part of the rating process after every order.

Tokenomics

- Supply Cap: 51 billion YOU tokens.
- Circulating Supply: 7.26 billion YOU tokens (14.24% of total supply)
- Unminted: 43.74 billion YOU tokens (85.76% of supply)

Distribution of YOU tokens will be follows:

Seed investors - **5%**

Reserved for youwho's core team members.

youwho Founders - **5%**

Reserved for youwho's founders.

Development - **5%**

Reserved for the core development team. The majority of the development will be carried out by the Founders however additional staff will be required to accelerate development.

Operations - **5%**

Reserved for the operating expenses such as offices, servers, back end staff.

Initial Coin Offering - **3.73%**

YOU tokens ICO was successfully completed on March 5th, 2022.

Following the ICO, YOU tokens will be officially launched on the Binance Smart Chain and subsequently on the Avalanche and Ethereum + Polygon L2 Chain.

Marketing - **15%**

Tokens will be sold on the market as required to fund marketing related expenses. Some tokens may also be distributed to influencers to help promote the ecosystem.

Liquidity Pools - **4.9%**

Following the successful ICO, Liquidity Pools will be created on PancakeSwap, then over time the unlocked LP (see vesting schedule) will be bridged over to

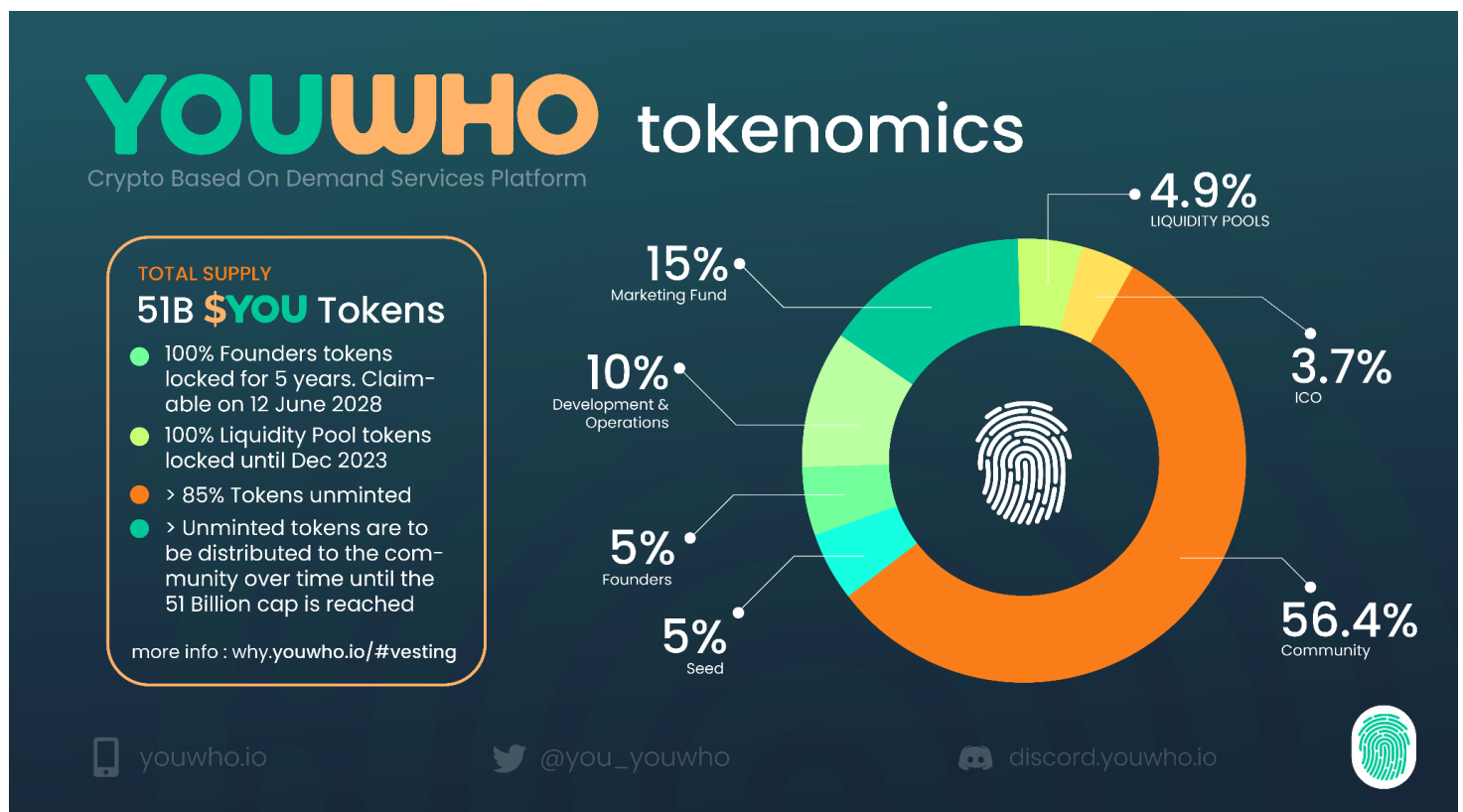
Avalanche, Ethereum and Polygon chains to create LPs on UniSwap and QuickSwap respectively.

