YouTweak.iT

What's your next great idea?

Introduction:

- This document describes the YouTweak.it project and presents the concept of implementing the service.

Goals of project:

- Creation of a radically new service that provides active communication between consumers of goods & services and producers (brands, production capacities).
- Formation of the global market based on technology of exclusive BlockChain production ideas.
- The decline of the world unemployment rate by means of the development of the market for paid production ideas and tweaks.
- Reducing the costs of producers to search, verify, optimize and implement production ideas.

Foreword:

Production facilities (concentrated in the hands of world or local brands) are constantly looking for fresh ideas for the production of new goods and services. Today, according to the world practice, the so-called "unspoken information collection systems" are used to make certain decisions in the sphere of production. There are analytical agencies that automatically sort out the "dark" information about consumers'preferences through social networks (FB, Vk.com, Odnoklassniki, Pinterest, Linkedin …) and display the "fruits" of their labors on closed Enterprise only markets of ideas (Idea Markets). Based on these decisions, companies produce certain products and services for consumers.

The scheme worked without failures for at least 5 years, but with every year the quality of the primary information obtained by the described

method falls, and today the situation is almost critical. The fact is that the user's first reaction to some kind of info event, suggesting a feedback, is always spontaneously honest, but when the situation is repeated, he unconsciously gives the opposite to first iteration answer (ie, deliberately lies) in order to check the result of his feedback efforts.

Originally a person produced the best information. At the next iteration, the same 99% of users just gave a deliberately false answer - it's human psychology - "And if I click on another button?" The quality of information began to fall, and, consequently, the resources of producers were often used in high-risk areas, inevitably losing. In our opinion, it is the lack of quality manufacturing ideas that is one of the first reasons for the downtime of production facilities, high-tech equipment, creates all conditions for the death of business.

In order to combat the decline in the efficiency of the collection of commercially relevant information, the methods of removal became more complex. There were systems of ideas management embedded in CRM, corporate social networks and portals, social media marketing specialists were born, but everything again rested on the ceiling - the quality of information is steadily falling with each subsequent iteration. This, in particular, says the trend of creating thematic and technologically distinct from traditional social networks like Instagram, Pinterest, Linkedin, Twitter.

This is an extensive way of developing technologies for the removal of commercially important information from consumers. The fact is that the paradigm of gathering information "into the dark" is the only possibility.

Besides don't forget that robotisation and other high-tech innovations reduces employment all over the world. And soon we'll come to the stage where most of everyday used goods will be produced without help of a human. That is why humanity must be ready for this and must have technologies that provide direct access to robotised production facilities. Because we belive that we know our needs much better than any artifical intellect.

Introducing to our pioneering tech – Youtweak.iT

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What is YouTweak.it?

 We create a service that allows any user to present his idea of improving, upgrading, optimizing any product or service, or creating an absolutely new product to representatives of a particular brand directly or to the community of producers of goods and services.

 Thanks to the site we are developing, the end user will be able to directly influence his "consumer diet" by sharing his opinion or ideas with production brand instantly.

 Statistics tells us that only 1% of any creative community can create something really important and worthwhile, 10% will participate in the development of the product, and the rest 89% will only consume and nothing else. YouTweak.it creates a stable feedback channel "consumer-producer" thereby increasing the involvement of consumers in the process of fine-tuning and optimizing products and services.

 You can consume, realizing that you have no other choice, but it is possible to do it with the realization that everyone is able to openly influence the improvement of the product, the services and his idea will be heard. Everyone can leave a mark on history! After all, on YouTweak.it you can twist everything from computer game to fuselage of an airplane! Moreover, on the YouTweak.it site you can determine on the basis of closed voting the relevance of the proposed idea, check the idea on working capacity.

 Often the authors are eager to lead the work process to realize their ideas. Indeed, who better than the author understands how to make the product truly high-quality? At the same time, Tweakers may have sufficient competence to participate in the work on the idea, but for lack of resources they simply cannot afford it. The ideal option in this case is a stratap within the company. Users can simply indicate the desire to work in a team and list their competencies when placing an idea. And for brands it's a excellent opportunity to build innovative startups inside company.

