



MAGGIE 麦奇

THE FIRST GLOBAL SOCIAL BLOCKCHAIN ECOSYSTEM  
全球首创区块链价值社交生态



INBlockchain



LINKVC

Blockchain  
Ventures



ChainFunder

**We are all born to be lonely  
We all live in a lone islet  
Symbols are the only means to exchange idea  
If the only thing ensured are  
Flags and obstacles  
While our symbols are  
Neither our originals nor valuables  
Then, we are never free  
Because for us  
There's no ship to take the wealth of mind to other's hand**

**So, we arouse the free will  
Lower the flag and break the barriers  
Our common symbol carries private values  
We give our bodies a clear meaning  
When lonely  
To each other we are dependent and open  
Know others and be known by others!**



Maggie and SNS

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# MAGGIE AND SOCIAL NETWORK SERVICE

## I. ABOUT MAGGIE

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Maggie has created a brand new social blockchain ecosystem, aiming to transform the traditional model of centralized SNS with blockchain technology. Maggie positions itself as an SNS platform featuring **strict certification, high privacy, weak tie and strong personality**, and will facilitate efficient transfer of values among users through **whole-network analysis & matching and smart contract**. Also, the unique tamper-resistance of blockchain automatically establishes a **credit system** at Maggie's platform.

Maggie is committed and devoted to attracting and gathering those in pursuit of joy and liberty globally to give a full play to all their value and demands. Benefiting from a special circulation channel for social relationship, Maggie will guide users to co-build a spontaneous and beneficial decentralized social network. In the process of realizing user value, Maggie will offer guidance to the network community, actively assist users with the formulation of a community "Constitution" --- smart contract, and construct a whole-network data analysis system. Unlike other SNS platforms, Maggie will not seek participation or interference in the transactions in any capacity.

Maggie offers effective solutions to pain spots of current social apps --- lack of distinctive features, difficulty in identifying ideal partners, high cost of offline meeting, and poor credit security. Social functions enabled by Maggie cover not only dating, but also other multiple social activities such as reward mission, business cooperation and interest groups. For these DAPPs, Maggie will provide the blockchain-based infrastructure to create a more extensive value ecosystem.

## II. ABOUT SOCIAL NETWORK SERVICE

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According to mUserTracker, a data monitoring service of iResearch, there were nearly 590 million independent devices operating mobile social apps in China as of May, 2017. The number of mobile app users has been rising continuously, experiencing a slowed growth after the rapid increase in 2016 and witnessing a steady increase in 2017.

iResearch found that nearly half of those surveyed used mobile social apps over three times a day. This frequency is made possible by lower traffic cost as well as more convenient and powerful app functions. Intensively used mobile social apps are evolving into platform-level entrance apps. Over 80 percent of the users spent more than one hour on mobile social apps. For most users, mobile social apps have become indispensable to their cell phones.

iResearch also highlights two habits among mobile app users:

1. **53.9 percent of the users update their status on 2-3 different apps**, indicating their objective need for multiple identities, multiple personalities and multiple social functions.
2. **Over 80 percent of the users successfully make friends through mobile social apps and 60 percent of the users go offline for meeting or party**, indicating that users have a persistently strong need for “making friends” at any time. Further study also shows that the “feeling of loneliness” tends to intensify in the modern age.

Inspired by these stunning figures, many SNS giants have taken the opportunities to emerge home and abroad. They have been either expanding market share based on the existing user base, or transplanting international models into China: SNS for acquaintances, professionals, matchmaking, campus, homosexual, etc. However, within such prosperity, risks loom large.

## WHY IS MAGGIE DEVOTED TO SNS

### III. PAIN SPOTS OF THE SNS SECTOR AND MAGGIE'S SOLUTIONS

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As a seasoned professional team with 7 years of experience in SNS, Maggie has tried 206 mainstream Chinese and foreign social apps and found that for existing centralized social products, there are still many pain spots that can't be systematically avoided or solved. These pain spots cover three aspects: **security & privacy**, **transaction experience**, and **credit system**. Based on these three aspects, our analysis revealed **6 core pain spots**: lack of protection for core privacy; failure to raise real demand; arbitrary interception, storage & analysis of user's communications; difficulty in properly matching real demand; high time cost & lack of protection for transaction process; ineffective reviewing/rating/endorsing system.

After making in-depth analysis and dissection of the above pain spots and considering technical features of blockchain, Maggie offers its unique solutions. We believe these solutions constitute not only technical innovations for SNS products, but also an overhaul to the business model of the SNS ecosystem.

#### SECURITY & PRIVACY

##### 1. LACK OF PROTECTION FOR CORE PRIVACY

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As user's personal information becomes increasingly valuable in the Internet era, the wish for privacy protection has also grown stronger. However, in order to verify the authentic identity of users, traditional centralized platforms and various O2O intermediaries require their core private information to be collected and recorded for identification: cell phone number, ID information, home address, bank card information, etc.

Regarding privacy protection, the only measure available for users is to enhance online security awareness. They have no other option but to accept the systematic collection of their private information by centralized platforms. Once their **core privacy and transaction information are sold or stolen**, they will be troubled by endless spams on house purchasing, interior finish and usurious loan as well as numerous swindles involving shopping refund and air ticket change, etc. The negative impact on users will be even worse if their private information at dating platforms is accessed without authorization.

