



Next-Level Social Shopping

WYS Token Whitepaper

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1 Manifesto

We believe that all Internet users have certain unalienable rights. We believe, that among these are the rights to profit from their data. We hold it to be self-evident that every individual should be able to exercise these rights in full privacy and on their own terms. We believe that this precious information should pay off for the user. Therefore, usage of this information should always be rewarded with a fair share of the profits generated in the process of the usage. These beliefs are at the core philosophy behind the functionality of Wysker.

Today the Internet is far removed from these aspirations. Digital businesses claim all data as their own while users exchange their data in return for free services - they are not rewarded proportionally to the power and profit they provide these digital businesses.

That's why we started Wysker. Our goal is to change the digital economy, enabling users to become part of the data trade and receive a proportion of the profits. By measuring interests, preferences, and purchase intent of its users, Wysker creates valuable data profiles. By remunerating users for sharing their information, Wysker offers a valuable data creation and exchange network for users and businesses. We are changing the dynamics of e-commerce and the data market by creating dividends that are shared between all participants.

At the heart of these ambitions is the WYS token - the new unit of exchange for businesses to reward consumers. By rewarding Wysker app users with WYS tokens, Wysker enables data-trading on an individual level. With rising information density, the relevance of data increases which makes it more valuable for businesses. This puts the consumer in a strong position in the data economy by providing high quality information.

Step by step, the WYS token is going to be implemented with participating retailers, playing an active role in gaining the acceptance for fair user data treatment in mainstream retail. A vital factor in driving the adoption of the token will be the Wysker app. In order to match detailed data profiles with corresponding products and the opportunity to shop with friends, our vision is to build the world's greatest shopping experience to inspire and connect people around the world.

Become a part of the shopping revolution. You are the consumer. You deserve to get paid for your data. After all there is one truth: without YOU the entire system cannot work. Join us and regain power. **Profit from your data.**

2 You Don't Own Your Data

Wysker was built to fundamentally change current standards of digital commerce. At the core is Wysker's belief that consumers should have the right to profit from their data. Today, the Internet is far removed from these aspirations. User data is becoming increasingly valuable with improved data distribution technologies but users are exploited, nevertheless. Wysker's mission is to change this imbalance and achieve that users profit from the advertisers game.

Every time a user switches on a digital device, a data trail is created. With every log-in to a social network, every entry into a search engine, every use of a digital map, holiday rental booking, or purchase in a web shop, users create valuable data points. People fabricate millions of such social data points with their behavior, movements, interests, relationships, moods, politics, places, and property.

Surprisingly, most of this information is shared by a user knowingly and willingly, in the form of a Facebook like or a Google map search. After all, providing data allows users to often access digital applications they want and enjoy without having to pay for them. The computer scientist and philosopher Jaron Lanier put it simply in his book *"Who Owns The Future: "We want free online experiences so badly that we are happy not to be paid for the information that comes from us now or ever[1]."*

Wysker redefines this relationship. On a basic level, the Wysker app provides a unique shopping experience while creating highly valuable data sets. But what sets this product apart is the commitment to transparency: each user has the right to understand his or her data trail, how it is used, and what to expect from it. To put it in the words of former Amazon Chief scientist Andreas Weigend: *"Our lives should not be driven by data. They should be empowered by it [2]."* Decentralization technology enables this.

2.1 Advertising in the Data Age

Data is - and always has been - the currency of digital advertising. But until now, users weren't the ones treated as true beneficiaries. Let's rewind to the year 1994 when AT&T famously ran one of the first banner ads ever on the freshly launched website of Wired Magazine:



Figure 1: One of the first banner ads (AT&T's, 1994)

In 1994, this was a revolution. You didn't need targeting or focus groups to launch a successful ad campaign, you just needed to be present and visible. Today, the very same banner ad would drown in an ocean of digital noise and go unnoticed by readers who have long been numb to most forms of advertising. The advertising industry's initial response to falling click-through-rates was more aggressive ads.

Pop-ups, full-page interstitials, and Flash soon made surfing the Web an experience not dissimilar to watching daytime television. The ever-escalating struggle for consumer attention finally came to a preliminary end with the proliferation of ad-blockers.