 Such a concept presupposes the existence of an exclusive blockchain, in which all sent ideas (Tweaks) or suggestions(Opinions) are stored with an unambiguous certificate of the sender. Our solution allows us to take advantage of all the advantages of a blockchain technology. The implementation of the mechanism for confirming the authorship of the idea is based on the technology of message transmission in the private blockchain YouTweak.it (our know-how), which allows you to record any information and

securely transfer it to the recipient. These records have such important properties as: uniqueness, the ability to transmit and uniquely identify its sender and immutability. *More in the release of technical white paper (September 2017).*

To organize a real market of production ideas, YouTweak.it welcomes manufacturing companies (Brands) to become the Proof-of-Stake trusted witnesses of YouTweak.it blockchain or use our **ForBrands SaaS** solutions. This will make the emerging market of ideas transparent and will provide the necessary liquidity of tokens.

The project will be presented in the web version and native mobile clients for the platforms Ios, Android, Windows.
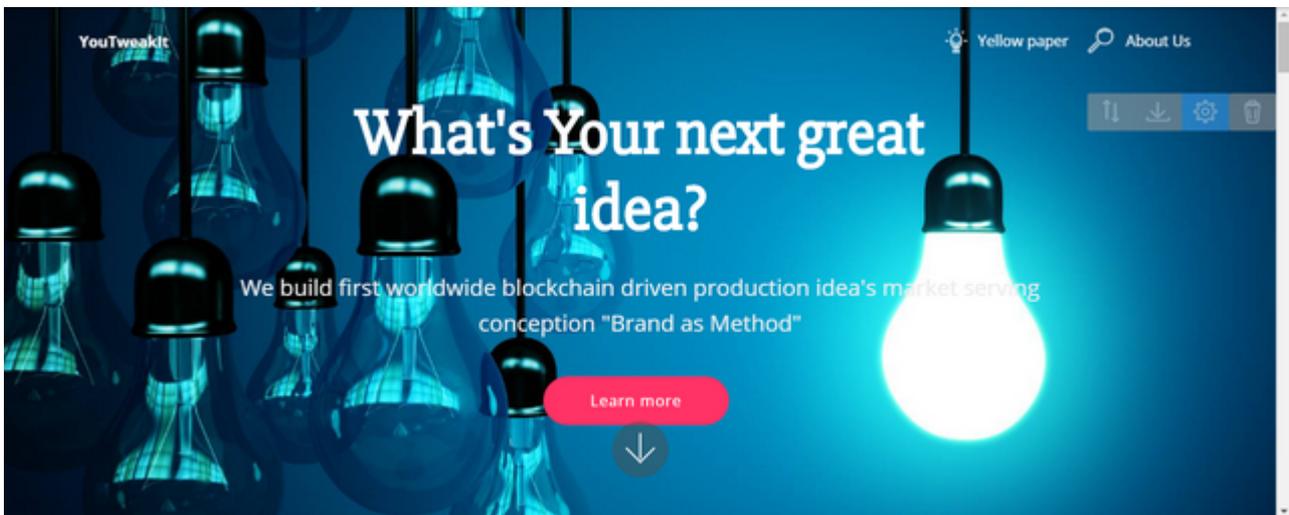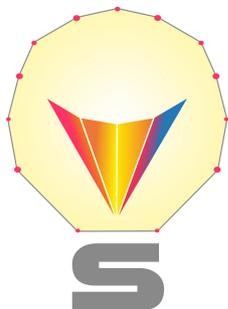
Order of ICO

YouTweak.it collects funds for the implementation of the project, development and adaptation of services necessary for the service. To do this, the founders decided to bring funds to the project through **Pre-ICO** and **Main ICO** procedures on the **Waves** platform (www.wavesplatform.com).

During the preliminary closed sale (Pre-ICO) of **YouTweakIT Tokens (YTI)** token, we plan to realize 1% of the total issue of tokens. Tokens are issued in the form of smart contracts using the tools of the **Waves** platform.