As online activities increase, users inevitably leave more and more **traces of social behaviors**. It's very easy for strangers to get user's core private information from these traces. In case of any online or offline dispute, "Internet mass hunting" may occur and escalate into "cyber violence". ASHLEY MADISON, a well-known extramarital dating website of Canada, promised its users to remove all their credit card accounts and transaction information upon payment from them. However, following a successful hacking of this website, it turned out that their information had not been deleted and the hackers threatened to gradually leak such information in an attempt to force its closure. The havoc on the users and their families had been irreparable.

### 【Maggie' s Solution】

Maggie offers a full set of protection mechanism for user's core privacy. The whole process is similar to a masked ball. Maggie will meticulously verify the identity of participants to ensure only those qualified can enter the room. Inside the room, everyone wears a mask, irreversibly isolated from their original identity. Maggie will adopt a multi-level effective KYC and user address (similar to that of BitCoin) as the sole ID.

## 2. FAILURE TO RAISE REAL DEMAND

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Without effective protection of their core privacy, users won't have the confidence to raise real and personalized social demand. However, even with their privacy protected, if they are operating **on a social network with strong ties (acquaintance social platform based on user's real identity)**, they still won't have the motivation to freely and comfortably raise their personalized demand.

This is especially true with existing mainstream SNS platforms, as can be shown in a comparison between Weibo and Wechat. At Weibo with a much weaker link with acquaintances, users are more active and bold in expressing more personal views. In other countries, when Facebook became the mainstream, young people gradually turned to Instagram and Snapchat, which offered more privacy.

Anyway, at SNS platforms based on authentic identity, we have found no full and free expression of user's personalized demand. This is not only due to the self-positioning of the SNS software, but also due to the insufficient infrastructure of the traditional centralized system.

## 【Maggie’ s Solution】

Naturally, an isolation and protection mechanism for user’s core privacy is the basis for addressing this pain spot. With no intention to create a close-tie social network, Maggie designs its product to avoid the traditional “friends” and “following” functions and to weaken interpersonal connection. Even when an old user invites an acquaintance to Maggie as a new user, neither of them will know each other’s ID at Maggie.

### 3. ARBITRARY INTERCEPTION, STORAGE & ANALYSIS OF USER’S COMMUNICATIONS

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User’s communications, if transferred via a centralized server, can be easily **stored and processed by this centralized server**. Point-to- point communications that mostly use plain text can be **easily intercepted online**. Except for certain communication software such as Apple iMessage, at present there are rarely other social products capable of encrypting user’s communications.

From another perspective, SNS software may use big data platform to **segment, process** and **analyze** communications, so as to optimize user labeling and make recommendations more accurately.

Some companies with access to bottom facilities may abuse their advantages in **operating system** to analyze and process information from social software. For example, the operating system of a famous mobile phone company enables it to attach relevant advertisements to user’s SMS messages. Another company has a mobile phone operating system capable of illegally intercepting user’s Wchat communications to push advertisements accordingly, viewing this as the so-called application of artificial intelligence.

## 【Maggie’ s Solution】

Maggie adopts an encryption method that combines public key & private key system with symmetric key, so as to provide users with the most secure and most efficient point-to-point communication.



## TRANSACTION EXPERIENCE

### 4. DIFFICULTY IN PROPERLY MATCHING REAL DEMAND

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Accurate matching is difficult between quality service and urgent demand. There are many reasons for this. First, **traditional SNS evaluation system is vulnerable to exaggeration and distortion**, making it increasingly difficult to find relatively valuable transactions and nodes from social network. Second, the current user recommendation and matching system are all based on **single user profile** (tens of millions of vector input, big data analysis platform, machine learning algorithm). For the multi-dimensional social network, current analysis platform lacks the effective whole-network analysis method, failing to fully utilize the relevance between network nodes. Third, **spam information and spam push** are unavoidable. Users will naturally leave the platform when signal-to-noise ratio is down to a certain point.

Weak-tie SNS, to which Maggie attaches high priority, almost all products have an online matching function. The advertised intelligent functions and behavior recording are actually nothing but label matching based on a list of numerous labels, without any advanced technology used. Users of such SNS are subject to a simple “matching by face”, while the multiple social demands of them are not fully satisfied.

In the traditional centralized stranger social apps, there’s a persistent **consumption trap**. Such traps are especially evident for matchmaking apps: the operator lures users with various good recommendations, to which they have no access unless they pay for premium service. For most free users, only “plain matches” are available. Also in other extended areas of SNS, centralized ranking and recommendation mechanism are obstructing quick discovery of best matches.

#### 【Maggie’ s Solution】

The authentic, credible and tamper-proof evaluation system built by Maggie on the basis of blockchain will be an important input for matching. The intelligent whole-network analysis platform not only contributes to weighted calculation of the evaluation system, but also quickly selects qualified good users at the platform. Maggie also offers a MAG-pledge policy similar to PoS, so that good users with more MAGs will be prioritized in matching.

