CloutForm: Monetize Your Coolness

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Abstract

In a world where digital popularity can create an overnight sensation, we have a society consumed with having clout - the influence of power. Some individuals have this influence on others, many chase the dream to obtain it, and others will do whatever is necessary to define their clout. The longstanding question remains, how does one turn that clout into a paycheck?

To answer this question, CloutForm, the brainchild of social media marketing guru Roy Robin, was created. A revolutionary platform that allows fans to connect with their favorite celebrities and brands in one convenient location. The CloutForm platform provides a unique financial opportunity for influencers through monetizing the impressions and daily visitor traffic that influencer social media accounts get. Imagine being able to get paid everytime someone watched one of your Instagram videos or read a Tweet you sent out, with CloutForm that dream is now a reality.

1   How It Works

The CloutForm Network is a fully interactive social layer that helps connect everyone's favorite social media sites into one convenient profile. Our interface uses public API connections and proprietary technologies to create an easy to navigate index of all celebrity and major brand social media accounts. From Nike to the NY Yankees to Donald Trump, every company, sports team and brand we all know, love, or hate, will be available on the CloutForm platform. Users, who we refer to as Clouters, create their accounts for free via our authentication process. Once a Social Network of their choice is added, the simple three step account creation process begins.

When account authentication is completed, each user will have the ability to design their personal feeds through an easy to use interface. Every customizable account has the option to display four different real time social media feeds, which we refer to as Panels. Panels can be used to display their own personal social media feed, a friends feed, or the feed of their

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favorite sports team, musician or brand. Like most traditional social media sites, users can choose to advertise on other popular accounts as well. For example, If you are an aspiring rapper, you can look up the cost of ad space on Kendrick Lamar's CloutForm page. Using our simple smart contract system, in as little as 30 seconds, any user can buy credits using their Debit/Credit card, create an agreement, load the escrow wallet with credits, and have their ad go live!

With the CloutForm interface, we have condensed all of your favorite Social Media sites down to just one destination. No longer will you have to download multiple apps and overuse your phone storage or mobile data charges in order to keep up to date. With one interface with every platform integrated, Cloutform can be considered to be the first dedicated Social Media Search Engine.

2 CloutCash

To streamline the payment process on the platform, we have created The CloutCash Credit ERC20 token (CCC), the native currency of the CloutForm Network, which powers all advertising and paid functionality on the platform, such as providing a method to tip influencers that create content that you enjoy, or even pay for a Subscription/Live Stream on a particular users account.

2.1 Introduction

Clouters buy the advertising Credits using their Debit/Credit cards through PayPal. It will be a process no different than buying an item on ebay, Amazon or any other website we are all familiar with. The token will not be listed on any exchanges, nor can it be transferred out of a users wallet. It is a 100% true utility token, which serves only one purpose. It's not a traditional cryptocurrency like Bitcoin which will be subject to price volatility, F.O.M.O, government interference, price manipulation, SEC Regulations, F.U.D, etc.

By creating an ERC20 based credit and using the Ethereum Blockchain to validate all transactions, we eliminate 100% of user and brand related fraud, creating a fully immutable and transparent ledger of all of our users transactions.

CloutCash Credits are sent anonymously between user accounts, and with minimal transaction fees associated. These credits, if held in your secure CloutCash Wallet, help increase your visibility on the platform. More specifically, if you have a popular account that has been building up a CloutCash balance, the platform will take note of that balance and the placement algorithm will help you grow faster by automatically selecting you as "Someone You Should Follow..." on popular pages within your niche or interest. When no CCC is remaining, the platform automatically removes your account and the promotion stops. By choosing to hold your CloutCash Credits instead of use them right away, the system will begin to work for you by helping you grow your account!

2.2   CloutCash Credit Pricing

The table below describes the incremental pricing structure.

Credits Sold (Millions)	Price (cents)
0-100	0.01
100-200	0.02
200-300	0.03
300-400	0.04
400+	0.05

3   Advertising Concept

Our proprietary technologies combine multiple factors into its algorithm. Trending news stories, social media impressions, and website traffic all determine the CPM value for the page. The process for a user to run an advertisement on a particular page, or set of pages, follows the Check, Send, and Activate structure which we defined to ensure fast and secure transactions.