Name of token: token *YTI*— smart contract of the participant of the project YouTweak.it

Function of token *YTI:*

The **YTI** token is used inside the project blockchain to identify the user of the service YouTweak.it. *Some ammount of YTI token may be used for transaction providing. That question will be raised during Priveleged YTI holder Voting(january 2018)*

YTI Token is not a security and its acquisition cannot be regarded as the fact of owning shares in the management company of the project.

After 3 months from the end of the **Main ICO**, *YTI* tokens will be listed to the leading crypto stocks.
Following the results of the **Main ICO** *stage, it will be decided to grant the YTI token a right to share the profit from the commercial activities of the project* YouTweak.it.

YTI's tokens are distributed strictly in proportion to the amount of funds contributed by participants during the ICO.

Name of token: Pre-ICO: *Priveleged YTI* — smart contract of the privileged participant of the project YouTweak.it.

Function of token *Priveleged YTI:*

The Pre-ICO token of the Pre-ICO stage is used as the project participant

identifier with the right to receive a 50% Bounty bonus when purchasing **YTI** tokens at the Main ICO stage, subject to acquiring up to **5000 YTI**. *Besides, all our early investors get 100% YTI bonus depending on amount of taken Priveleged YTI tokens during Pre-ICO. So you buy 100 Priveleged YTI and get 100 YTI tokens as a bonus!*

*Holders of the **Priveleged YTI** tokens participate in an open vote for granting the right to share the distributable profit from the commercial activities of the project upon finalisation of **ICO**.*

All funds collected during the Pre-ICO **are directed** to the development and adaptation of services required by the service, registration of the management company of the service, operational and marketing needs.

Nominal of YTI token and emission

The nominal value of 1 YTI token is set at **$ 15 (USD)**
The total volume of emulated tokens — 10 000000 **YTI**

10 000 from them — **non-reissuable** Priveleged YTI for Pre-ICO.

The nominal value of 1 **Priveleged YTI** is set at **$ 10 (USD)**
During **Pre-ICO** and **Main ICO**, fractional parts of tokens are available to purchase up to 0.001.

Distribution of tokens ICO

- 15% - Founders
- 4% - Bounty Campaign
- 1% - Pre-ICO (Priveleged YTI)
- 80 % - Open Sale(Main ICO)
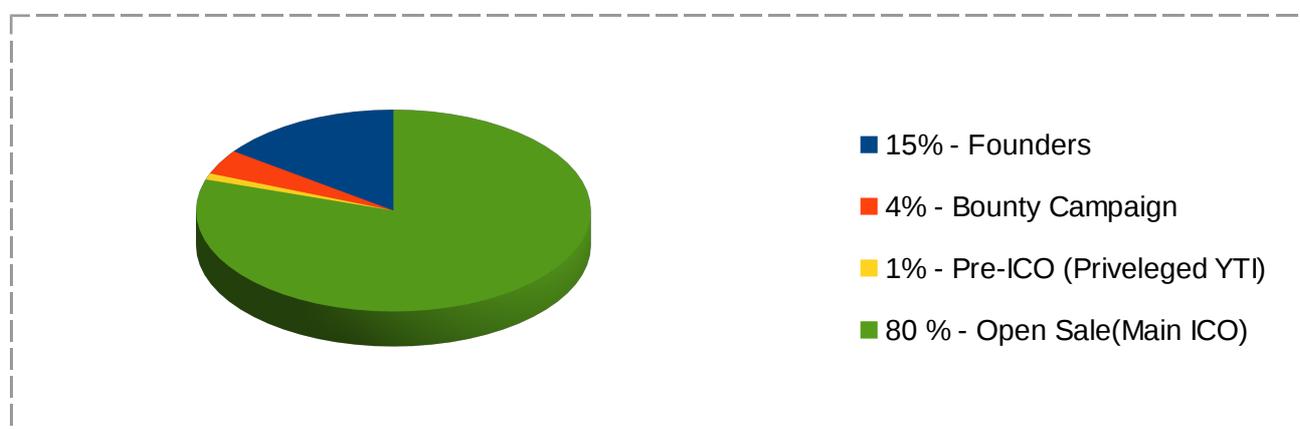
Target audience and solved problems