## 5. HIGHLY TIME-CONSUMING & LACK OF PROTECTION FOR TRANSACTION PROCESS

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Taking matchmaking as an example, even both sides are satisfied online (with great effort), the bigger challenge follows: **how to make a breakthrough**. Users of stranger SNS generally have a basic knowledge that **the concept of time cost** does not exist in face of infinite availability of users. Even a seasoned master of love may need quite some time to arrange a real offline dating. The gap between online match making and offline activities has been ruining the joys and significance of SNS.

For traditional social apps, user's privacy is a kind of core data asset. To arrange an offline meeting, users must make several payments to the platform to start a conversation, develop relationship and finally meet in real life step by step. A social app may be good enough to protect some of the rights and interests of its users online, but cannot ensure the outcome of offline meeting or the real intention of other users. Even if a user buys premium service that promises offline meeting, he/she will have no other option but to accept the uncertain outcome or even suffer losses.

For some demand on the part of users, online costs are not high or may even be very low, but the **hidden offline costs** and losses may go far beyond estimate. Users have no control over the overall cost of their activities, while sweet traps are lurking to take advantage of them.

### 【Maggie's Solution】

Making use of an intelligent matching system, Maggie strives to speed up online communication process, shorten the time needed, and match quality services with real demands. Privacy and personality are like the two ends of a seesaw. To protect privacy, user's personalized demand cannot be publicized. On the other hand, to make accurate recommendations, the existing matching and recommendation systems have been arbitrarily harming user's privacy. While securing user's core privacy, Maggie can find accurate matches for the real and personalized demands of users to achieve smooth and efficient online communication. By constructing blockchain-based DAPP and smart contract as well as sectioned trading terms that don't need user's evaluation and confirmation, Maggie ensures the controllability of risks at each section of the whole process.

## CREDIT SYSTEM

### 6. INEFFECTIVE REVIEWING/RATING/ENDORISING SYSTEM

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On Wechat, we used to freely give “likes” to ideas we support or appreciate, but today such behaviors have become mechanical movements of fingers meant to maintain relationship. When it comes to trading platforms, which are examples of extended SNS, we may see 99 percent favorable ratings all over one C2C online shopping site and cannot tell which product is really good; another B2C site suffers a loss of credibility due to its arbitrary censoring of unfavorable reviews. At LinkedIn, a professional SNS platform, the endorsement function for labels has been turned into the “like” style support for each other. This human intervention aimed at enhancing matching logic fails to produce satisfactory results.

One of the causes for poor credibility of such evaluation system is pampering, a vulnerability of the centralized structure. The evaluation system is not based on real transactions and fails to fully consider the weighting of transactions. Real reviews based on real transactions are not constantly encouraged while irresponsible reviews are subject to very low punishment, resulting in disruptions to the evaluation system, such as uncontrolled zombie fans and rampant fake reviews.

#### 【Maggie’ s Solution】

Maggie bases the core of its credit system on the blockchain-based pamper-proof transaction record, without making any attempt to join or influence any transactions. Maggie will take into full account the cost and weighting of reviews, and the weighting is calculated on the basis of weighted value from the whole-network analysis platform.

## HOW DOES MAGGIE ENGAGE ITSELF IN SNS

### IV. PRODUCT TECHNICAL STRUCTURE

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After revealing industrial pain spots and offering Maggie’s solutions, we will systematically describe the technical structure of Maggie’s products.

Maggie is devoted to the creation of a brand new blockchain-based social value ecosystem. Maggie focuses itself on “strict certification”: we will make different levels of mandatory certification on user’s real identity to ensure their identity is authentic and valid; “high privacy”:

we will adopt the quasi-BitCoin design mechanism for privacy protection to secure data on user's core privacy; "weak tie": our SNS platform is meant for strangers; "strong personality": users can give full play to their personalities, preferences, and demands.

Through these focuses, Maggie hopes to build a brand new social value ecosystem which is distinct from the traditional model of SNS. In contrast to social network for acquaintances and offline relationship, Maggie put more attention to stranger SNS created through value transfers and real transactions. Different from all other existing rating and recommendation system running on the computers and mobile phones, Maggie's evaluation and matching system is founded on its own whole-network analysis platform. Data in the system, with the transparent data of blockchain as the core, are based on graph data modeling and subject to whole-network analysis.

Maggie will fully respect user's legitimate privacy. Instead of being processed by centralized nodes, all transactions will fully benefit from the features of blockchain smart contract. Maggie will devote itself to working with community users to formulate fair and reasonable smart contract.

Maggie will seek breakthrough out of stranger dating to solidify the platform's core competitiveness and nurture a loyal customer base. It will expand to meet any need for interpersonal value transfer on the Internet. Its social functions encompass not only dating, but also other multiple social activities, including reward mission, business cooperation and interest group, etc. Maggie will provide blockchain-based infrastructure for these DAPP demands to build a more extensive value ecosystem.

Upholding the libertarian values, we hope to attract and gather all followers of liberty and openness across the world to co-found a Maggie SNS ecosystem. Maggie has now named its virtual currency as MAG, which will serve to drive economic activities on the platform and be used by all Maggie's users in borderless information exchange and social interaction.