This could very well have meant the collapse of digital advertising, but browsing data came to the rescue. Rather than showing you more or flashier ads, advertisers soon came to realize the value of context, intent, and timing. On the most trivial level, you were soon more likely to see an ad for baby diapers on a website dedicated to parenting than on a page about power tools. Consumers started to feel a “creep factor” when ad platforms began tracking their behavior across different websites. Soon you would see an ad for health insurance on a page about urban gardening, because you had previously done a web search for “why does my back hurt?”.

The average click-through-rate (that is the number of people who click on an ad versus those who have seen it without clicking) for this type of display ad is 0.06% [3]. That means it is 10 times more likely to be clicked on than a banner ad [4]. If, by using highly personal behavioral data, advertisers can bump their click-through-rate by just a fraction of a percent, they could double their revenue potential. What worries most consumers is the lack of transparency of the whole process. What data is being collected and who is it being shared with? Why do ads seem to anticipate important life events, sometimes even before they happen? Ad platforms are amassing unbelievable amounts of personal data in an arms race to outsmart the competition. The billions of dollars spent on pushing the most relevant ads will in the end only feed advertising fatigue and make users suspicious of those trying to claim their attention.

2.2 Wysker’s Approach to Data

When we set out to build Wysker, we started from the observation that “window shopping” really had no equivalent in the digital world. This inspired the unique Wysker user experience that relies on browsing based on stories and presents products in a stunning full screen view. Early testers enjoyed browsing various product categories at a rapid (or slow) pace, but they also exhibited demand to react on and to products.

As we collected this behavioral data more systematically, we found that we could use it to paint a very clear picture of a user’s preferences and even their buying intent. After a 10 minute Wysker session, we knew that a tester was interested in red sneakers, liked products that were somewhat sporty, had no interest in shoes from a certain brand and seemed to have a price range that ended at the \$60 mark. We could determine all that because a) we had painstakingly tagged all of the products in our database with attributes describing their appearance and style and b) we knew at all times exactly what product the user was looking at. The latter is fundamentally different from a web page where many items are displayed at once and what the user is actually looking at often is a complete mystery.

The consumer data Wysker creates and tracks is valuable because it can be used to precisely attract a user’s attention. If a user shows an interest in red sneakers, the logical thing to do is to present this user with a bunch of red sneak-

ers to buy. Wysker even goes further by recognizing qualitative attributes like style. This valuable insight is what advertisers are looking for. But who will profit from this data? At Wysker, we believe that the user should get a fair share. Also, we think businesses prefer to access data directly from users rather than from nontransparent Internet companies currently dominating the online advertising market. Wysker solves this issue of decentralised organization by providing businesses with collective access to users and their preferences.

2.3 Your Data is Your Future

The big question of the data economy is simple: How valuable is a user's data? How much is this data worth? Should users be compensated for their raw data? And if so, how? Discussion around these questions is dominated by two schools of thought.

The first school of thought is best exemplified by Andreas Weigend, former chief scientist at Amazon. He argues that raw data has nearly no value at all in a monetary sense, besides the few data points an individual produces. Only billions of data points that are generated by thousands or millions of people that are aggregated and then analyzed become valuable. To generate data worth, one needs sophisticated systems and algorithms that search for usable correlations and patterns. The user pays for the service with his or her personal raw data. The companies inventing and investing in these services capitalize in other ways – for example, pushing targeted advertising based on their user base without letting the users participate in the gains. Demanding additional monetary compensation for the data should not, therefore, be the prime concern of the user, Weigend argues: “*You need to be demanding more powerful ways to gain control of how, when, and why you share, what your data can be used for, and what you get as a result* [2].”

The second philosophy is articulated by philosopher and computer scientist Jaron Lanier of Microsoft Research. Lanier argues that giant Internet companies only exist because of users. The raw material users provide and create is super valuable. As he puts it, “*Your data is more worth than you might expect, in the future it might become your lifeline* [1].” He suggests that users should receive monetary rewards as micropayments every time they give up data.

Let's compare these views based on the current situation. Digital businesses actually do invent and invest in sophisticated services based user data. While users actually get most services for “free,” the real fee is paid by the information they leave behind. But what the users currently do receive is a monetary profit from their data. They surely do not get paid for creating their profile. To quote Lanier again: “*Ordinary people ‘share’, while elite network presences generate unprecedented fortunes.*”

The truth is, both ways of thinking are right. Therefore, Wysker creates an ecosystem where equal participation in the data trade is guaranteed. The individual's raw material becomes very valuable, tradeable and highly marketable. The user then gets a share of the budget the advertiser used to target him or her in the form of WYS tokens. These tokens can be traded for rewards, discounts, or features. This is a fair share of the marketing dollars spent.