Unmined (Community Rewards & Airdrops) – **56.37%**

Reserved for community rewards for using the ecosystem and participating in community driven events such as arbitration or rating/reviewing other users.

Airdrops will also be distributed to users that help promote the project including community incentives to share and post to social media, and onboarding users.

Distribution



Vesting Schedule

	#	%	schedule
Seed	2.55 B	5%	Claimable on 12 June 2028
Founders	2.55 B	5%	Claimable on 12 June 2028
ICO	1.90 B	3.73%	Fully distributed
Operations	2.55 B	5%	2.1% Minted
Development	2.55 B	5%	0% Minted
Marketing	7.65 B	15%	0.6% Minted
Liquidity Pool	2.50 B	4.9%	10.2% Minted and added to PancakeSwap at https://youlp.youwho.io
Locked	28.75 B	56.37%	Locked tokens will only be claimable by Users and Participants of the youwho ecosystem, e.g. Users making a transaction and leaving a review via the ecosystem will be rewarded with a small amount of tokens. See the Objectives section above.
Total	51.00 B		

- **LD: 24th March 2022** (Listing Date, the date Liquidity Pool goes live on [PancakeSwap](#))
- **TGE: 11th March 2022** (Token Generation Event, the date the [YOU token contract](#) is created on the Binance Smart Chain)
- **B:** Short for billion
- Tokens not sold during the ICO have been [burned](#)

youwho is a decentralised ecosystem that aims to enable anyone anywhere to be their own boss. The ecosystem will be rolled out in multiple stages. The 1st platform to be rolled out is planned to be the Serve platform which will provide a platform for users to provide and use services amongst each other. Additional platforms will be implemented at later stages as per the roadmap above, including but not limited to: Store (e-commerce), Eats (food delivery), Stays (hotel), Race (courier and logistics), and Lift (taxi service).

All platforms will be designed in such a manner as to be as easily accessible as possible, and intuitive enough to be used by all ages with minimal instruction. Payments will be made primarily using the Avalanche, BSC, Ethereum and Polygon chains, so the user experience when utilising cryptocurrencies must be seamless.

The ecosystem will be self governing with YOU tokens being the native token in the ecosystem. Users will be able to 'mine' YOU tokens as rewards for using the various platforms in the ecosystem thus providing incentives for users to undertake certain actions to ensure the security and trustworthiness of the ecosystem.

A DAO will eventually be implemented to oversee management of the ecosystem, with directions coming from YOU token holders. The DAO will also be in charge of the YOU treasury which will indirectly be used to pay for ongoing infrastructure and development costs.