

3bewte - a tribute to community experiences

Krishna K V, Vighnesh V

hello@3bewte.xyz

1. TL;DR

Imagine being able to build your communities and run creative businesses without entry barriers or capital crunch. It's possible.

We're building to decentralize the distribution and delivery of every form of digital content and commerce - to enable you to monetize autonomously and boost outreach.

3bewte is a decentralized social network with DeFi protocol for you to raise capital, grow outreach and build sustainable creative businesses backed by your communities.

We enable all that you need as a creator

- Building autonomous communities and finding true fans
- Fostering wealth creation and fame with exclusive content
- Launching digital assets, raising liquid capital and engaging more audience
- Owning and managing lifetime IPR, multiplying fortune with no additional effort

so that you can focus on what you do best. CREATE. GROW. INSPIRE.

2. Introduction

Over the last two decades, social media has evolved from being a medium for connecting with people to becoming a scrapbook of personal life. Over time, it has become a hub for content consumption - the single most common pastime and source of information or entertainment.

The average adult conversation would include, "kids these days are always on the phone scrolling." Honestly, it's not just kids, but adults too. There's no problem in consuming content. The problem lies with recklessly consuming content, that too involuntarily. Experts highlight in the 2020 Netflix documentary, [THE SOCIAL DILEMMA](#), that platforms actively affect how we feel, think, and behave. This is primarily due to their business model, where they can target more ads at you the

longer you spend on the platform. The following consequences are what we believe make social media toxic.

- 1) **Lack of privacy** - companies collect, aggregate, and sell user data.
- 2) **Emotional vulnerability** - many turn insecure when exposed to “picture perfect” lives of others, develop pressing needs for validation and get mentally disturbed.
- 3) **Polarization** - by repeatedly consuming similar content, we reinforce our beliefs becoming highly opinionated, especially in socio-political contexts.
- 4) **Low productivity** - our attention spans have reduced, and we constantly long to check our notifications or feed.
- 5) **Status symbol** - in the process of selling reputation and social clout, Gen Z is growing timid and succumbing to performance pressure or inferiority complex.

The list doesn't end with these subjective claims. In the process of helping build careers in business or content creation, platforms have centralized authority and capital. Such autocracy enables them to kill any entity that aims to build with healthier moat. Particularly, following are some pressing concerns:

- 1) **Creators should determine how much they earn for their content, not platforms.**

Historically, artists longed to be signed on by production labels or media houses. The competition and constraints pushed many aspiring artists to resort to content making. Today the size of the creator economy has reached a massive USD 104.2 B. However, merely ~0.2% of creators earn above USD 50000 pa.

Depending on the country and the content format, the chances of creators making a fortune is bleak. For instance, there are over 80 M creators and knowledge professionals in India. On average, long-tail professional creators in India earn just about USD 2400 pa. Yet, 1 out of every 3 teenager in India wants to become a creator.

Further, outreach and user engagement are limited by biased algorithms that are not democratic for creators. If the initial set of viewers does not respond positively to the post, chances are bleak that the remaining followers would even see it.

2) Audiences should choose their content consumption behavior, not platforms.

What we want is very different from what we need, at least as far as content is concerned. Platforms exploit our vulnerability to grow their business. Our health - both physical and mental - is the collateral being damaged. Platforms selectively promote content that keeps users hooked to the screen and maximizes their ad revenue. We tend to have little control over our screen time and content choice.

3) Advertisers and audiences should optimize for click-through rate (CTR), not platforms.

Platforms charge advertisers high costs per impression. These ads are inserted between posts and stories. The annoyed users mostly do not focus attention or click on the ad, resulting in a low conversion rate for the advertiser.

4) Everyone should have the right to express without institutional governance.

Platforms exercise their authority to choose content that shall be posted. UFC fighter calling out Mark Zuckerberg for the recent ban from Instagram is a compelling example. Sure, not all content should be allowed - such as perhaps child pornography, fake videos of someone, etc - but that's to be dealt with differently.