3 The Wysker App

Life moves fast and so does Wysker. **Our vision** is to build the world's greatest shopping experience to inspire and connect people around the world.

The Wysker app allows users to shop with their friends, follow inspiring people, get reactions, and tap through shoppable stories from thousands of brands while earning WYS tokens for their activity. The app is available worldwide on [iOS](#) and [Android](#).

Users can rely on friends' recommendations in the form of reactions to products while shopping, and profit from their data by receiving WYS tokens for their activity. On the other hand, businesses can now reach relevant users, incentivize purchases with offers and rewards, and attract new customers by accepting WYS tokens for product discounts. They can use WYS tokens as a tool to drive their sales with the goal to achieve higher return on investment.

3.1 Mobile Shopping Reimagined

The Wysker app takes on one of the biggest challenges related to online shopping. Offline shopping has a rewarding discovery experience but is limited by the physical availability of products. Online shopping, on the other hand, has the product availability but lacks both the discovery experience and the social aspect of shopping. The bottom line, as Ben Evans of Andreessen Horowitz, once said, is: "*the internet lets you buy, but it doesn't let you shop* [5]." (December 2016). The solution is to translate the experience consumers have when shopping with their friends offline into the mobile world.

Wysker brings products up to speed with culture. Much like a play list, products are curated in order to create what we call "stories". These stories consist of several product streams which are sets of thematically suitable products. A product set in turn consists of up to 10 products in a loop. Consumers can now enjoy a unique mobile shopping experience based on curated product journeys and interactive communication within the app. Users are given the option to buy products directly or to save their favorites for later. On top, users can connect with friends and share saved items with them. As a result, Wysker facilitates a conversation around products that ultimately help consumers make better and more satisfying buying decisions.

Wysker combines a fun social shopping experience with the global reach and variety made possible by the web. A human brain can process up to 30 images per second. In an instant, humans can make a first decision as to whether they like a set of products. The Wysker technology was created with these capabilities in mind, allowing consumers to explore thousands of products in minutes. With the ability to view up to 20 items per second, Wysker's speed and convenience offers an exciting new shopping experience that saves time and mental effort, is more efficient, and more fun. The product catalog on Wysker is constantly growing and includes various categories. Possible additions to the product catalog are endless.

This makes Wysker a category-defining mobile application that sets a new standard for mobile shopping. It provides a uniquely curated experience that gives consumers access to millions of products, all explorable (and buyable) with unprecedented speed and convenience.

3.2 High-Quality Consumer Data

Wysker assigns a WYS token value to the activity of the user that represents the user value to advertisers. An active Wysker user who has completed purchases through the app is potentially more valuable than a first-time user whose data profile is less complete.

On Wysker, the marketing value of each user's data rises over time. Wysker makes data valuable on the individual level for marketers who want to acquire new customers and for consumers who want discounted products. A dream for marketers, advertisers and retailers becomes reality: They can now speak to and target individuals with a very probable purchase intent and high interest in their product based on individualized data. As a result, advertisers can tailor their offerings down to the individual - a capability they are willing to pay for. From their perspective, the price of winning "one" customer rises, but the overall conversion costs drop because they can avoid customers with low conversion rates.

3.3 Organic and Paid Channels

Wysker divides its product inventory into two distinct sections. The first section is the organic channel showing products curated by the Wysker team. The second section is the paid channel where advertisers have the opportunity to market their products directly to potential customers. Wysker learns from the user's preferences to present the user with relevant content.

The product inventory is continuously expanding, and the matchmaking of new products to existing users is continuously customized. Retailers and advertisers have no influence over the ranking of products in the organic channel. The paid channel is activated only when an advertiser targets a user that has demonstrated a high potential interest in their product through the data generated by the user's interaction with the organic channel. With the increased 'completeness' of a user's profile, the value of their customer data profile will increase, yielding a higher cost to the advertiser and a higher payout to the user.

3.4 Wysker's Market Positioning

Wysker fills the gap between inspiration and shopping while rewarding users for being active on the platform. Wysker focuses on the mobile sub-sector of the e-commerce market. Solely in the US, retailers are expected to spend \$28.33bn on digital ads in 2019. More than two-thirds or \$19.41bn will go toward mobile advertising, with yearly growth rates eclipsing 20% from 2016 to 2020 [6]. Consumers increasingly demand high-quality and personalized content. Wysker leverages: e-commerce growth, shift to mobile, and evolving consumer preferences.