The main target audience is DIY enthusiasts, young English-speaking people from 18 to 40 years old (men, women), actively involved in modern social projects (crowdsourcing, crowadding), monitoring the development of communication technologies and forms of communication. Inventors, garage proffi, in a word "self made persons". Professionals capable of superficial analysis, users of job search services and Linkedin.
The income level is basic, basic +, medium, high. All for whom access to the Internet has ceased to be a problem.
Additional main target audience - Graduates of higher educational institutions, students and citizens, not so long ago started their labor activity. Subscribers of the fan stations and channels of well-known brands.

| Audience	Problem	Salvation
Basic and Additional	The absence of an open market of ideas, where the form of payment of an idea can be both money and participation in the process of its implementation.	YouTweak.it creates this market. It allows openly interact with corporations and the consumer society, makes sure that no one's idea gets lost inside a bureaucratic corporate machine. It provides talented specialists with the opportunity to implement certain popular ideas using the ecosystem of corporations. **Startup inside the company.**
Production facilities (Brands, corporations)	Using the paradigm of searching for ideas "into the dark" with each iteration it becomes more expensive with less efficiency.	Using **the Brand as Method** concept, consumers will be directly interested in selecting and providing viable tweaks, which in turn will reduce the cost of processing a huge amount of data received from consumers "into the dark".
Production facilities (Brands, corporations)	The cost of protecting business information is increasing every year	If you want to hide it securely, put it in the most prominent place! YouTweak.it is an open platform and offers a healthy competitive environment for brands of the right to implement one or another idea - **Tweak Auction**.

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Audience	Problem	Salvation
Production facilities (Brands, corporations)	The need to constantly increase customer 's loyalty to a certain brand.	YouTweak.it is a new way to increase customer loyalty to the company. The users trust the independent site much more willingly, especially since the principle of its functioning is the ability to directly influence the production of products and services.
Basic and additional audience	The lack of opportunity for creation leads to the accumulation of destructive energy in society, which results in various kinds of protests and social actions.	YouTweak.it gives everyone the opportunity to change this world for the better. Creates a sense of involvement in world technological progress. Relieves social tension. Helps talented people settle for an interesting job, or rather create a job for themselves in a large company.

Review of existing solutions:

- <u>Crowdsourcing.</u>

The manufacturers have turned to the concept of crowdsourcing, introduced in 2006, realizing that the extensive way of developing methods of capturing commercially important information, though it brings tremendous results, still has a growth limit due to the need to search for new ideas for various kinds of startups in the field of human communications. Within the framework of this model, the producer somehow turns to the consumer face to face and says - "Our company has a problem. We ask the community to solve it. " Everything seems to be cool. The community at the very least solves the problem by using brainstorming or simply by providing a set of solutions from which the best or the most acceptable one is then selected in the bowels of the company, or in general, the company tests its own version of the solution for applicability (this remains a mystery :-))

But this approach, in our opinion, has one fundamental drawback: the initiative comes down from the top and often works in a narrow circle of people already involved in the production process or it goes to the participants who came simply to earn their profit. That is, in essence, this approach does not differ from the temporary hiring of a large number of employees to work for a company, although it's different - these
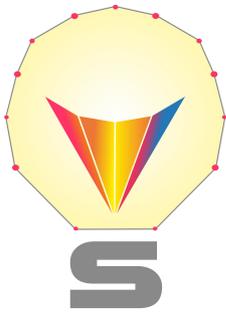
crowdsourcers do not need to pay taxes, they do not need to book, make out, pay insurance etc. It turns out that crowdsourcing for enterprises is a way to reduce the cost of labor, and cheap will never be the best... And those people who "peck" at the proposed profits will provide information on the quality of almost identical to the information collected by other methods, or even worse. I'd guess that it's for this reason that the leader of the market for crowdsourcing solutions for enterprises of the company Spigit (www.spigit.com) for 6 years cannot get out that in profit, but at least to zero. In 2012, having $ 39 million in losses at $ 42 million, they started distributing one of their products almost free of charge (model freemium) in the hope of attracting customers to the service... And they were absorbed by the company Mindjet just before the bankruptcy. By April 2013 (according to Gartner), 90% of the social crowdsourcing initiatives of corporations over the past 2 years have not brought commercial benefits. Another serious argument against the use of crowdsourcing is that almost always in the crowd of people, even if consisting entirely of professionals, there is a so-called herd feeling that reduces the intellectual potential of the crowd to nothing.