To solve these inefficiencies, we believe, content and activity should be the product, not user data. Web 3.0 shouldn't just be about decentralizing ownership of data - it should enable retaining the provenance of content and freedom of choice.

As the growing hype around the metaverse turns into reality, we will spend longer durations in the virtual world. In this process of losing ourselves to virtual settings, we're likely to become more extremist in our thoughts and actions. Centralized digital institutions will only accelerate the behavioral shift for the worse.

However, with two general assumptions - (a) you will do what's best for you, if left to your will (b) the fittest thrive in an environment of natural selection - decentralization seems to hold promise for a better future. Further, tools to grow your network and revenue will further reduce entry barriers.

2. Vision

The future should be rooted in mutually creating value at all levels and leveraging the power of digital media to create experiences in real life (IRL) that are worthwhile.

We envision a harmonious, equitable, and prosperous world, beginning with digital experiences. We are thus reimagining social media as a decentralized community of your autonomous communities that value your thoughts, emotions, and expressions.

We're building to decentralize the distribution and delivery of every form of digital content and commerce - to enable you to monetize autonomously and boost outreach. 3bewte is a tribute to community experiences harnessing the power of goodwill!

3. Etymology

Mining or tributing is a foundational concept in the world of cryptocurrency. A miner is called a tributer. 3bewte is a wordplay on 'tribute.' A \$BEW is a native crypto token that makes any activity or transaction on 3bewte possible. Anyone who hodls \$BEW is a 3bewter (tributer).

In the larger picture, 3bewte is our starting point to build for a truly decentralized future. In this context, 3bewte.xyz originated as a tribute to anything (xyz). Further, when read in reverse, 'xyz et web 3' is a hint at our contrarian attempt to be the foundation for 'anything and web 3'.

4. Proposition

At the outset, 3bewte is a decentralized content sharing platform with social profiles and tools to autonomously grow your network and revenue. The social network aims to empower you to build your communities while retaining your autonomy, provenance, and success. The decentralization of ownership is made possible with blockchain.

At this point, we define two roles.

- 1) **Creators** - anyone who creates content and sells content, fan experiences, or other commercial merchandise
- 2) **Fans** - anyone who consumes content and buys content, fan experiences, or other commercial merchandise

As a 3bewter, you can take up either or both roles on the platform simultaneously. The tokenomics and communities are designed for creators and fans to support each other and grow together.

5. \$BEW

A \$BEW is a native crypto token that makes any activity or transaction on 3bewte possible. The current global wealth is ~ USD 512 trillion. Currently, the \$BEW supply is limited to 512 million - if \$BEWs were to replace every asset accounted for in calculating the global net worth, each \$BEW would be worth USD 1 million.

\$BEW is also a governance token so that every 3bewter has governing authority over the future of \$BEWs and 3bewte. Accordingly, 3bewters can collectively issue additional \$BEWs every year, corresponding to a rise in global wealth and population. In any case, the addition would be to retain a theoretical upper cap of USD 1 million per \$BEW.

We understand that the space is evolving and we are constantly innovating on our tokenomics. At any given point of time, we are working with the leaders in the space, on designing the best possible models supporting decentralized financial transactions for 3bewters. Eventually, the community can exercise their governance authority to build on this further.

