

# SINGH COIN

DEMOCRATIC CONTENT  
CREATION NETWORK

WHITEPAPER



[singhcoin.io](https://singhcoin.io)

# 1. ABOUT US



Now-a-days everyone is using social media platforms and millions of social media users are spending almost 40% of their valuable time in posting pictures, making videos and writing blogs, in easy term we can say they are producing large amount of content and posting it on social media platforms. It can be said that social media has become indivisible part of human life. People are spending so much time and creating content and all that is for free!

This is web 2.0, where internet and websites per se have become so dynamic that users are creating the content for free and large incorporations are making money out of it. The data privacy has become a matter of big concern as the large amount of data is in the hands of few companies.

## 1. OUR VISION

We believe in saying that 'Time is money' and that's why we are creating a platform where people can earn money from the time that they are investing today on the daily basis. The Singh social media wants to enable more meaningful and productive connection between the creators and the viewers by producing objective and measurable value within the relationship while improving monetization for creators and viewers, thus opening a new economic paradigm.

## 2. MISSION



We enable creators to create and deliver it in front of the audiences it deserves.

We believe this principle can be applied to the marketing industry, by bringing advertising and product placement to a consumer, word-of-mouth level, and effectively decentralizing it. This can be achieved by putting companies in direct contact with the community, and by implementing an innovative, token-based reward system that will encourage users to share branded content within their social circles, delivering strong and personalized consumer advice.

In the ecosystem we're building, quality always wins over quantity. All content produced by the users is judged by the community itself through a democratic voting system, which gives priority to the content's value over the content's social reach. We want creators, not influencers, and we want their work to be recognized: for this reason, the best creators' resumes will be shared with partner companies and they will have the chance to get a job within these companies.

At Singh, we believe that any good you do shouldn't stop at your backyard, and you should always have the chance to make things better for the people around you. This is why we have decided to integrate the Singh platform with charities and local non-profits, allowing users to devolve part of their rewards to social and humanitarian causes of their choice, and to help the development of less well-off communities.

### 3. THE MARKET



Today, a content which produced on Instagram, TikTok, or Twitter belongs to the company that made it, not the person who made it. As a result, the monetization goes primarily to these firms. This next phase of digitalization is currently underway, and it is resulting in a massive shift towards Creator-centric micro-economies, which is empowering the newly minted Creator.

The introduction of the internet and its widespread use has had a significant impact on the advertising sector, as it has entirely transformed the way businesses conduct their marketing activities. Earlier, companies used to use television as their primary means of communication to sell their products or services in the previous decade, but that tendency has shifted. Today, Ad spending in the Social Media Advertising segment is projected to reach US\$173,988m in 2022. Ad spending is expected to show an annual growth rate (CAGR 2022-2026) of 9.77%, resulting in a projected market volume of

US\$252,569m by 2026 (Source: Statista). This shows that, today's social media giants are minting money on the backs of content creators. However, online advertising does not ensure a successful outreach to the ideal targeted audience, since other considerations come into play. The following are some of these elements:

## 3. THE MARKET



### 3.1 Competition

The degree of competition has risen dramatically as a result of the comparatively low cost of advertising and its preference over other forms of communication. As a result, in this hyper-competitive climate, the risk of not being able to reach your customer remains significant.

### 3.2 Market Segmentation

It's becoming increasingly challenging to advertise locally, especially given the wide range of demographics we encounter. Indeed, globalization has had a significant effect in recent decades, changing the demographical structure of society as previously noted - and the marketing industry has found itself unable to keep up with this transformation. Furthermore, programmers like Adblock restrict businesses from displaying their ads on all websites and social media channels, resulting in significant losses and leaving businesses perplexed as to how to overcome this barrier.

### 3.3 The Numbers

In spite of these challenges, digital marketing represents a large share of the whole of marketing sector and its overall worldwide spending is growing steadily, around half a trillion USD spending expected for 2021. Predictions are now stating that half of budget reserved for advertising will be spent online whereas the other half will be spent on the traditional TV, billboards, flyers and so on.



## 4. THE PROBLEM

Digital marketing industry is of whopping half a trillion in 2021 and is expected to grow at the rate of 13.5% every year. What makes these social media platforms and other digital platforms this much attractive that all the advertisers are enticed to advertise here? Of course, it's the userbase of these digital platforms. These social media platforms are built on the backs of creators and viewers. Although it is free to use for them, big tech giants are earning billions of dollars from it and the content creators are earning nothing.

