

Siva Whitepaper

Unique Engage2Earn Blockchain Ecosystem



Microincentivation of Human Engagements

Abstract

Sivacoin, also known as Siva, is a blockchain-based **Engage-to-Earn Ecosystem** that operates on Discord, Twitter (tweet2earn), and will soon be available on Telegram. **Users can earn rewards**, including cryptocurrencies and tokens, **by engaging with the community** and accumulating engagement points.



In addition, Siva provides a unique opportunity for **new and existing** Web3 projects, such as Play2Earn Games, PFP-Collections DAOs, and Utility NFT-Collections, to expand their user base and distribute their tokens. This feature allows these projects to reach a **wider audience** and make their ecosystems **more accessible**.

Siva is designed to be extremely **user-friendly** and is one of the easiest Web3 products to use. It utilizes the latest Web 2.0+3.0, database, and API technologies to create a **seamless ecosystem** that can be accessed by anyone, anywhere, and at any time.

IDEA

The concept behind Siva is that users can engage with other members of their community to earn μ SIVA on any server that has the Siva Discord Bot installed.

When a user has accumulated a certain amount of μ SIVA, they can withdraw it into \$SIVA tokens, as well as popular cryptocurrencies or coins/tokens from serious KYC'd Web3 projects, directly from the chat window.

VISION

Siva's vision extends well beyond the mere micro-rewarding of digital user interactions. In a world characterized by the proliferation of IoT devices, it is possible to gather engagement data from a variety of sources in a highly efficient manner.

For instance, attending a concert and authenticating oneself via an NFT represents a form of engagement that can be accurately measured.

With Siva, it is even possible to automate the delivery of a t-shirt featuring your favorite band straight to your doorstep.

The ultimate aim of Siva is to incentivize human engagement wherever it is measurable, and to provide cool useful tools for others to do the same.

Scan QR Code to invite Siva



How it works

By interacting with others on Discord Servers, Twitter, and soon Telegram Groups, users have the opportunity to earn μ SIVA. Once they have accumulated enough of this currency (1000 μ SIVA = 1 SIVA), they can exchange it for \$SIVA tokens, well-known cryptocurrencies, or coins/tokens from reputable KYC'd Web3 projects and businesses.

The process of withdrawing these coins or tokens to an Ethereum wallet address is simple and can be accomplished directly from the chat window of each client. Additionally, NFTs and print-on-demand merchandise will be made available as rewards in the near future.

To begin earning rewards, users can invite the Siva Bot to their server and engage with others by adding reactions or sending messages. It is worth noting that to withdraw funds to an Ethereum-compatible wallet address, a Mintpass is required for the public Siva ecosystem.

Clients

The first community software supported by Siva Bot – Discord – exists since 2013, has 300 million registered users (150 million active and 15 million daily users) and is backed by a company worth 7 billion dollars.

According to Venture Beat, 850 million messages are sent every day, six billion each week, 25 billion every month on Discord. With ~7 million registered servers and a peak of 10.6 million concurrent users.

Ew0x Labs plans to support more clients, like Telegram, YouTube and Twitch (see Market Analysis). Our API centric approach allows for fast development and implementation of new clients.

Engagements

As users engage with other members of the community, they are rewarded with a certain amount of μ SIVA based on the type and level of interaction, such as adding a reaction or sending a message.

The amount of μ SIVA rewarded is also determined by the user's security score and active boosters, with the range of rewards varying from +1 μ SIVA to +20 μ SIVA for adding a reaction to a message within the same community.

In version 0.1.2 (released on June 13th, 2022), Ew0x Labs introduced a new feature that rewards creators of messages with a shared μ SIVA (20% in v0.1.2) if their content receives a reaction.

However, this feature is limited to 100 reactions per message and serves as a way to acknowledge creators of valuable content.

Deployment

Deploying the Siva Engage2Earn Ecosystem to a new server, takes only two simple steps and less than a minute:

Step 1: Invite Siva Bot to the new server by clicking on the invite link on our website

Step 2: Make a first engagement as the Discord owner or administrator to initialize the database

Cooldown

A random cooldown time after each valid engagement, denying further μ SIVA gains within the given time period, prevents excessive exploitation. The timer can be governed by SIVA Token holders to adapt to different market situations.

Withdraw

If a user accumulates enough μ SIVA to withdraw the minimum amount of a Token or Coin, he must purchase and hold a Mintpass NFT to enable the withdraw functionality (the license to withdraw will be passed to the new owner on NFT sale).