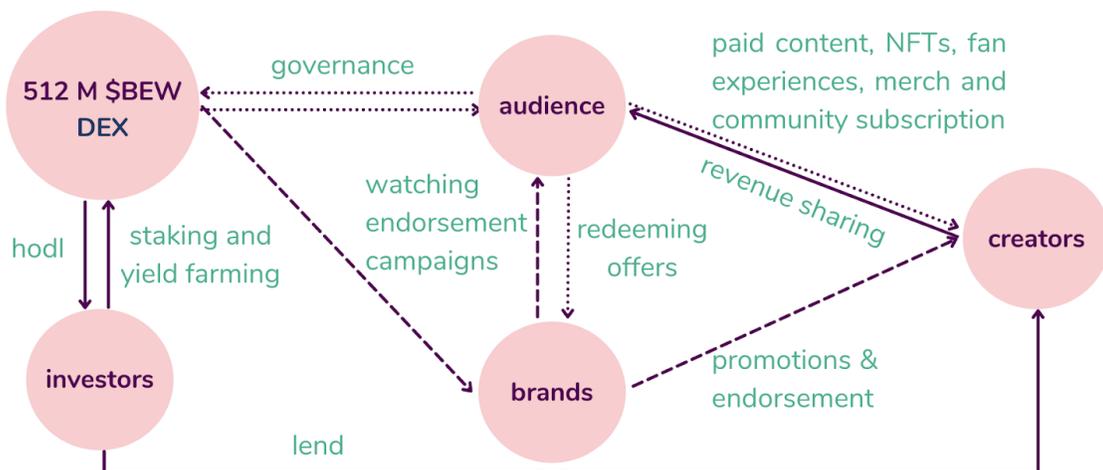


Figure 1: Proposed tokenomics

Earning \$BEWs

A \$BEW is a 3bewte to one's pursuit of creative excellence. As such, one can purchase \$BEWs on any decentralized exchange. The protocol will provide incentives to ensure primary liquidity. The price of \$BEW will increase as people buy and decrease as people sell. With growing activity, the value of \$BEW and consequently, activities and direct redemption will accrue value.

Additionally, unlike most cryptocurrencies, creators and fans can also earn \$BEWs for certain activities on 3bewte. Here are some transactional examples:

- 1) **User engagement** - This is the most primitive interaction possible on 3bewte. Like every other social media platform, you (creator) can post free content publicly. Fans may tip you (creator) or hyperlike the content with \$BEWs. Alternatively, fans may also hyperdislike the content with \$BEWs. Such out-of-the-way responses would significantly influence the content rating, quality, and demand.
- 2) **Pay-to-watch** - As an artist, imagine suddenly having access to a global audience for every performance. As a fan, imagine suddenly being able to experience every performance of your favorite artists. The pay-to-watch feature enables direct access to unique or premium content. For instance, Kevin Hart has fans worldwide, and not everyone can attend all his shows. Fans can now watch a live stream or a recording of Kevin's next standup at a reduced ticket price. The feature can be used for any piece of user-generated or professionally created content where the creator believes that the content is exclusive and users should pay to watch it.
- 3) **NFTs** - Anyone can mint an NFT on 3bewte for free - yes, absolutely zero gas fees. Our protocol is designed to let you purchase NFTs without having to pay the gas fee with the token of the base blockchain. The gas fee will be debited from the platform's assets to enable a seamless experience for you. As a collector, you can buy NFTs with \$BEWs.
Combining NFTs with the pay-to-watch feature results in dividend-yielding NFTs. Creators can raise capital by selling fan experiences or ownership in their upcoming projects through NFTs. Creators can use this upfront capital for producing their content and release it on 3bewte. Collectors of the NFTs earn a

dividend (in \$BEWs) for the collection as fans pay to watch the content and artists grow.

- 4) **Communities** - You can create your own communities and launch your own digital assets. You may choose to operate the communities on a subscription, freemium basis, or other custom business models. In every case, the fans pay \$BEWs for purchasing premium content, merchandise, NFTs or other services and fan experiences within these communities.
- 5) **Commercial engagements** - As a creator, you can grow commercial partnerships with fellow creators or businesses. Being an ad-free platform, every endorsement is now at the dispense of creators. Brands may thus choose to endorse with creators on the platform and launch influencer campaigns. In the process, brands can sponsor \$BEWs for the audience attention. 3bewters thus earn \$BEW for their contribution to the endorsements that can be redeemed for direct discounts and offers with respective brands.