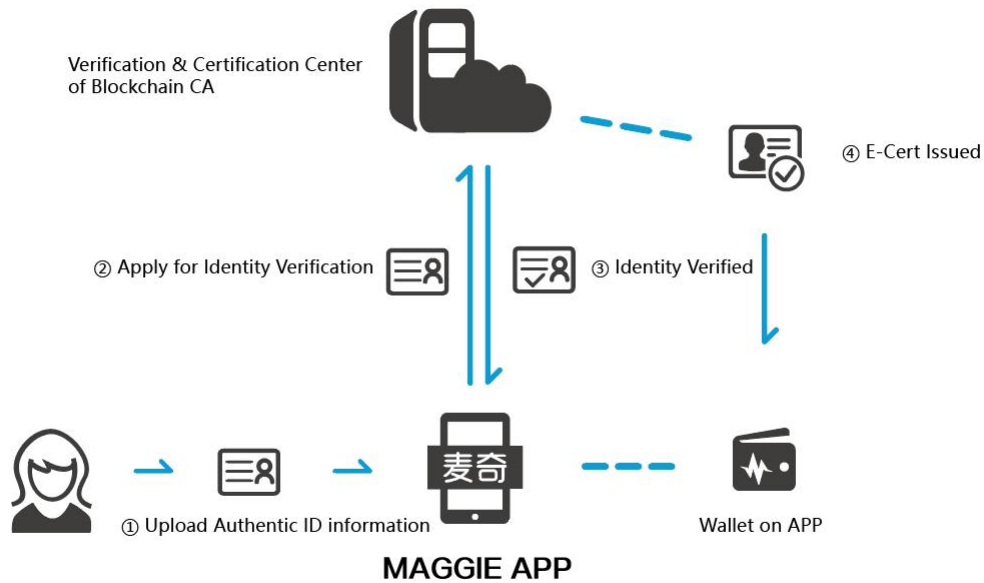
MAG, an abbreviation for Maggie's virtual currency.

Now we will step by step describe Maggie's SNS infrastructure and the SNS plan built on it.

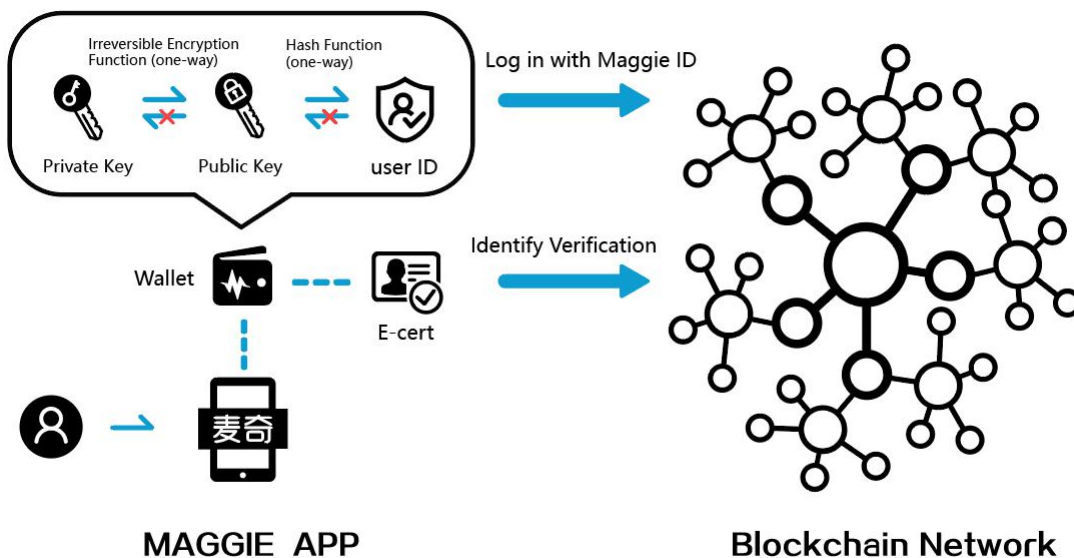
## 1. PROTECTION MECHANISM FOR USER'S CORE PRIVACY

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- ✧ Multi-level effective KYC identification mechanism is used: hardware device ID, cellphone number, financial certification, personal ID information, video verification.



- ✧ Quasi-BitCoin encryption mechanism, which involves digital secret key, user ID (address) and digital signature, provides complete insulation for user's real identity to secure their core privacy. The only ID for identifying a user is the address, the calculation of which involves hash algorithm, user's secret key, public key, and certified signature.
- ✧ In a word, we ensure that user's identity has been strictly verified and then certified with a corresponding ranking. Under normal conditions, neither the platform nor any individual or organization can match a user's real identity with his/her ID.