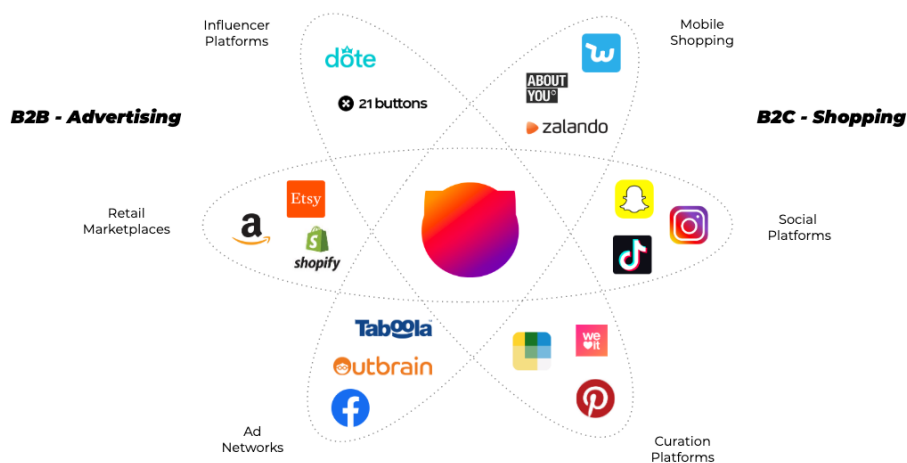


Figure 2: Competitive Landscape.

4 The WYS Token

The WYS token is deployed on the Ethereum platform as an ERC-20 token [7]. Wysker appreciates the rapid pace of innovation in the crypto ecosystem and will continue to investigate all platforms with similar functionality to best service the Wysker economy. As the new unit of exchange between consumers and online businesses, it paves the way for the widespread acceptance of decentralized services in the space of e-commerce.

4.1 Shop and Earn Tokens

The WYS token is a tokenized reward system that empowers today’s consumers. The WYS token rewards users for their in-app activity and will give users the option to redeem earned tokens for rewards, discounts, and exclusive access to new features. 10% of the total token supply is reserved to incentivize early-adopters of the Wysker app.

4.2 Token Model

The WYS token gives users discounts for interaction with businesses, advertisers access to new customers, and retailers new opportunities to increase their sales. It enables data-trading on an individual level. In more detail, the WYS token model allows users to receive WYS tokens by opting in to receive advertisement in return for WYS tokens. Credited WYS tokens can be used towards discounts at partnering web shops. For retailers, accepting WYS tokens as discount provides the opportunity to grow sales with the Wysker user base. Collected WYS tokens on the retailer side can be reused for advertising on Wysker. Alternatively, they

can also be attained on the secondary market.

Advertisers can use WYS tokens in order to advertise to users. Offering discounts through Wysker incentivizes buyers, therefore enabling advertisers to reclaim some of their advertising spend and obtain WYS tokens at under-market rates. While a 20% discount offered in exchange for a certain number of WYS tokens might come in at above market value, the actual cost of a 20% discount to an online retailer may be significantly lower. This has an important self-regulating effect that rewards brands for creating compelling offers and achieving high conversion rates through quality branded experiences.

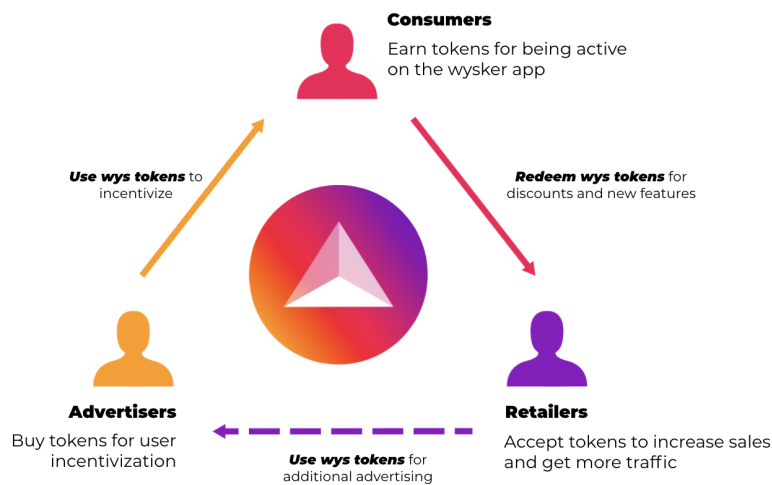


Figure 3: Token Model Dynamics.