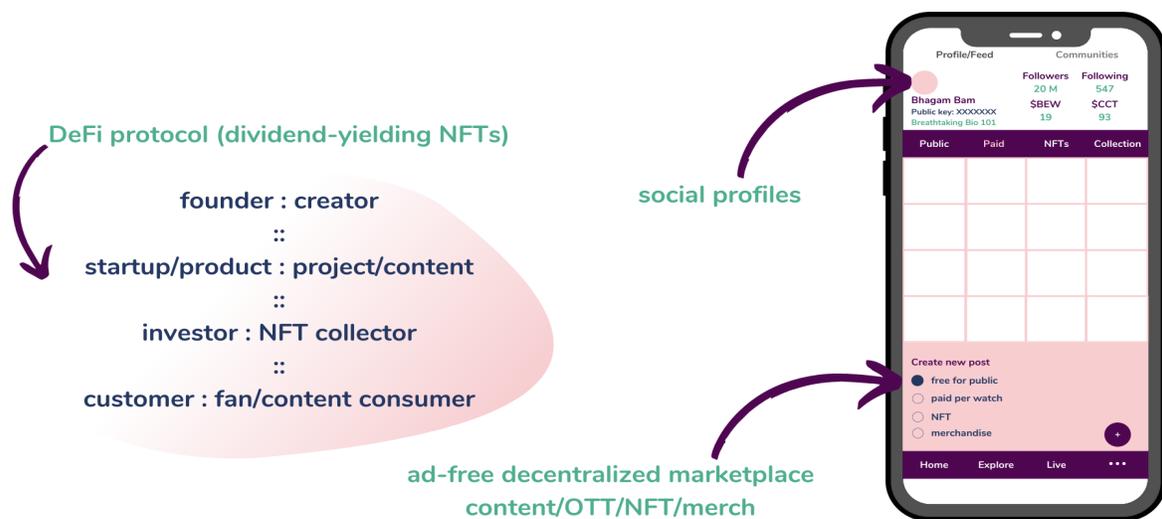


Figure 2: features designed to give autonomy for creators

How can \$BEW be used within communities?

In the world of social media, we are led to believe that the critical requirement for every creator is ownership in the sense of access to their content and fan responses outside of platforms. Creators chase more subscribers as it gives more opportunities to monetize IRL (gigs, shows, merch, etc.) This is primarily because creators hardly get to

autonomously sell their content today. Instead, creators need to directly monetize their content itself and not merely by-products of their clout.

What creators really need is to be discovered by more audiences who could potentially become true fans. A true fan will support anything their favorite creator does or buy anything they sell. The primary purpose of communities on 3bewte is to enable everyone to find their [true fans](#).

Any 3bewter can launch their Creator Community Tokens (\$CCTs) with autonomous tokenomics. To enable a smooth exchange of \$CCTs and gain community trust, creators would need to lock in a certain amount of fiat currency (USD, INR, etc.) depending on the number of their \$CCTs in circulation.

Alternatively, creators can choose to operate with \$BEW to maintain the liquidity of funds. In this case, fans pay creators in \$BEW. Creators may either HODL \$BEW as it appreciates, stake them at DEX for yeilds, or directly redeem depending on their liquidity needs.

Creators may define the fanness (trueness of their fans) based on the highest bid, or one who owns the maximum number of their pricey \$CCT or come up with their own strategy such as the highest bid low-priced fan \$CCT.

Creators are welcome to innovate with new possibilities and business models within their communities. 3bewte is committed to building and supporting changes that most 3bewters want.

To begin with, following are some possible engagements within communities:

- 1) **Subscription** - Creators can choose to charge fans a weekly, monthly, or yearly subscription to join their communities. Fans can subscribe by paying \$BEWs for unique community experiences.
- 2) **Premium content** - Fans can pay \$BEWs to creators for exclusive content.
- 3) **Premium NFT airdrops** - Creators may launch exclusive NFT campaigns with unique royalties such as discounts on gig tickets, front-row occupancy, etc., that would be accessible only to their true fans.
- 4) **Fan interaction** - Creators can regularly cater to personalized experiences to the fan who bids the most \$BEWs. Interactions could be textual or audio-visual.