Team benefits

In addition to individual users earning μ SIVA, servers are also entitled to a portion of every μ SIVA earned by their members. The concept is intended to offer a novel and innovative source of revenue for server administrators and moderators, who traditionally have had to be compensated for their services, leading many to work on a voluntary or pro bono basis.

Competition

There is no project similar to Sivacoin, and even those that come close typically choose to create their own social network from scratch. Ew0x Labs, on the other hand, takes a different approach by utilizing the already-established communities of Discord (and soon Telegram and Slack) for its ecosystem, and by providing various benefits for communities in general (such as a free level bot, an engage-to-earn model, and new engagement-boosting opportunities).

In the Sivacoin ecosystem, the equivalent of "miners" are essentially the community members of each server who implement the Siva bot. In this sense, each community server can be viewed as a distinct "mining pool," although the term "mining" is not precisely accurate from a technical standpoint.

Mintpass Starter Edition

Utility: Access Key to Web3 and +2 μ SIVA for engagements. Access to the Minters-Club, our exclusive Discord Channel, where contributors and team members meet and hangout.

To buy on OpenSea and mintable on our website, with unlimited supply.



Scan QR Code to view Starter Mintpass on OpenSea



Ecosystem

Technology wise, the Sivacoin Ecosystem consists of sophisticated Web 2.0 and Web 3.0 Micro-Services – combining the best of both worlds. Ew0x Labs' has build a high performance, scalable, business-grade IT-Infrastructure, hosted on industry leading secure and reliable providers and the decentralized Polygon blockchain, to guarantee rock solid operations of all systems.

After two month successfully testing the alpha version of the ecosystem, the project has now launched its production ready beta version on the Polygon Mainnet.

API

Siva's Ecosystem relies on a single source of truth - the API.

To ensure authentication and authorization, OAuth2 is combined with secure and high-performance hosting on Heroku, a cutting-edge computing platform for enterprises that supports continuous development and integration (CD/CI).

Thanks to its generic and modular API design, Ew0x Labs can efficiently implement new clients and scale horizontally in the market.

Siva Apps

The sensor to communities. Ew0x Labs places a high value on privacy and takes measures to safeguard the privacy of community members by only gathering interaction events.

To ensure secure and dependable operation, the Siva Apps are hosted on Heroku, DigitalOcean, and Hetzner.

While currently supporting Discord and Twitter, Siva Apps are planned to be available on additional platforms such as Telegram, YouTube, and Twitch. These services have a significant user base and are extensively utilized by blockchain communities (see Market Analysis).

Data Disclaimer

In no point in time does nor will Ew0x Labs ever collect or sell user data. Both founders are from Germany and have to adhere to world's most strict government laws and regulations regarding privacy standards. Sivacoin is fully GDPR compliant and never stores privacy-related data of its users. Only partial data required to provide the Sivacoin services are stored in our database.

Database

The backend of the Sivacoin ecosystem is powered by highly scalable, secure, industry-grade MongoDB databases hosted on AWS through Atlas, which is maintained by a team from MongoDB company.

MongoDB enables both horizontal and vertical scaling to meet the demands of increased resource needs while maintaining security and speed.

Website

Our platform is hosted on Heroku and managed through Cloudflare, ensuring the highest security standards, including bot detection and anti-DDoS measures.

We also provide the option to mint a Mintpass on our website using a Metamask wallet, and we take maximum security measures at all times to ensure user safety.

NFT Marketplace

In our online NFT marketplace, you can acquire NFTs using your accumulated engagement points.

All you need to do is log in using a social service such as Discord or Twitter.

By doing so, you can take advantage of our entire public ecosystem for free, as members can engage and earn a Mintpass.

Whitelabel Solution

Holders of the Founder Pass have the ability to personalize the Siva ecosystem to their preferences, including all existing and forthcoming supported applications and features.

NFT projects and enterprises can utilize their own NFTs and tokens as both incentives and prerequisites. The modular structure facilitates numerous intriguing gamification and reward mechanisms.

Mintpass Founder Edition

Utility: Unlock the full potential of Siva, by creating your own whitelabeld solution of our ecosystem + License to withdraw and +5 μ SIVA for engagements. Limited to 5.000 NFTs. Access to our Minters-Club and Founders channels.

To buy on OpenSea and mintable on our website until max supply is reached. SIVA Token holders can vote to raise the max supply.



