



mikron.io

WHITEPAPER



COMMUNITY BUILDING, LOYALTY PROGRAM, AND MICRO-DONATION SYSTEM WITH ALL THE BENEFITS OF THE BLOCKCHAIN TECHNOLOGY

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Review

Mikron is stepping onto the market with its easy to use, hassle free, ready to be deployed web solution in order to solve widely important problems within online communities. Mikron, our very own blockchain development project, provides a long sought after solution in regard to online communities. Those are the following:

1. As more and more people flock to niche online communities, creating them, managing them and making people stay is becoming increasingly harder. In the online space, the competition is tremendous. The widespread success of social media is making it harder to retain audiences and core members. Mikron is a way to make your community stick around.
2. Building a whole loyalty program from the ground up is costly and time-consuming. Mikron provides an easy solution to reward the people that provide real value to your community.
3. Being a content creator online is troublesome and it takes a great amount of your effort, time and money to stand out from the crowd. Only the top few percentages of content creators can mobilize their audience in order to make ends meet. Entry barriers are becoming higher and higher. Mikron is here to change that.

We make the best out of blockchain technology to solve these three problems.

While most of the cryptocurrencies create non-existent problems out of thin air to give it a solution, Mikron has very specific and practical use cases, ready to be adopted by anybody facing the hardships of maintaining online communities. We have put forward three areas and developed a practical solution for them: **community building, loyalty programs, and rewarding content creators**. A few partners have already joined our enterprise that have successfully tested and implemented Mikron on their websites.

The problems we address

The hardships of building online communities

The number of websites that produce an excellent service or great content, but are failing to maintain a long-term audience is immeasurable. In most of the cases, their community and thus most of the lively activity, centers around their social media site. While Facebook, Instagram or any other social media provides a great contribution to the brand and the clientele, it fails to unleash the full potential of online communities. Social media is a third party that stays between your site and your community and it retains control over them. It is not up to you, but up to the social media's algorithms to serve your content, to decide what the community sees and clicks on. People won't feel connected to the brand, they won't immerse in the content and they will not become acquainted with the community itself. The ties that connect long-term communities fade away way too quickly in the era of social media.

If you want to build a huge audience, you can fund a campaign on social media, but all your money will be absorbed by the platform. Social media can't reward the engagement of audiences, it won't propel people to be an active participant in the community and most certainly it won't honor creating content.

The problems of loyalty programs

Current loyalty programs and loyalty cards face many challenges, no wonder that most of them fail to properly create an effective and usable system of loyalty, whether in physical or digital stores.

Current loyalty programs are complicated, especially if you are a member of more than one store. Customers of physical stores are burdened by carrying different kinds of membership or loyalty cards, they are bothered by expiry dates on points, by different terms and rules.

Our market research has revealed that all the cards to carry and all the personal data people have to give away hinders the widespread adoption. For customers, convenience is number one. It is even more important than the potential savings of memberships.

The challenges of online content creators

It's getting increasingly harder for bloggers, vloggers, musicians, and different artists to make a decent income with their work. The competition is enormous and the leading platforms can reward only the top few percentages of content creators. Sharing your content on these platforms can only be financially viable if you gather millions of followers.

All of the leading online creative platforms charge commission fees and take a significant amount of cuts from the creators' income. We have developed a decentralized system that enables giving rewards straight to the creator without a need for a third party.

Solution

Build a community with Mikron!

Imagine a simple computer parts online store. What makes it different from its competition is that this store has already integrated Mikron. There is a number of user-created content on this site: reviews, comments, and ratings. These are an inseparable part of any good online store and they are being generated without the need of any oversight. Content is being provided straight by the users. The customers of this online store receive Mikrons for their work: for their comments, for their reviews, and for their articles. With experimenting nearly for a decade with building online communities, we proved that with a proper rewarding system in place, users and customers are much more willing to stick around and be an active member of the site.

Mikron inspires long-term active participation within an online community. It enables the value provided by the user to be rewarded. Mikron solution sparks lasting value creation inspires quality content creation and makes the user, the creator and any audience feel appreciated.