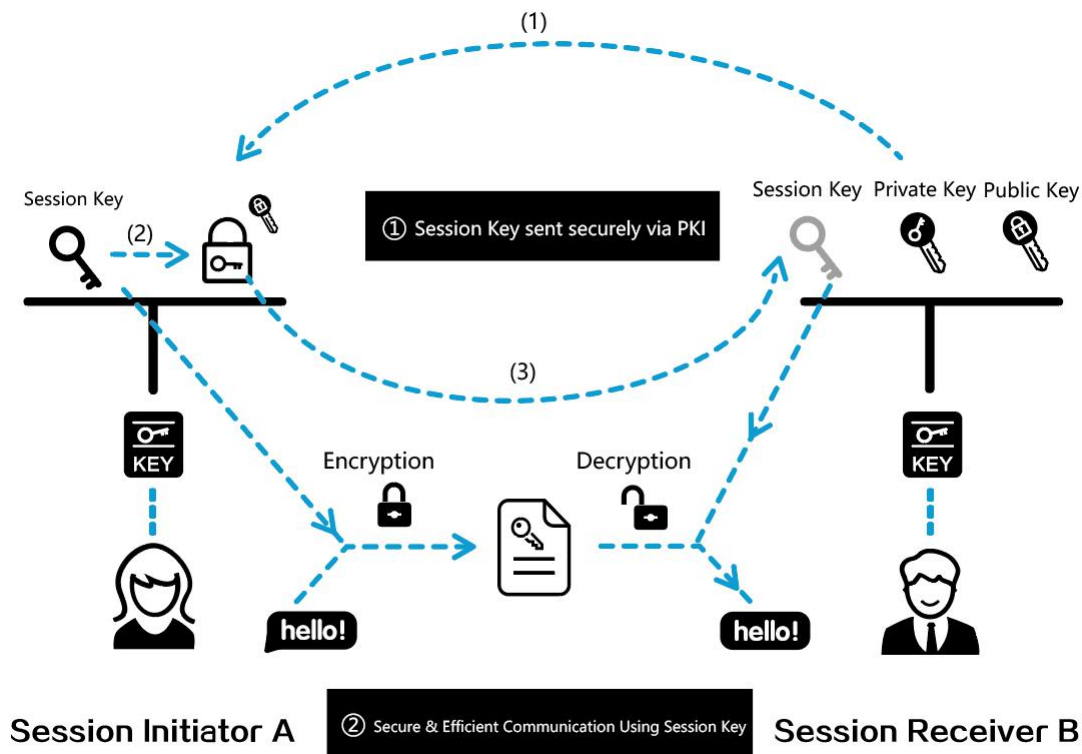


- ✧ Maggie will neither record nor be able to track user communications. However, it has designed a set of smart contracts to prevent the spread of illegal information (e.g. child pornography) on the platform. In case of any infringement, users can report the illegal information as abusive. The relevant smart contract, upon execution, can record various information of the participant's network identity (e.g. IP, MAG address, etc.). After agreed review and confirmation, the infringer's ID and platform assets will be frozen, and he/she will have to go through another KYC to log in again. Maggie will also encrypt and store all the relevant information for further monitoring operations.
- ✧ Maggie will provide its users with a SNS environment that offers security, credibility and protection of core privacy, so that they can fully express their personalities, preferences and demands.
- ✧ Maggie promises that, at a proper time, it will provide the open source of the bottom layer KYC protocols & encryption process as well as the communications interface & protocols in the form of platform infrastructure.

## 2. ENCRYPTED COMMUNICATION

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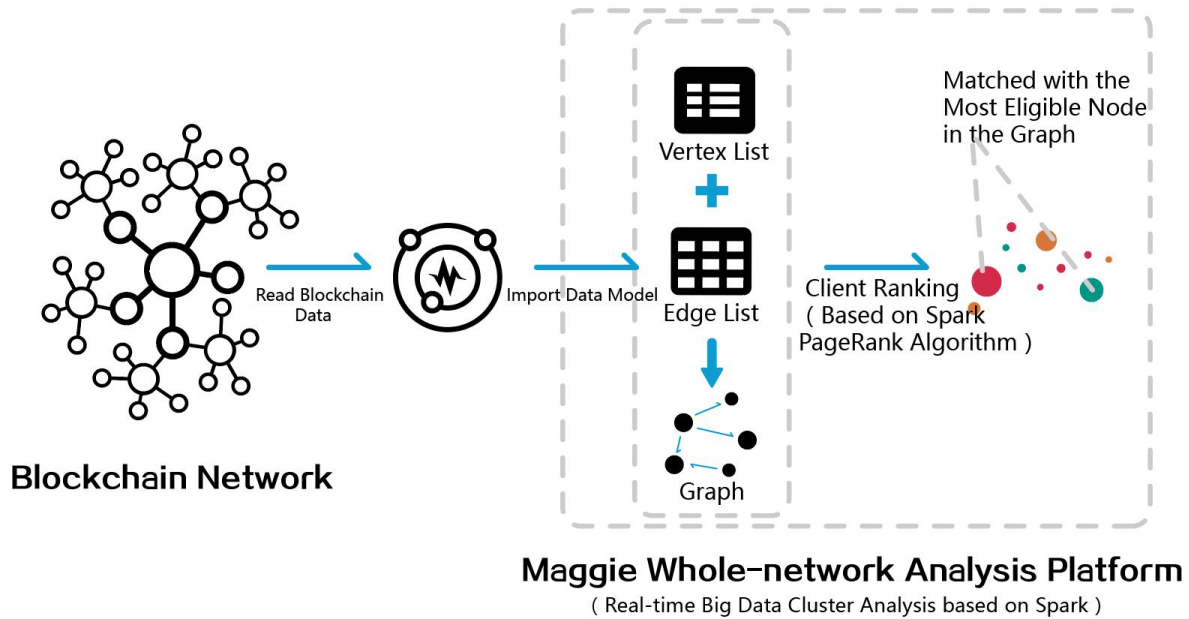
- ✧ Maggie spares no effort on bottom layer security facilities. It provides users with encrypted point-to-point communication mechanism. User communications will never be uplinked or analyzed.
- ✧ Maggie's encryption method combines public key & private key system with symmetric session key, so as to realize secure and efficient point-to-point communication.