Scan QR Code to view Founder Mintpass on OpenSea



Financials

The funds received from initial token offerings and Mintpass sales will be dedicated entirely to the **development, promotion, operation, and expansion** of our distinctive Engage2Earn Ecosystem.

Ew0x Labs aims to finance and assist full-time development of the Siva Engage2Earn Ecosystem by conducting a **Pre-Sale and Public Sale** (please refer to Tokenomics for further information).

All expenses for development and operations until the launch of Siva bot v0.5.0 beta are carried by the two founders of Ew0x Labs.

Mintpass sells

Ew0x Labs aims to finance and sustain the development of the Siva Engage2Earn Ecosystem by offering Mintpass editions (Starter and Founder), which allow for the withdrawal of Coins and Tokens in Discord.

Besides being eligible to withdraw Coins and Tokens, Mintpass holders benefit from additional utilities, such as engagement boosts, airdrops, access to members-only areas, incentives, and premium features.

Transaction fees

In order to maintain long-term sustainability of the ecosystem, Ew0x Labs plans to introduce transaction fees for withdrawals.

However, these fees will not be deducted from the user's payout itself. Instead, they will be added to the total amount being withdrawn, ensuring that the user's payout remains fee-free.

Token Offerings

Ew0x Labs' objective is to raise a sum of USD \$2.500.000 to ensure the development and operation of the Engage2Earn Ecosystem for a minimum of three years, with the minimum required amount being USD \$1.000.000 for at least one year of secure development and operations.

Our Roadmap involves creating liquidity pools for \$SIVA on decentralized exchanges (DEX), and the supported exchanges will be easily accessible to all Siva users via Bot commands.

To foster investor trust and demonstrate our commitment to the community, the provided liquidity will be locked for at least one year.

Tokenomics

Total Supply: 500.000.000 SIVA

Description	Percent	Token
Seed Round	1%	5.000.000 \$SIVA @0,01 USD
Pre-Sale	10%	50.000.000 \$SIVA @0,02USD
Public Sale	10%	50.000.000 \$SIVA @0,02-0,05USD
Reserves & Legal	9%	45.000.000 \$SIVA
Marketing	10%	50.000.000 \$SIVA
User Payouts	30%	150.000.000 \$SIVA
Development & Operations	20%	100.000.000 \$SIVA
Team, Advisors & Partners	10%	50.000.000 \$SIVA

Pre-Sale

During the Pre-Sale issuance of SIVA, 10% of the token supply will be added to the already available 1%, resulting in a total token supply of 11%. The 50 million \$SIVA will be offered for sale at a price of \$0.02. Any unsold \$SIVA tokens during the Pre-Sale will be incorporated into the Public Sale.

Public Sale

The Initial Token Offering (ITO) of the reward and governance token \$SIVA will involve issuing 10% of the tokens at a price range of 2 to 5 cents per token. Any tokens that remain unsold during the Public-Sale will be included in the Reserves.

Reserves and Legal

As a reserve and for legal counsel, Ew0x Labs will retain 9% of the tokens.

Marketing

To guarantee the success of the project, 10% of the total \$SIVA supply will be set aside for marketing endeavors.

Ecosystem-Users Payout

To maintain adequate liquidity within the system for user payouts, the Siva Ecosystem will retain 30% of the 500 million tokens.

Ecosystem Development and Operations

For the development and operations of the Engage2Earn Ecosystem, Ew0x Labs will set aside 20% of the total \$SIVA supply.

Advisors, Partners and Team

To secure the services of highly skilled professionals, advisors, and partners necessary for the success of the company, Ew0x Labs will allocate 10% of the total \$SIVA supply.

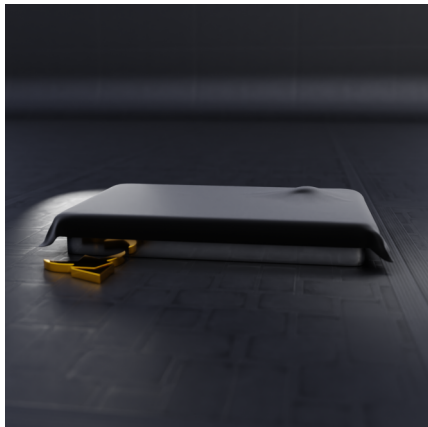
Public \$SIVA NFT ITO

We will be utilizing our partner 0xPioneers' harvesting protocol to make our public sale fully decentralized and non-custodial. Tokens purchased during the sale will be stored on a minted NFT called VC-Card, which will have an optional locking and vesting period programmed into the code.