Mikron loyalty

Mikron has developed an easy to use loyalty system, where customers are rewarded with Mikrons upon their purchases. All the Mikrons collected by them can be spent in the same online store or at any other partner site that decided to join the Mikron ecosystem. If they wish, customers can hold onto their Mikrons for a longer period of time and profit from the market price increase. With each partner joining the Mikron ecosystem, Mikron will become a more stable and stronger brand. The number of users connected to Mikron will increase as we recruit more and more partners, thus making the ecosystem even more desirable for others to join. This process will be self-sustained in the long term: the more products and services could be bought with Mikrons, the more attractive the ecosystem becomes.

With the use of the blockchain technology, an easier and more secure loyalty solution was born, that can be easily used by any store, business, and enterprise.

Mikron for content creators

We bring real value to all the online content creators: with Mikron, there is a way to make an income from a creative work. The leading social media platforms are saturated with creative people and it takes a huge number of followers to establish a financially rewarding presence. As opposed to the centralized and controlled solutions of leading online giants, Mikron has successfully developed a decentralized, commission free, fast and secure network for rewarding content creators.

We provide the opportunity to instantly reward the users' favorite artists, creators, bloggers or any other type of content and their creators.

For content producers, we provide a micro-donation system. Similar to the famous Facebook's Like button, we are developing an easy to integrate a button that can be embedded in any part of the website to reward the content creator. Every push of this button will send Mikron to the wallet of the producer.

Each three of our main use cases connect organically. With a purchase at partners' site, you can receive Mikrons that can be used to support your favorite creator.

With joining three different fields and use cases, we are growing an ecosystem where all the applications of Mikron positively reinforce each other.

Use Cases

Rewarding the users

Mikron creates the opportunity for our partners to increase their earnings directly or indirectly - through an improved user experience.

Community building, rebuilding and maintaining audience interest online - that's what Mikron is really about.

Mikron helps all those entrepreneurs who are about to build or reinforce their community, whether it's a spiritual online group or a computer parts web store. With our micro-donation system in place, users can be rewarded with Mikrons for any activity they take on a website. For example:

- Making a comment
- Publishing user-generated content, like articles, blog posts or videos
- Sharing on social media
- Writing reviews or rating a product
- Purchasing
- Helping out in translating a website, making an effort to popularize the website and the community

Partners that have joined the Mikron ecosystem have total control over how much Mikron they would like to divide between their users. Besides defining the exact amount of Mikrons they want to give, they can also determine the action that will be rewarded. If a partner decides that it does not want to reward writing reviews, that is perfectly fine. In case a partner needs help with deciding the ideal amount of Mikrons to give away in exchange for an activity, the Mikron team can help with that. Below are some examples for rewarding users:

- Writing a comment: 1 Mikron
- Writing a post with the amount of 2000+ characters: 5 Mikron
- Writing a post with the amount of 4000+ characters: 10 Mikron
- Making a video: 20 Mikron

- Organizing an event: 50 Mikron
- Writing a review: 5 Mikron

Loyalty program for your customers

Any partner can join us and use Mikron if he sees the value in bringing it to his community. The benefits of Mikron are the following:

- fast and near instant transactions and payouts
- easy to read, secure and precise books
- we provide an easy to use Mikron wallet
- there is no need for the long and tiring registration process
- there is no need for renting a server, due to decentralized nature of Mikron the network is maintained extremely cheaply
- it's cheaper, faster and easier to integrate than most reward and loyalty systems currently

Donate to your content creators

The internet is full of people that make quality content: plentiful journalists, bloggers, video makers are out there trying to make their voices heard. The advertising models of leading content platforms like YouTube are only able to reward the most popular creators with a decent payout. Other ways to make money with a content is through a service like Patreon or by asking for simple donations through PayPal.

As opposed to Youtube or Patreon, a Mikron integrated web page can enable any user to instantly reward a creator's article, blog post or video with only a click on a button. A Mikron donation button can be implemented anywhere on the page, similar to Facebook's Like button and upon a click, it transfers Mikrons straight to the creators' wallet.

We developed Mikron to be easily implemented, it can be integrated into basically any website. The main benefits that content creators can take advantage of are:

- feeless and commissionless economic model,
- fast and secure instant donation straight to the creator's account
- each work the creator makes can be awarded uniquely

Our first partners

Current partners

Even before the main net release, we have successfully recruited three partners that have seen the potential in Mikron. They helped us test, improve and adapt Mikron to their audiences. Results have shown that interest and audience engagement have spiked upon the announcement and the test network release.