- 5) **Fan chat** - Creators are often flooded with cold DMs from fans. Creators can choose to sort messages based on fanness.
- 6) **Fan appearances on live streams** - Creators can feature their fans for a \$BEW tip during live streams.
- 7) **Supporting fans** - Creators may cheer for their true fans and shout out to boost their outreach. This is a way for creators and fans to mutually recognize and pay gratitude to each other for their support.
- 8) **Fan collaboration** - Creators can also collaborate with their true fans to create content that could potentially be sold on 3bewte itself.

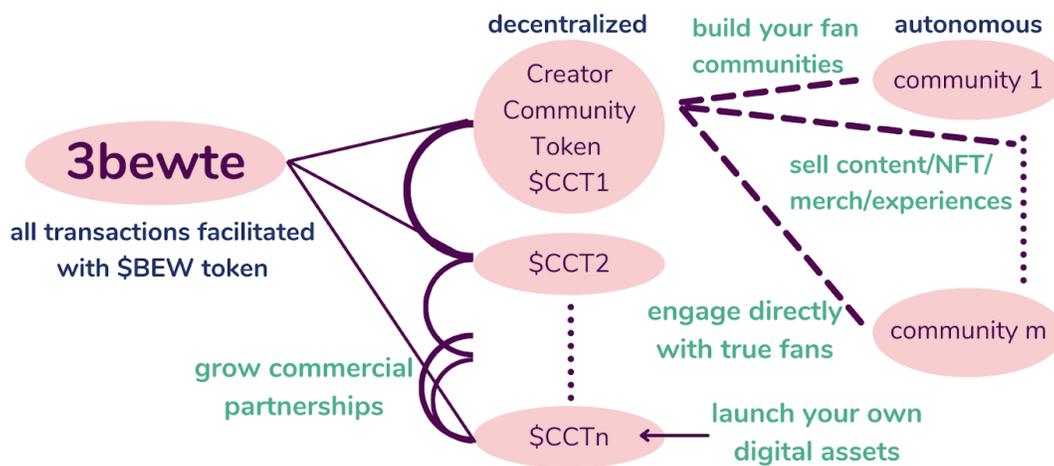


Figure 3: 3bewte ecosystem designed for community experiences

6. Reimagining NFTs

NFTs are treated as digital assets that may either be sold for profits or held for 'utilities' in the future. With the ocean of NFTs out there, in most cases, it is tough to determine the fair value of NFTs.

Let us understand the pay-to-watch feature with a representative example before delving into how dividend-yielding NFTs on 3bewte could be a game-changer for creators and NFT collectors.

Situation 1 - DEF is an Indian celebrity artist (comedian) with 2 million subscribers on YouTube. DEF earns ~ USD 500 per million views (1 USD ~ 75 INR). DEF's gig tickets sell at ~ USD 10. So DEF could earn USD 500 selling a mere 40 tickets instead of a million views. On average, ~1000 tickets are sold for DEF's gigs. However, the

remaining DEF fans cannot attend the show because (a) supposedly high ticket prices and (b) gig timings and venue aren't a match. Further, the recordings are mostly never available online because the organizer might lose revenue or due to copyright issues.

Use case 1 - DEF may sign a contract (as NFT) with the organizer for, say, a 50% royalty share. DEF may then live stream or host the recording of their gig on 3bewte for 30 cents per watch. For a million views, DEF can now earn 30 cents*2 million = USD 600k. After sharing net profit with the organizers, DEF can retain up to USD 300k per gig (30x per gig earnings) with just a few clicks.

Advantages

- 1) For fans - access to exclusive gig content, that too at much lower prices
- 2) For organizers - higher profits than otherwise possible
- 3) For artists - an exponential increase in income for their content and active engagement with fans

The numbers are hypothetically chosen for this example and may be scaled suitably depending on many factors, including the location, creator, content format, demand, and network of the creator. The use cases can be extended across gaming, music, drama, reality shows and other genres. Invariably, creators can autonomously sell their content on 3bewte at a price they desire.

The pay-to-watch feature can be combined with NFTs to create a new investment option. People can now invest in content and reap dividends when the content sells. In the process, NFT collectors can play an instrumental role in the growth of an artist. Let us understand the concept with a representative example.