At Maggie, dating takes place on a shielded point-to-point platform, where no user picture or public locale is provided. In comparison to other social platforms, Maggie's target customers attach great importance to security and privacy protection. With decent social status and stable online & offline social circle, they are unwilling to waste much time on ineffective online talks. They all hope to have access to a safe and reliable partner to realize a desirable offline dating. The protection of core privacy and encrypted communication as mentioned above offer solid technical support for Maggie's dating.

### 3. CONSTRUCTION OF MAGGIE'S WHOLE-NETWORK ANALYSIS PLATFORM

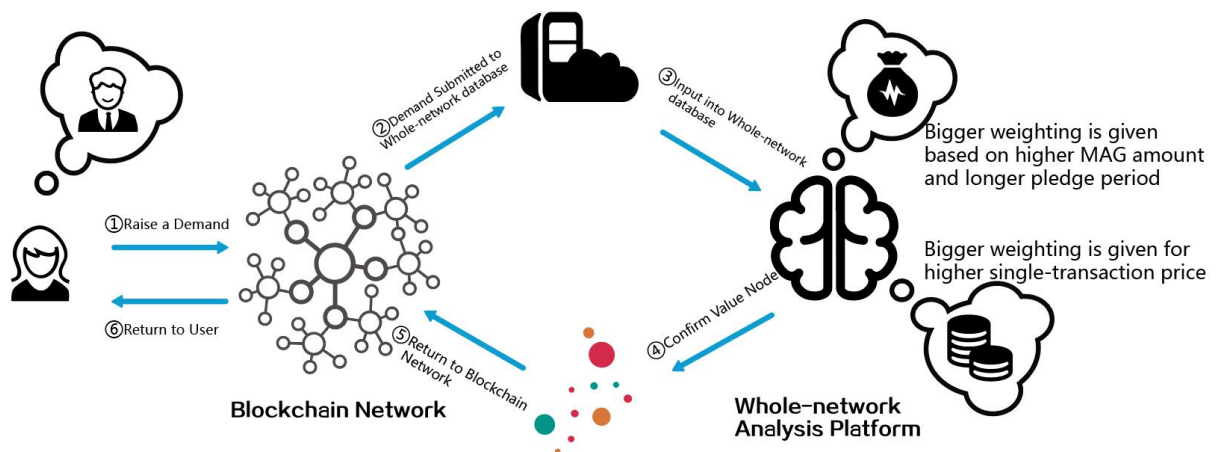
- ✧ User's personalized demands and transactions will be stored on blockchain. Maggie's whole-network analysis platform will be connected to Blockchain, not to terminal client. Modeling and analysis will be made mainly on the basis of public data on blockchain. Our analysis is primarily based on real transactions, valid reviews, and personalized labels & demands.
- ✧ Distinct from machine learning and regression algorithm as recommended by online advertisements that monitor user behaviors, Maggie adopts graph database in its modeling, which can import data of the whole-network in real time and identify key users (node) and critical transactions (edge). We call this as Client Ranking.



#### 4. INTELLIGENT MATCHING MODEL

- ✧ Regular data such as time and geological position are used as basic matching information.
- ✧ User's personalized labels, preferences and demands are important input.
- ✧ Through whole-network data analysis, the ID of truly valuable users will be identified and labeled, and transaction threshold will be raised. This way spam information will be reduced to improve signal-to-noise ratio, so that direct and efficient user matching is made possible to facilitate smooth transactions.
- ✧ Users can improve success rate of matching by raising the price of a single transaction or by means of MAG-pledge (quasi-PoS mechanism).