4.3 Targeted Roadmap

The WYS token acceptance is expected to rise significantly with further adoption of the Wysker app. For this reason, our focus lies in improving the Wysker experience first and foremost. Once a critical user base is reached, advertisers will be attracted to the platform which in turn attracts new users as well.

- Q1-18 ICO Sale Closed
- Q1-18 Wysker app 1.0 release
- Q4-18 Wysker app 2.0 release
- Q3-19 Wysker app 3.0 release (shop social)
- 2020 Roll out of advertising platform

5 Token Economics

Wysker issued a total of 102'340'100 WYS tokens, of which 61'404'060 WYS tokens were sold during the Initial Coin Offering (ICO). As a closed economy, Wysker will not release additional tokens. Unsold WYS tokens were burned after the token sale. To fully protect the WYS token economy, tokens that were not for sale have been burned proportionally. Only Ethereum (ETH) was accepted as payment during the token sale.

5.1 Token Distribution

The earnings from the WYS token Sale enable the establishment of the Wysker platform. The WYS token distribution reserved 60% of tokens for the ICO. 25% are in possession of the founders as well as current and future team members, however, more tokens will be made available from the Team's fund for further incentivization if necessary. 10% are currently used to incentivize early Wysker users to foster rapid product adoption, secure retention and motivate engagement. 5% are reserved for future deals with strategic partners. This portion is also used to incentivize the very first advertisers.

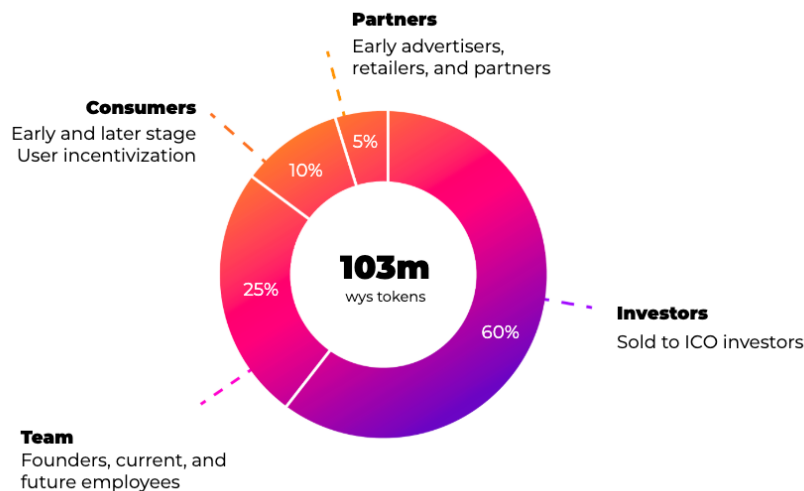


Figure 4: Token Distribution

5.2 Token Sale

The WYS token is an ERC-20 utility token that was available to purchase during Wysker's presale and token sale. Below are the key information of the token sale:

- Presale Period: Nov 17, 2017 at 14:00 UTC to Jan 31, 2018 at 14:00 UTC
- Token Sale Period: Jan 31, 2018 at 14:00 UTC to Feb 28, 2018 at 14:00 UTC

- Total Token Supply: 102'340'100 WYS
- Sold Tokens: 61'404'060 WYS
- Rate: 1 ETH = 13'941 WYS (+ Bonus)
- Accepted Currency: ETH

During the WYS token presale that ran from November 17, 2017 at 14:00 UTC to January 31, 2018 at 14:00 UTC, a 30% was added to purchases above 25 ETH and a 15% bonus to all purchases below 25 ETH. During the wys token sale that ran from January 31, 2018 at 14:00 UTC to February 28, 2018 at 14:00 UTC, the following four bonus steps were applied: 15% bonus during week one of February, 10% bonus during week two, 5% bonus during week three. No bonus was applied after this point for the remainder of the token Sale.

The trading activity of the token can be tracked on [Coinmarketcap](#) and obtain them on [Idex](#), [Radar Relay](#), [Forkdelta](#) and [Next.Exchange](#). More exchanges will be added soon.

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