To begin the advertising process, users can easily determine on any page they visit, the costs associated with advertising on that page. Additionally, multiple pages can be selected throughout the platform to expand your influence through many different channels. CCC balances will be prominently displayed on the platform with a summation of all revenue and expenses, made easily accessible through the interface. The interface also contains modifiable settings where users can set restrictions on how many Clout Cash Credits can be utilized for their promotion.

The final step is to populate the promotion with any relevant and engaging graphics by uploading through the interface from your browser or mobile app. When completed, the platform will queue your promotion within the system. Users will be a given a one time option to bypass the queue by spending additional Clout Cash Credits. Once the promotion goes live, you enjoy the benefits of using decentralized currency as well as the benefits of exposing your page to new users.

3.1   Restrictions

Users are only allowed to run ads that are niche specific, non-related content can be flagged by any user. If this occurs, the ad is immediately removed and any Clout Cash Credits usage will be temporarily suspended until administrator review.

The first user to report content on an ad that does not follow guidelines will receive CloutCash Credits for their assistance in removing unwarranted content.

4 Influencer Strategy

The CloutForm platform will launch with strategic partnerships for influencers in several different categories.

1. Music
2. Auto
3. Health & Wellness
4. Movies & Film
5. Fashion
6. Food
7. Gaming
8. Adult
9. Pop Culture
10. Sports
11. Technology
12. Religion
13. Photography & Art
14. Animals
15. Home & Lifestyle
16. Politics
17. Finance & Business

Each category will be launching with a minimum of twenty influencers. The criteria to be considered an influencer will vary with each category. Metrics such as pre-existing followers, website traffic, or social media engagement amongst other factors will be taken into account.

Example:

540 influencers each generate 1 million impressions per month at an average rate of $2 CPM for a total of 540 million impressions.

Therefore:

(540 million/1000) x $2 = $1,080,000

Many of us are familiar with popular influencers such as the Kardashian/Jenner family, a group of influencers that can easily produce results similar to the example above, but on a daily basis. The potential ad revenue that can be generated from a network of even 1 million active clouters would have limitless bounds. With enough support, the possibilities for this platform to generate over a billion dollars annually is more than plausible.

5 Community Incentives

 A strong community is unstoppable, and at CloutForm we realize we are nothing without our users. Taking into account both our extreme appreciation for our Clouters, and our desire to bring cryptocurrency to the mainstream, we combine the two perspectives together to bring you our Community Incentives.

The incentive program rewards our users in free CloutCash Credits for adding celebrity and brand pages to the CloutForm network, for reporting system wide bugs, and for reporting incorrect panels on celebrity and brand pages. By giving away credits to Clouters, in exchange for community governed guidelines, we create an incentivized platform where the users can get paid to help maintain and build the integrity of the network.

The CloutForm user experience brings everybody together through platform integrations which allow virtually anybody to earn CloutCash Credits each and every time they help grow or keep our community safe. With each validated report or new CloutForm account referral that our users submit, they will earn CCC tokens.

5.1 Incentive Structure

The table below describes the incremental incentive structure for user submitted referrals and reports.

Cumulative number of Referrals and Reports	CCC Token Reward
0-10	1
10-100	2
100-300	3
300-400	4
400+	5

6 Paid Cloutform Registration

To create a unique demand for the Credits, the CloutForm team has decided to limit the amount of non-celebrity and non-brand pages that can profit directly from their CloutForm account. This group will be limited to the first 100,000 users of the platform.

These initial users will receive 30% of the advertising revenue that your pages generate. Revenue sources that a page will recieve are from ads generated from the banner ad slots, in addition to any paid advertising that another user spends to promote themselves on your page. The CloutForm interface will track analytics, track earnings, and issue payments each month.

The following pricing table will apply to the first 100,000 users which sign up to be influencers. All registration fees must be processed by PayPal, BTC, or ETH.

Sign Ups	Price
0-33.3k	$100
33.3k-66.6k	$200
66.6k-100k	$300

7   Conclusion

The CloutForm team is proud to be the first cryptocurrency social network in the world to introduce this revolutionary concept. With cryptocurrency and social media at critical mass, the need for a platform that can simplify the overall social media browsing user experience is at an all time high. Sign up for CloutForm today and together, we'll make the world a better place to live, and grow in.