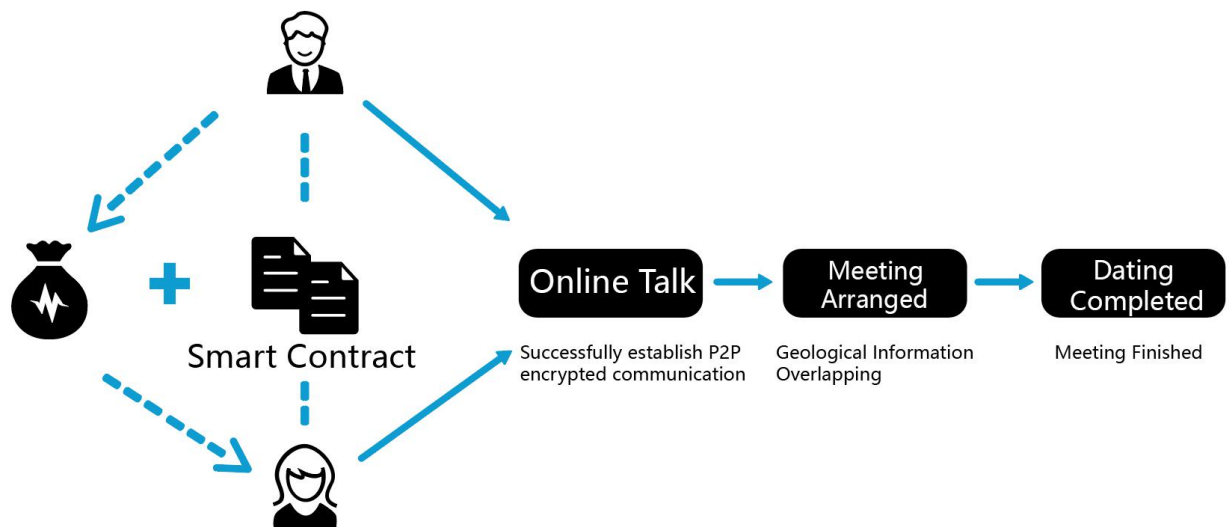
At social platforms for stranger matchmaking and dating, most users are male, constituting as much as 95 percent of all users (ASHLEY MADISON). Though men are more proactive on the platform, it is the ladies that set the pace, who prefer experienced and successful men. During intelligent matching, priority will be given to male users with a higher offer and higher total asset (MAG amount).

Unlike other social platforms that value daily active users, Maggie put more emphasis on introducing core users at the initial stage, whose initiative will drive the overall traffic growth of the platform.

## 5. TRANSACTION SECURED WITH SMART CONTRACT

- ✧ At Maggie’s DAPP, smart contract serves as a transaction guarantee just like “Alipay”. It is in charge of making payment with virtual currency.
- ✧ Smart contract is smart because it does not need human assessment or confirmation. Thanks to blockchain consensus mechanism, checks will be made to see if preset conditions are met for a successful transaction, confirmation will be made by all accounting nodes, and values will be automatically transferred. Through the sectioned smart contracts guided by multiple preconditions, the trading parties are capable of controlling risks at different sections to fully protect their rights and interests.
- ✧ With the exception of a few centralized verification tasks, in principle transactions and data transfers among users and between users and platform are all conducted using services provided by smart contracts.

- ✧ Maggie is devoted to assisting its users with the management of the platform’s “Constitution” --- smart contract.



Dating at Maggie will adopt smart contract to protect user’s rights and interests at all sections of the whole process. Throughout the process, transactions between the two parties will proceed through nodes with help from the blockchain consensus mechanism.

## 6. AUTHENTIC AND PAMPER-PROOF EVALUATION SYSTEM

- ✧ All reviews at Maggie will be uplinked and be free from pampering by any person or any platform.
- ✧ Long-term incentive mechanism for reviews is established to encourage authentic, valid and detailed two-way reviews on transaction. The reviews will be incorporated into the whole-network analysis platform to influence matching success rate in the long run.
- ✧ All reviews are based on authentic transactions. Threshold for reviews are raised and quasi-PoW mechanism are adopted. Different transaction values and transaction partners produce different review weightings.
- ✧ Whole-network data analysis will identify and mark invalid reviews with low weighting, so as to effectively handle fake reviews.
- ✧ Anonymity, real-time up-link and privacy protection mechanism allow the transaction parties to make real reviews freely.

## 7. MAG AND RETURN MECHANISM

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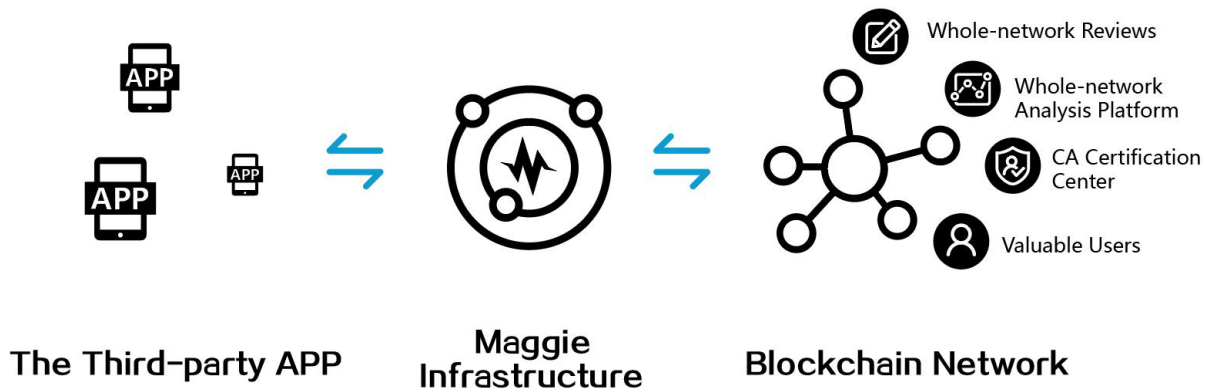
- ✧ **MAG**, a blockchain-based medium of exchange on Maggie's platform, has dual attributes. It can either be a long-term equity or a consumption tool. Users can hold it for a long time, or spend it at any time in social activities of Maggie's platform. All MAGs can be spent and circulated conveniently and freely on Maggie's platform, enabling users to communicate and interact in an absolutely free and equal manner.
- ✧ All transactions and services of the platform will be priced with MAG. The platform will recommend a reasonable pricing strategy based on market value.
- ✧ Maggie will charge transaction fee at a certain proportion, which will be used to cover operation expenses of the platform.
- ✧ As an incentive for its users, Maggie will continually release certain amount of MAGs on its platform, so as to reward active users and attract new good users.
- ✧ User ID is the wallet address, in which MAGs will be stored.
- ✧ During intelligent matching, MAG-pledging based on quasi-PoS mechanism will effectively raise the threshold and success rate of matching.