To ensure transparency, the public sale will be fully transparent and on-chain. Token buyers will receive the full amount of purchased tokens as a claim on the NFT, which can only be claimed once the locking period (if applicable) is over.

The ITO NFTs will emit the full amount of tokens over approximately 180 days, starting at the end of the locking period (if any).

Three ITO NFT variations are available.



Silver Edition

Locking Period: none
Vesting Period: 180 days
Claimable per day:
 11.20/112/1120 \$SIVA

Token Price: 0.05 \$SIVA
Token per \$1: 20 \$SIVA

Available Sizes:
 - 2000 \$SIVA (\$100)
 - 20000 \$SIVA (\$1000)
 - 200000 \$SIVA (\$10000)

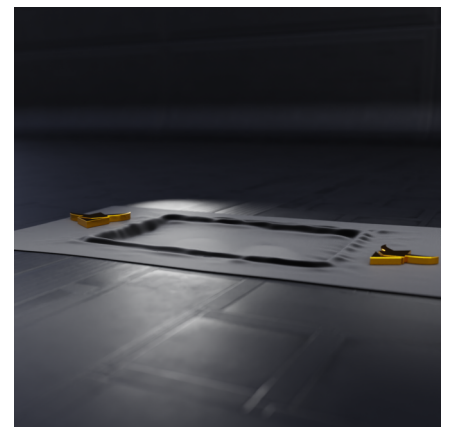


Gold Edition

Locking Period: 6 month
Vesting Period: 180 days
Claimable per day:
 18/180/1800 \$SIVA

Token Price: 0.03 \$SIVA
Token per \$1: 32,5 \$SIVA

Available Sizes:
 - 3250 \$SIVA (\$100)
 - 32500 \$SIVA (\$1000)
 - 325000 \$SIVA (\$10000)



Black Edition

Locking Period: 12 month
Vesting Period: 180 days
Claimable per day:
 28/280/2800 \$SIVA

Token Price: 0.02 \$SIVA
Token per \$1: 50 \$SIVA

Available Sizes:
 - 5000 \$SIVA (\$100)
 - 50000 \$SIVA (\$1000)
 - 500000 \$SIVA (\$10000)

Fund Distribution

Ew0x Labs recognizes the significance of transparency and accountability in maintaining our credibility with \$SIVA token holders. That is why we have provided a detailed plan for how we intend to use the funds raised from our initial offerings of \$SIVA.

To ensure maximum visibility and functionality of the Siva Engage2Earn Token Ecosystem, Ew0x Labs plans to allocate 10% of the funds raised towards listing the token on various exchanges, including both centralized (CEX) and decentralized (DEX) exchanges of varying sizes and popularity.

Additionally, 20% of the funds raised will be earmarked for the development and operation of new technology necessary for the ecosystem's success.

To establish a loyal and engaged community, Ew0x Labs will reserve 15% of the funds for marketing campaigns and business development purposes. As community is an essential component of any successful Web3 project, this allocation will be used to increase exposure and visibility of the Engage2Earn Ecosystem and its partners.

We have allocated 15% of the funds raised to create a reserve for the SIVA token ecosystem. This reserve will provide stability, improve token holder confidence, and allow for efficient responses to emergencies such as market corrections. We believe that reserving funds is crucial for the long-term success of the Engage2Earn Ecosystem.

As new innovations often come with legal and regulatory challenges, Ew0x Labs has set aside 20% of the funds for both the operation costs of the Siva Engage2Earn Ecosystem and legal expenses.

Lastly, 20% of the funds raised will be reserved for employee salaries and affiliate payouts, both for current and future employees. This allocation will help us advance and expand the Siva Ecosystem.

To ensure SIVA is classified as a utility token in its intended launch jurisdiction of Germany (Mülheim a.d.R.), Ew0x Labs will adhere to regulations and compliance requirements.

Market Analysis

In this chapter, we will take a closer look at the competition faced by Siva and the companies that support its existing clients, as well as those we plan to support in future updates of the Siva Engage2Earn Ecosystem.

To begin, we provide an overview of projects that are comparable to Siva's Ecosystem. Then, we explore the relevant development organizations behind popular social media platforms such as Discord, Twitter, Telegram, YouTube, and Twitch.