Over 1 billion videos are watched on TikTok every day. Instagram have 400 million active users per day and over 100 million posts are uploaded each day. This is the quantum of social media use now-a-days.

## 5. SOLUTIONS

As explained earlier there is a ready user base of social media platforms. We are offering Singh social media for them. Unlike other social medias, Singh is Web 3.0 compatible, decentralized social media which will be managed democratically. Not only content creators are rewarded here for content creation but also other users will be rewarded for liking, sharing and commenting. This reward will be in the form of Singh tokens.



## 6. SINGH TOKEN



The SINGH token is at the core of the Ecosystem. It is a BEP-20 token which is based on the Binance Smart Chain. The reason for this choice is to be found in BSC's widespread use and its great community, which makes it the top choice for a business that aims to become viral. Other option like Ethereum blockchain are fighting with the issue of high gas fees. Whereas BSC is highly scalable and cost effective blockchain solution. The SINGH token will be used to create campaigns and as the foundation of prize pools in the platform.



## 7. SINGH SOCIAL MEDIA

Companies will create a campaign and design their own customized reward structure. Creators can participate in the campaign and upload their creative content for branding of the companies. The content will be ranked on the basis on likes, shares and comments by Singh algorithm.

Companies will reward these creators based on the reward design. Some designs may say that every creator will be rewarded whereas some may say that top 100 most liked, shared and commented content will be rewarded. These rewards will be in the form of Singh tokens. These tokens will be tradeable on the exchanges.

By this way, the Singh ecosystem will help content creators to have fun and earn at the same time.

### 7.1 Admin Panel

- Can see details of all active members
- Can manage all the merchants
- Can remove or re-activate users
- Can search users against different matrix
- Can accept or reject the submissions.
- Can view details of all campaigns.
- Can add, edit, or delete campaigns.
- Can send an email to all users and merchants.
- Can send default notifications to all users and merchants.
- Can view all submissions of all campaigns.
- Can edit subscription packages, email packages, and notification packages
- Can send singh token as a reward
- Can filter out campaigns on the basis of different matrix.
- Can view details of any user.
- Can view details of all previous, active, and upcoming campaigns