Situation 2 - ABC is an upcoming singer with 5k followers on Instagram (and 3bewte). ABC is under financial pressure and unable to self-fund their next music video. ABC thus tries to collaborate with a music label primarily for two reasons - (a) the label would bear the production costs (b) the label would help ABC get better outreach. However, striking a deal with labels is competitive and has associated terms and conditions that are rather prohibitive.

Use case 2 - ABC may record a 30 s pitch on 3bewte explaining their music video idea and sell 5000 NFTs for USD 1 each (for 0.005 % royalty), thus raising USD 5000. ABC

may now use the USD 5000 to create their music video and sell it on 3bewte for, say, USD 2 per watch. Since the 5000 NFT collectors want their investment to return profits, they will strive to get everyone in their network to pay and watch this music video. On average, let's say each collector gets ~5 people. So the net audience is now 25000 resulting in a revenue of $25000 * 2 = \text{USD } 50000$. Every collector will get $0.005\% * 50000 = \text{USD } 2.5$ (150 % profit on their investment). The creator retains a profit of USD 37500. More importantly, the creator gets an opportunity to be discovered by 25000 new audiences in this case.

Again, here the numbers are hypothetically chosen for this example and may be scaled suitably depending on many factors, including the location, creator, content format, genre, demand, and the network of the creator.

Advantages

- 1) For NFT collector - perhaps the most rewarding and least risky investment option (amongst cryptotokens/NFTs) with an underlying asset available today.
- 2) For creators - upfront capital, good revenue for their content, and better outreach to the audiences who could potentially become a true fan.

In an additional scenario, novice creators may gift a sum of their \$CCTs or \$BEWs to the initial set of NFT collectors as a token of gratitude for their early trust and support. The gift pool helps the collectors to enjoy a fortune for their goodwill in the longer run.

Similarly, collectors can gift their \$CCTs to the creators to appreciate their success and profits.

As such there are many TVOD and SVOD platforms. We believe they aren't successful because distribution and delivery happens on different platforms, forcing losses due to the rather arduous user experience.

3bewte is being built as a social network to bring distribution and delivery on the same platform - thus improving the UX and conversion rate for creators. At this point, it is important to note that while the paid content will generate monetary value in the system, the system will thrive on user-generated free content.

Every major content project will have multiple supporting campaign content that's best delivered free to garner audience attention. The audience interest can be leveraged by

selling the final content as a pay-per-watch piece or NFT. For instance, trailers, teasers, poster release, live interactions with audience, and creative campaigns can be free content, and the final music album or movie could be the content being sold.

7. Long format content delivery

Until the advent of OTT platforms, long-form content was primarily screened in theatres. A typical moviemaking journey involves finding a producer who will bear all production expenses including promotions.

Post production, the distributors take to promotion and licensing the rights to exhibitors such as theatres, TV channels, etc. Exhibitors share the revenue earned by selling movie tickets is then shared with the distributors and producers, resulting in fractional returns for every stakeholder. There is an additional risk of the movie flopping.

Further, depending on the type of release, moviemakers have to typically deal with >20 copyright licensing including theatrical rights, satellite rights, music rights, etc. Managing these rights and distribution is in itself a hard task. Additionally speculative centralized systems lead to lack of transparency between exhibitors, distributors and producers.

OTT platforms are solving the problem partially by avoiding the deep-cuts lost to distributors and exhibitors. However, the engagement is upfront and mitigates performance risk for producers. Producers thus compromise on the box office collection and profits that they may otherwise make with theatrical releases.

More importantly, there are over 300 OTT platforms today, and it is not viable for us audience to purchase the seemingly expensive subscriptions of all platforms for specific exclusive releases. Neither is it viable to renew subscription to access the content again. Accordingly, the audience reach for every release is limited by platform subscriptions.