Similar projects

While we refer to this section as "similar," it's important to note that Siva differs significantly from all other projects examined. The commonality between these projects is their operation within the "social" or "community" sector.

Crypter

Social media platform with engage-to-earn cryptocurrency rewards for user engagement, which aims to be the next Facebook (meta) in the crypto space. Onboarding of a broad user base is a main challenge for Crypter.

Taki

A global social network in which the \$TAKI token gets distributed for user engagements like writing content or commenting with half a million users supposed to have entered on the wait list. Main distribution country is India – Taki lets its users create their own \$USERCOIN, which implies they use an ERC-1155 token as a base contract.

Chingari App

Video-sharing mobile app in the likes of Youtube & Co. Users get \$GARI token rewards based on the views their video attracts.

BOMB Crypto

Interesting play-to-earn game based on NFTs. Players can earn BCOIN for accomplishing various tasks in the game. BCOIN is used to trade in the ecosystem and allows players to be a part of the game's development and governance.

Brave Browser

Chromium based web browser with a focus on rewarding users with BAT tokens for watching advertisements via push notifications.

Axie Infinity

More a play-to-earn game than an engage-to-earn social platform, but taken into consideration due to its massive user base, innovative concepts and AXS/SLP token structure.

Taunt Battleworld

Another upcoming NFT play-to-earn game with cool visuals and concepts, while being out of focus for Ew0x Labs, this thing looks awesome (no, we're not affiliated in any way).

Uhive

A social media network in the Metaverse, as it describes itself, users can earn revenue by creating and buying/selling digital assets like NFTs.

Mithril

A decentralized social media platform on the Ethereum blockchain which rewards content creators for contributions to the network in MITH token, they call it social mining. Mithril is centered around its Instagram-style Lit app.

Crew3/Zealy

The platform is based on quests that reward one-time engagements, and it may shift towards a more similar approach to Ew0x Labs' Engage2Earn platform. The project was launched two months after our co-founders had a technical meeting with one of their co-founders and solved puzzles that led to its release.

Galxe

Galxe is the leading platform for building Web3 community based on one-time engagements. Ew0x Labs will seek a partnership with Galxy later down the road.

Conclusion

The summary of each project shows that Ew0x Labs' Engage2Earn concept is truly unique among similar projects.

Unlike other projects that involve technical complexity in developing and operating a secure and fully functional social platform or game, and the challenge of onboarding a large number of users to reach a critical mass, Ew0x Labs can concentrate entirely on developing a high-quality product that can scale easily across various existing clients and user bases, with a remarkably fast time-to-market.

It is crucial not to coerce users into artificial engagements, which most of the mentioned services do. With Siva, members can engage with other community members and favorite projects and businesses, just as they do on a daily basis.

Instead of promoting rivalry, Ew0x Labs intends to pursue peaceful collaborations with some of the projects mentioned above, as we are all in the same blockchain-ship.

Clients: Discord

Discord was established in 2012 by Jason Citron and was launched on May 13th, 2015. Originally designed as community software for e-sport teams and players, Discord has since expanded its focus to encompass general communities, putting it more in line with competitors such as Microsoft Teams and Slack. As part of this strategic shift, the company has even updated its motto from "Chat for Gamers" to "Chat for Communities and Friends".

Discord key statistics

1. Raised over US \$482 million in VC funding
2. Over 150 million monthly active users
3. Discord has 390 million registered accounts
4. Reported revenue in 2021 was US \$130 million

The past has proven the company to be adventurous and adaptable, but at the same time realistic and efficient, as they tried to launch a Steam-like games storefront as a Discord feature in 2018, which was shelved in 2019 due to the lack of interest from the community and unsatisfying revenues for third party developers.

Since then, Discord found a way to support its development by selling Discord Nitro, giving owners cool new premium features and goodies to enhance the Discord experience. Nitro generated a revenue of US \$130 million in 2020 (according to Wall Street Journal).

Today Discord has over 140 million active monthly users and 300 registered accounts, and is currently valued at US \$7 billion (2020) to US \$15 billion (2021).

According to our research, the average Discord users spends 310.2 minutes on the platform every month and there's a total of 21 million servers.

According to statistics at comparably the company behind Discord seems to have a wealthy and fair relationship with their employees. The software behind Discord in an open source solution called Element, highly modified by the Discord company.

More Stats

Messages sent: 960+ million per day, 6 billion per week, 25 billion every month (according to Venture Beat).