The three partners are the following:

Hatharom.com - Hungary's leading sports betting site

Pokerakademia.com - Hungary's online poker center with a lively community

KriptoAkademia.com - the most popular cryptocurrency site in Hungary

Kripto Akademia has been our primary partner since they are a cryptocurrency site, they have high enthusiasm for our blockchain based project. Tests and market analysis have shown that it's audience are really passionate about collecting Mikrons.

What others said about us

„Whether it was a lucky accident or a spiritual link that made them approach me, I'm glad they did. In that time I was looking for a way to reward customer engagement on Minner.hu's new project when they reached out to me with their idea of building online communities and rewarding loyalty. They told me they have a ready to go blockchain project so I signed up. I am really glad that I will be among their very first partners.”

Milán Mándó, Founder of Minner.hu

„I have met the Mikron team last year and I have also talked to its first three partners. I am truly convinced that they are a reliable and hardworking bunch of people. Their product, Mikron is using a great technology, the members are aware of the problems that surround the blockchain projects and they have learned a great deal about them. They have prepared for the scalability issues and have already figured out the many issues that haunt startups. Their business model and the use-cases carry a great potential, time will tell how well they can adapt their vision in this fast-changing environment. I will be definitely implementing Mikron on my own platform.”

Gábor Pataki, Founder of Coinbroker.hu

Mikron ecosystem

Business model

Upon concluding the initial coin offering, our focus will be on recruiting more partners, further developing Mikron and getting Mikron currency onto exchanges.

Maintaining the network

Using the Delegated Proof of Stake model, the audience maintains the network by simply running the wallet which also acts as a node. With Mikron, our plan is to offer a profitable option for node-running volunteers, with a low financial entry barrier.

A daily reward pool will be shared with all the nodes that can fit certain requirements. These requirements are the following:

- run a node at least 80% of a time in a 24 hour period
- have 1000 Mikrons in your wallet

Please note, the requirements might change in the future, but our aim is to keep Mikron staking available and profitable for all.