# 7. SINGH SOCIAL MEDIA

## 7.2 Merchant Panel

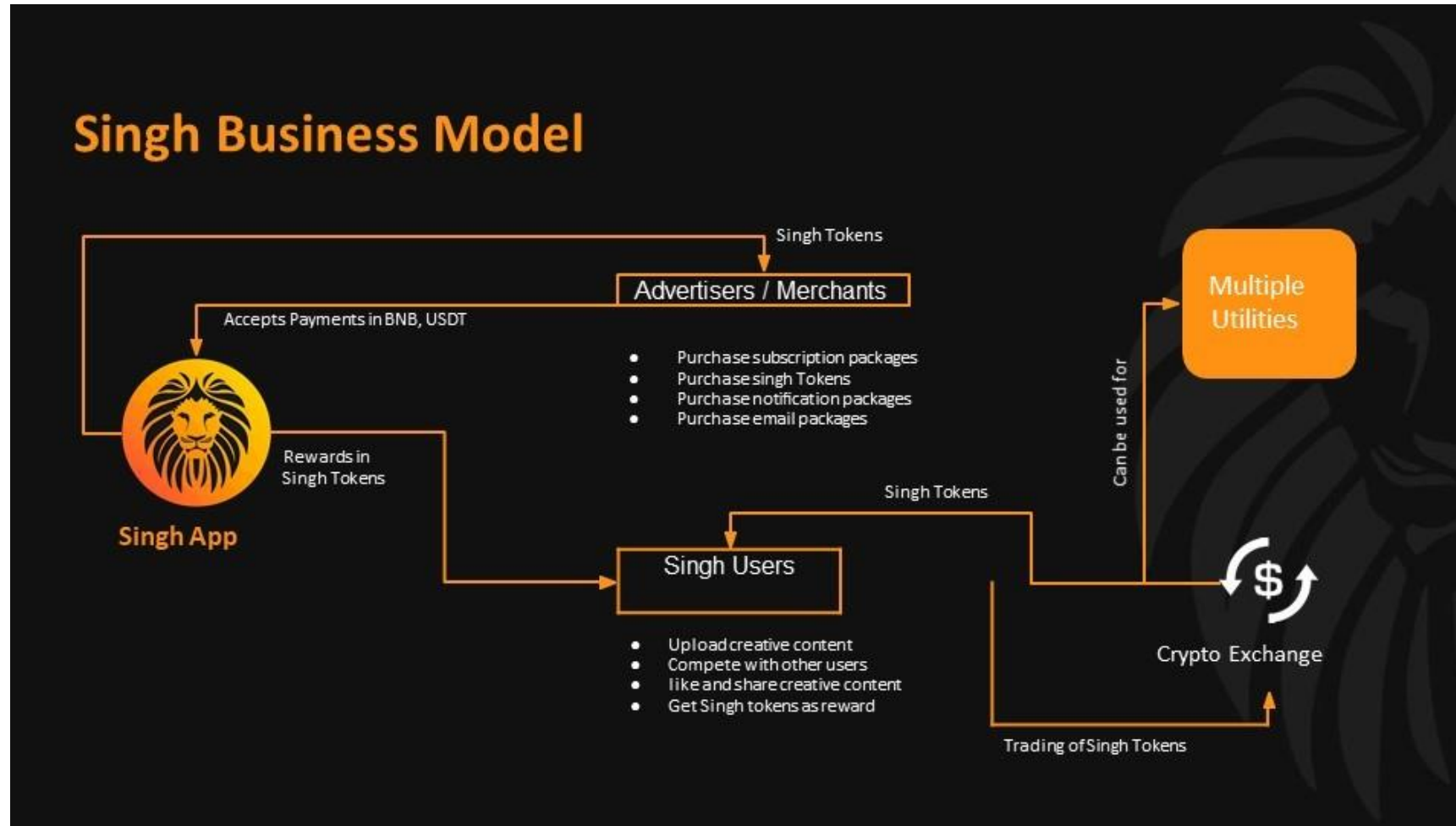
- Accept or reject submissions
- All campaign details in a single view
- Can add a new campaign.
- Can buy subscription packages.
- Can edit and delete a campaign.
- Can view the leader board of his campaign
- Can view and edit his/her profile.
- Can send an email to all participants in his campaign.
- Can send default notifications to all participants in his campaign.
- Can buy Singh token by using BNB or USDT.
- Can send Singh token as a reward
- Can filter out campaigns on the basis of different matrix.
- Can view details of any user.
- Can view details of all previous, active, and upcoming campaigns

## 7.3 User Panel

- Can participate in campaigns created by the merchants.
- Can mint NFTs of most viral content
- Can Like, share and comment on the content created by fellow community members
- Can buy and trade NFTs created by content creators

Gets reward in the form of Singh Tokens on participating in a campaign and also by interacting on social media

## 7. SINGH BUSINESS MODEL



## 8. JOB OPPORTUNITIES

In its activity, Singh will cultivate relationships with all its partner Advertiser companies, providing them with useful insights and advice. As a consequence, Singh will have the possibility to recommend its most talented users to such companies, by creating a portfolio of each users' best works and sending it out, together with a resume, to said companies. This will give the users a real shot at a permanent job, and a chance to change their life for the better.



## 9. NFT MARKETPLACE

Creators on Singh social media can mint NFTs of their posts. Lets say a creator has received huge response on a content that he has created for a particular campaign, they can mint the NFT for the same and transfer to ownership of that content to the companies or any other buyer. This type of primary content NFT marketplace is built on Singh social media.