3bewte proposes a solution to these problems by letting producers autonomously sell the content (movie, web series, etc.) directly to audience. Let us consider an example

Situation - LMN is a film director and producer whose films typically gross USD 10 MM at the box office. LMN is now producing a star cast movie (having a combined

following of 50 MM) with a budget of USD 2 MM. In case of a theatrical release, >40% revenue would be lost to distributors, copy sellers, exhibitors, etc. Further, there is an involved risk of cyber leaks and poor box office performance. LMN is thus gullible to sell to an OTT platform at a subpar USD 6 MM.

Solution - LMN can release the movie on 3bewte, for say, 50 cents. The movie can gross upto 50 cents * 50 MM = 25 MM. Further, if LMN can mint 40000 NFTs for USD 25 each for a 50% revenue share. With the USD 1 MM in crowdsourced capital, LMN has already halved their risk. LMN and the collectors can thus make upto 12.5x returns with existing audience base. However, NFT collectors now have their skin in the game, and the content will reach more audience.

The numbers are hypothetically chosen for this example and may be scaled suitably depending on many factors, including the location, cast, genre, audience demand, and the network of the moviemakers.

The example might further be extrapolated to all genres of long-form content, thus decentralizing OTT content distribution and delivery. You can thus avoid purchasing platform subscriptions, and selectively pay for content you want to watch - like buying DVDs in 2000s, just that everything is now completely digital.

Note: The legal implications of crowdsourcing capital for films might vary depending on the geographical location and has to be dealt with on a case basis.

8. Future of advertisements

The foundation of toxicity in social media is rooted in targeted advertisements. Despite enormous activity, advertisers pay high costs per impression. Given the aggressive nature of ad delivery, users actively skip watching the ads resulting in a very low CTR and high CPC for advertisers.

Naturally, in decentralized social media, targeted advertisements find no place. However, advertisements are needed - to grow outreach, grow business, and build brands. The solution lies in decentralizing advertisements as well.

The primary goal of advertising is to get the masses to talk about the brand or the product being advertised. Brands just need to initiate the gossip and actively involve

the audience in the ad campaign. In fact, who doesn't connect with a touching clip or earworm jingles?

Imagine publicly expressing your thoughts and earning for it. It's possible. We propose a new concept called **opinionomy** - a portmanteau of **opinion-economy**. As the term suggests, the economy revolves around valuing opinions.

Typically, brands spend massive amounts hiring creative teams, advertising agencies, and paying platforms for promotional campaigns. Instead, brands can now avoid futile expenditures and sponsor a \$BEW pool. They may collaborate with a creator to launch a limited-time ad campaign thread.

The audience can watch the endorsement and react (comment, repost, etc.) within the stipulated time limit by appending it to the thread. In doing so, every audience contributes to the outreach and visibility of the campaign.

An NFT can be minted to distribute the \$BEW pool amongst the audience when the campaign ends. Everyone gets a share corresponding to their weighted contribution to the total outreach when the campaign ends. 3bewters may hodl the \$BEWs, stake them for interest, cash them, or redeem \$BEW for reasonable offers with the respective partner brands. This brings in an additional layer of utility, with the brands, audience and creators forming a triangle.

With repeated utility outside the platform for purchases, \$BEW can eventually replace fiat currency in the real world, bringing every transaction in real life on-chain. Perhaps, the real power of cryptocurrency could be manifested with an accompanying stable token in the future.

9. Future of 3bewte

The builders of 3bewte envision 3bewte as a network for decentralizing every form of digital commerce.

This primarily includes creator content, OTT content, movies, and advertising content. Further, the network could support social commerce and the sale of merchandise thus promoting digital-first businesses.

We are continuously brainstorming with community leaders to identify the nitty-gritties of how decentralized social commerce should happen. But as such, the existing design allows anyone to build a community on 3bewte, and do anything within the community with complete autonomy. Communities could just be interest groups for engaging discussion or active businesses including selling content, products, services, NFTs, etc.

More importantly, we want to build an ecosystem around 3bewte that supports innovating decentralized solutions IRL using \$BEWs. Needless to say, 3bewte will be governed by 3bewters, and any future decision will depend on collective consensus.

The ideas presented in this paper are limited, and we are open to exploring and supporting any new possibilities you can fathom.