Minutes of conversation: 4 billion minutes of conversation each day (according to The Verge).

Largest Servers: having 571.000 members, Fortnite is the largest Server, with Minecraft coming in as a close second with 569.000 members.

Clients: Twitter

Twitter debuted in July 2006 and is a popular social media platform that allows users to share short messages or "tweets" with their followers.

Twitter key statistics

Twitter has around 450 million monthly active users as of 2023.

It is estimated that this number will reach 652.23 million by 2028.

Twitter currently has 237.8 million monetizable daily active users (mDAU).

80% of Twitter users access the platform on their mobile devices.

The average time spent on Twitter per session is 3.39 minutes.

Twitter is available in more than 40 languages.

Large user base: With over 200 million daily active users, Twitter offers a massive audience for users to connect with and engage.

Clients: Telegram

Launched on August 14, 2013, as a privacy-focused, ad-free messaging app by Pavel Durov, Telegram is among the top 10 most popular social networks in the world. With 550 million active monthly users and 55.2 million daily active users as of July 2021. Average users spend 2.9 hours on the app each month and its user base has been growing at a rate of more than 40% each year since its launch.

With more than 63 million downloads (according to Sensor Tower data), Telegram was the most downloaded app globally (in January 2021).

Telegram key statistics

1. Telegram is the 10th most used social media platform worldwide with 550 million active users
2. The most popular Telegram channels are related to Telegram itself, while the second most popular category is about cryptocurrencies
3. Telegram has 55.2 million daily active users across iOS and Android
4. Gram was a cryptocurrency developed by Telegram (sales stopped by SEC in 2019)

Team

Jörn Szech

Co-Founder, Lead Developer, CTO



Praying the Code of Practice for Information Security Management (ISO/IEC 27002). Entrepreneur with over 20 years experience in the IT industry and former KPMG Security Auditor (IRM). Full-time Ew0x Labs lead developer and CG artist.

Lars Szech

Co-Founder, Public Relations, CFO



Actively involved in the crypto-space for 10 years and experienced IT consultant with roots in Atari 2400 and C64. His strong social and marketing skills are now 100% dedicated to the growth and development of Ew0x Labs and the Sivacoin Ecosystem.

Kristin Schneider

UI/UX Design



Specialized in UX Design and usability testing, she supports Ew0x Labs with her know-how. If you can't stand the truth, better don't ask her for critics. Always on point.

Justin Ondruch

System Administrator



Still getting better every day. Soon to be the first employee working full-time for Ew0x Labs to complete our DevOps Team. Breathes TCP/IP, Docker, and Kubernetes.

Philipp Natter

Crypto Expert



Owns more NFTs than socks, called Mr. ICO, a valued, irreplaceable core team member of Ew0x Labs. Strongly supports the development of the Sivacoin Ecosystem with his expertise.

Tanja Podvalej

Art Direction



As a real life and digital artist, Tanja holds the team members together and brings another realm of reality to the project spirit. Motivational business angel available 24/7 for all Ew0x Labs employees.

Siva - the Mascot

Guard dog and engagement expert



Malinois are known for their extreme, sometimes over-the-top liveliness. Siva is a beautiful Groenendael and crazy for engagements since she was a little puppy.

Ryan Brosinsky

Blockchain Analytics



Provides valuable insights and advice on DeFi- as well as NFTs, crypto and wallet analytics, tokenomics, AI, and on-chain asset management.

Important Links

Following is a list of official links to Sivacoin Ecosystem related websites, social media accounts and blockchain contracts.

Official

Website

<https://siva.gg>

Roadmap

<https://docs.siva.gg/roadmap>

Discord

<https://siva.gg/join>

Twitter

<https://twitter.com/sivacoin>

OpenSea

<https://opensea.io/sivacoin>



Siva Bot Invite Link

<https://siva.gg/invite>

Mintpass on OpenSea

<https://opensea.io/starter-mintpass>

<https://opensea.io/founder-mintpass>

Contracts on Polygon Mainnet

Sivacoin (\$SIVA)

Address: 0x745005BB6bDB33b5C8f8b6BBE75781f99a8940b4

Mintpass: Starter Edition (SMP1)

Address: 0x8eDC54AE7361cDa41885f52D7AafaEda418B1481

Mintpass: Founder Edition (SMP2)

Address: 0x47bFA0Ae010b2C4D0CE8F3a3D5c997B15D0F989C

THANKS FOR YOUR ATTENTION