## V. CONSTRUCTION OF SNS ECOSYSTEM

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- Any individual or organization, if they are interested in a social network consisting of members with strict certification, high privacy, weak tie and strong personality, may consider entering Maggie's ecosystem and contributing to its construction.
- Maggie promises that at a proper time, it will provide open source of bottom layer protocols, codes and modules used for certification, privacy encryption and Maggie wallet, etc. As long as third-party Apps and system developers comply with relevant protocols, and as long as App developers use built-in Maggie modules, they can connect to Maggie's blockchain network.
- Maggie will also assist other organizations of the ecosystem with the formulation of on-chain smart contract, so as to accelerate DAPP development.
- Maggie will open its whole-network analysis platform to third-party organizations (advertisement entities), which can directly use Maggie's data and valuable analysis results to locate the most valuable users. Third-party organizations are also welcome to provide services (live streaming, game, e-commerce, etc.) to create value.

- Third-party individuals and organizations must use MAG. On the basis of on-chain resources actually provided or consumed, transactions will be made in accordance with the fine granularity pricing method, which is similar to the charging and payment method of cloud-computing.
- All organizations and individuals are connected to blockchain via blockchain node without enjoying any privilege.



# HOW TO WORK WITH MAGGIE

## VI. VALUE OF MAG

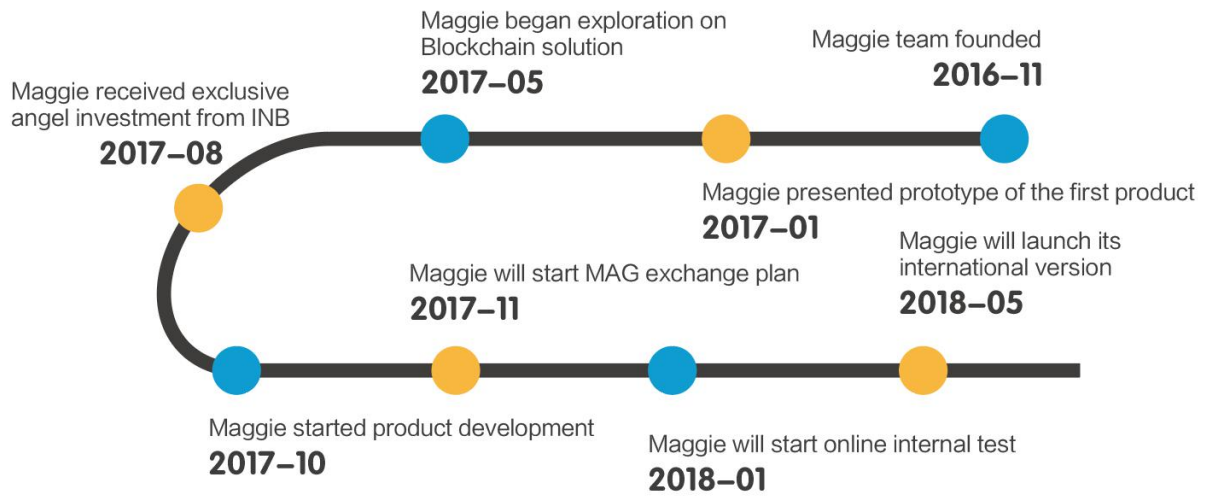
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MAG is the basic unit for an account at Maggie.

1. MAG is the medium of exchange for the value of Maggie's products. Users can transfer values among themselves by exchanging MAGs.
2. MAG is the basic currency for user activities on Maggie's SNS platform: for example, MAG must be used when an invitation is initiated or accepted for offline meeting at Maggie's platform, or when reward is to be given for successful invitation.
3. Incentive is available to encourage user activity at Maggie's SNS platform. Highly active users and users with good credit will be rewarded with certain number of MAGs by the system in accordance with public incentive rules, which may stimulate long-term activity and attract new users.

## VII. MAGGIE'S DEVELOPMENT SCHEDULE

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- 2016-11 Maggie team founded
- 2017-01 Maggie presented prototype of the first product
- 2017-05 Maggie began exploration on Blockchain solution
- 2017-08 Maggie received exclusive angel investment from INB
- 2017-10 Maggie started product development
- 2017-11 Maggie will start MAG exchange plan
- 2018-01 Maggie will start online internal test
- 2018-05 Maggie will launch its international version

(Note: The development plan will be followed according to practical situations. This timeline as presented above is for reference only.)