## 10. CHARITY & BLOCKCHAIN



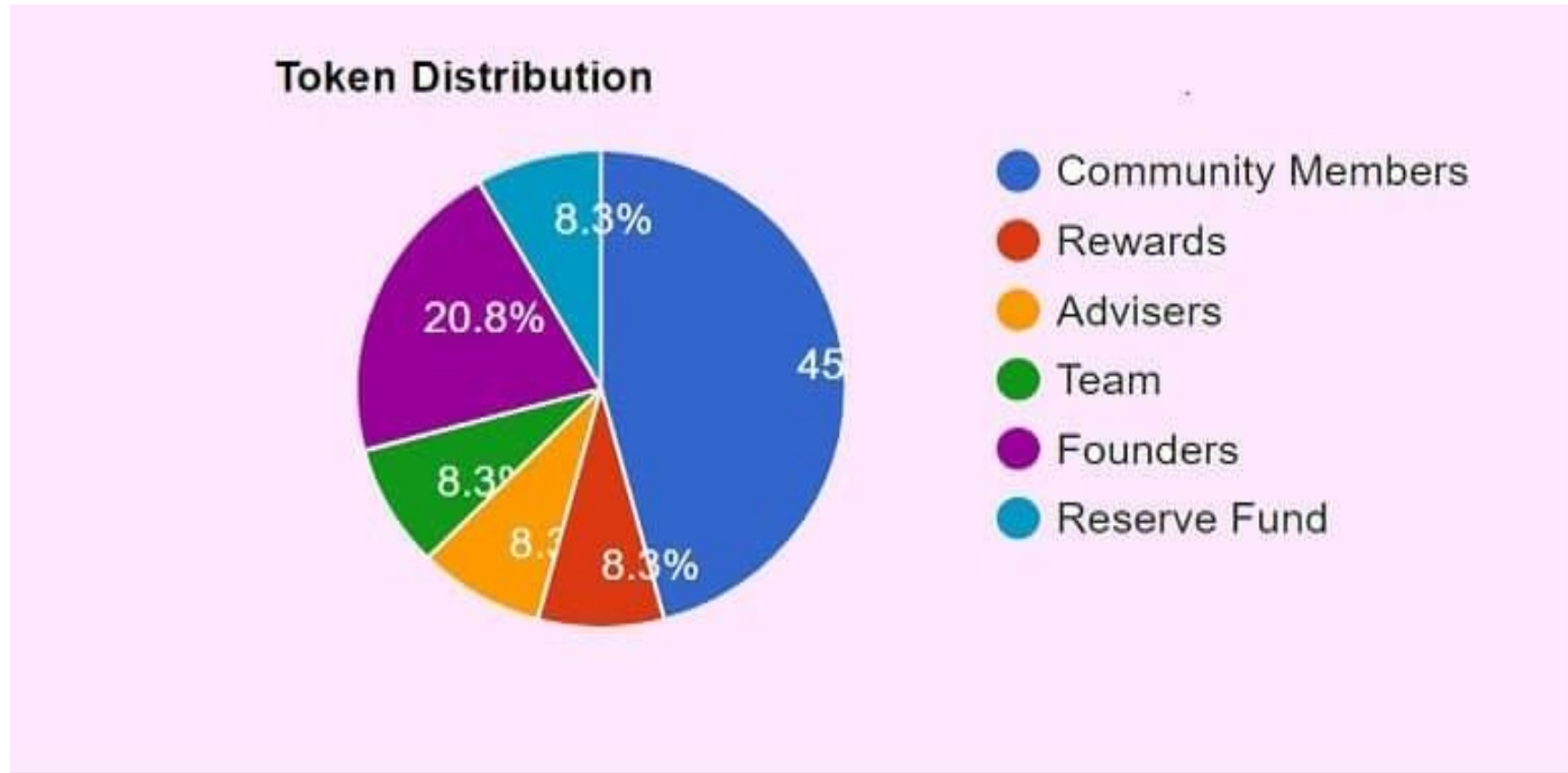
The development of decentralized initiatives aimed at increasing the efficiency of payment, loan, and other processes has been the most widespread usage of block chain so far. However, block chain is a tool that has the ability to transform the way charity procedures are carried out.

According to a Chronicle poll, one-third of the American people has little faith in present charities. The lack of transparency is one cause, which the block chain can address, but another key one is that user donations are frequently utilized to support personal expenses rather than the programme on which they are focused.

As a result, Singh's goal is to integrate a contribution mechanism within it's website, allowing users to donate to any cause they support.

Our team will individually integrate wallets for the organizations to which donations are intended. Your donation will be delivered directly to the organization. Transactions will be made using crypto currencies such as the SINGH Token, and our platform will not charge any fees, allowing customers to donate the whole amount without any hidden costs. We will give regular updates from the charity so that you can track the status of your donations made through the Singh platform.

## 11. TOKEN DISTRIBUTION





## 12. TOKEN DISTRIBUTION