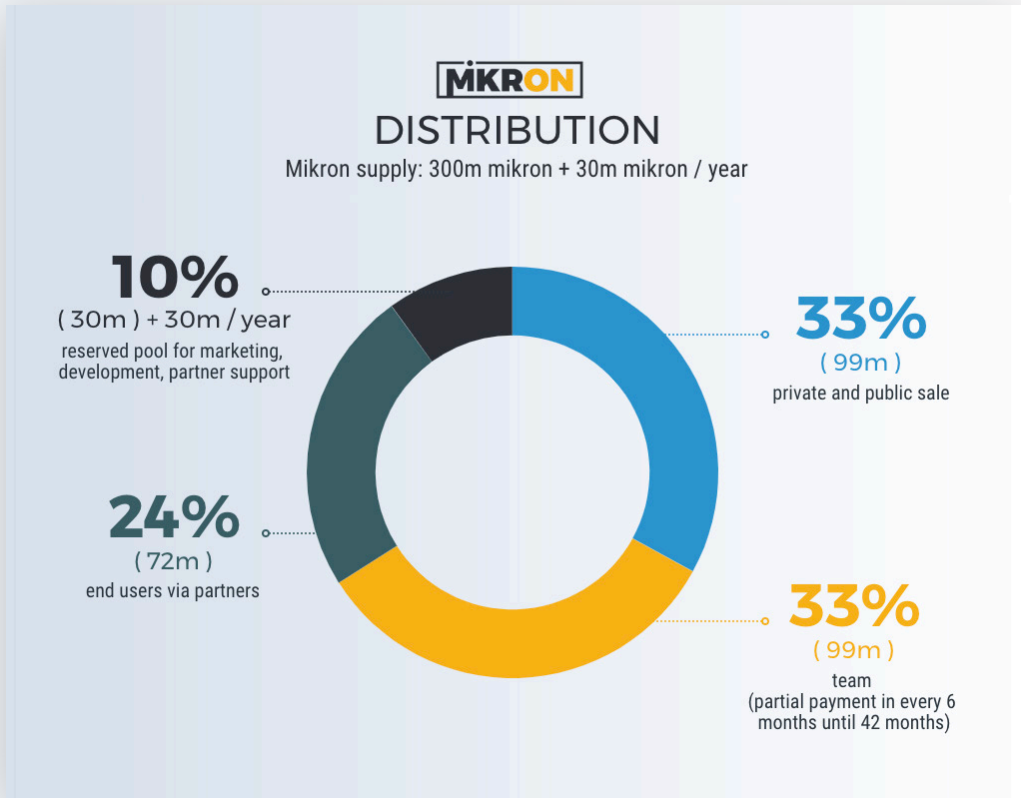
Joining the Mikron ecosystem

Any partner can join the Mikron and implement the system on their website. Partners can do this by buying up Mikrons from the market or the Central Pool. With supplies kept in Central Pool, we can make financial entry barrier lower. Mikron will provide every technical tool and detail that are necessary for integrating Mikron such as: the API documentation, a general consultation, technical support and will provide help in working out the proper amount of Mikrons to be given away to users.

Economic model and the role of the central pool

In order for our partners to not exhaust the total supply, we have decided to make Mikron an inflationary cryptocurrency. Each year we issue 30 million Mikrons (to the Central Pool). The Central Pool will act as a store for the partners: from the Central Pool they can buy Mikrons with a discount and in case they require it, an available supply will always be ready for them.

The total supply at the main net launch will be 300 million Mikrons. 100 million Mikrons will be reserved for the Central Pool. 100 million will be retained by founders and developers. Another 100 million will be sold through a private sale and an ICO.



Hardcap for private and public sale: 99m Mikron
 If hardcap is not reached the remaining Mikrons will be part of the Central Pool.

Technology

Mikron is a decentralized network optimized for instant and feeless microtransactions. As opposed to a more traditional approach, Mikron is not a blockchain in itself, but rather it's based on a block-lattice architecture, first developed by Nano. Since every actor in the ecosystem has its own blockchain, the transactions are instantly deployed into blocks. Mikron does not use mining as a way to authenticate and sign transactions. Mikron uses a Delegated Proof-of-Stake consensus algorithm, which is more environmentally friendly. The stored transactions take a minimum amount of storage space.

Architecture: Block-lattice

Consensus: Delegated Proof-of-Stake (d-POS)

Block authentication: modified ED25519 elliptic curve algorithm with Blake2b hash

Block time: instant block additions

Block size: does not apply, every transaction functions as a block

Spam prevention: Proof-of-Work with stable difficulty (Blake2b hash)

For the complete technical documentation, please see our Technical Whitepaper at www.mikron.io.

Why blockchain?

Our test period at our partners' sites has proved that a cryptocurrency generates more interest from the audience than a simple point, credit, scores or collectibles. Using blockchain and providing a cryptocurrency for business use cases carries the opportunity to build a whole new ecosystem with Mikron, that connects users, merchants, and suppliers and provides benefits at every step of the chain.

The network is operated by stakers, that are rewarded with Mikrons. By running the wallet software which functions as a node, anybody can stake their coins. The nodes that maintain the network are rewarded with Mikrons. Thus the state of the network is not reliant on one node, it does not need regular maintenance and it can't fail, nor it will be ever shut down.

Roadmap

December 2017 - The idea is born: building communities using blockchain technology

January 2018 - Beginning of the development of Mikron

June-July 2018 - Reaching an agreement with the first three partners

October 2018 - Participating in Marketing Expo 2018, recruiting partners

November 2018 - Minimal Viable Product is finished, main net launches

November 2018 - the test period ends, Mikron is released at first three partners

end of November 2018 - Private Sale starts

1st -20th of December 2018 - Public Sale

2019 H1 - developing a mobile wallet

2019 H2 - Mikron introduced on the first exchange

2019 - recruiting 25 partners for the loyalty program and 100 content creators for micro-donations

2020 - recruiting 50 partners into loyalty program and 200 content creators of micro-donation.

Important Legal Notice

This document (Whitepaper) is not intended to be legally binding or enforceable by any recipient against the legal entities related to the Mikron project. Any part of this document may be updated from time to time by the Mikron core team and legal advisors.

To see the full legal Terms and Conditions for participation in Mikron sale please visit mikron.io. Potential investors, buyers and users must read and agree to the Token Terms of Use on mikron.io