The most surprising is that even a rigid and formalized goal-setting, raising the importance of joint problem solving, helps to concentrate the energy of a large number of people to something constructive only in part.

- Quirky.

Perhaps the only project to date that does not rely on the concept of crowdsourcing and, at the same time, organizes people to display creative individuality in the sphere of mass production is the American startup Quirky (www.quirky.com). They select ideas for the production of everyday goods. The rating of the idea is determined by the number of voted users of the site, then the selection is held by specialists (offline). They own production areas (China). Motivation system: 10% of the profit from direct sales through the site or resellers (Best Buy, Target ... networks) to the author. Plus, for everyone involved in the selection, improvement and withdrawal of the product to the market - another 10% (divided into all) (there may be thousands of them ...). Found in 2009, New York. Founder — Ben Kaufmann.

Pluses: well-established technological process, cooperation with networks, a large audience of the site, simplicity, understandability, founded by Jews (relatively easy to invest).

Minuses: own technological platform - there are all risks in case of doubtful

income (for several years the only product has been developed which is sold by chance - electric extension cord of any shape (Pivot Power)). There is another minus - the impossibility of creating on the platform anything really high-tech without additional investment. There is no possibility to slightly change the existing product on the market - each product is created from the very beginning. Limited Aim Audience is a narrow segment of consumers, mainly from the world of DIY.

- Ahhha.com

Worked a year and died... Probable causes of death: a fundamental miscalculation - all the ideas posted on the resource, whether patented or not, became the property of Ahhha. Initially, the creators did not have a concept where to put these ideas, but they loaded the material all the time. By and large, it's not entirely honest - to give a pen and paper to a person, and then to say that everything he wrote is mine, and to you as a gift there is a carrot in the future (what if it does not shoot?). Lack of information. Startup from Pal Alto, California.

Business model of the project.

The main option of using the service is the transfer of own production ideas to the selected manufacturer for a fee.

Use case YouTweak.it assumes the following system of receiving certain benefits in return for the given idea:

1. Query by Tweaker of a certain amount of remuneration with the manufacturer's readiness to realize Tweak.
2. Readiness of Tweaker to participate in the implementation of the idea on the side of the manufacturer (participation in the so-called start-up within the company). In this example, the manufacturer employs Tweaker.
3. Altruistic motives of Tweaker, where the only condition is mention of the name of the author of the idea under mutual agreement of both sides: Tweaker and manufacturer.
4. Uncertainty of Tweaker. In this case, the Tweaks fall into the auction section of the Tweak Auction service. With the help of this service, access to the content of Tweak is provided to all participating

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companies (brands), the date and time of the auction is assigned and the initial price of a Tweak is set.

The revenue part of the project is formed by **1%** of the commission from Tweaker's remuneration in the first case, and **1.5%** of the commission when conducting Tweak Auction.

The commission is retained by the service in automatic mode when remuneration is transferred to the personal wallet of Tweaker.

All calculations in the system occur with the use of **Waves, ETH, BTC, YTI** or fiat currencies.

Glossary.

Tweaker — *user of the Customers(Tweakers) group*

Brand(s) — company that has production facilities (*user of the Enterprise group)*

Tweak — *idea posted by Tweaker on service*

Sign of interest — *the choice of conditions for the provision of ideas to the brand. Possibility of making profit to the Tweaker in accordance with logic of service.*

Tweakers Id — *way to uniquely identify Tweaker (login, public key or hash, electronic wallet address)*

Cotweaker — *co-author of Tweak*

Retweak — *re-exposure of the archive Tweak (with changes)*

Tweak Auction — *system of closed auctions for the right to implement a particular Tweak. Is held between brands, with the uncertainty of the Tweaker.*

See our BitcoinTalk forum for FAQ and more information