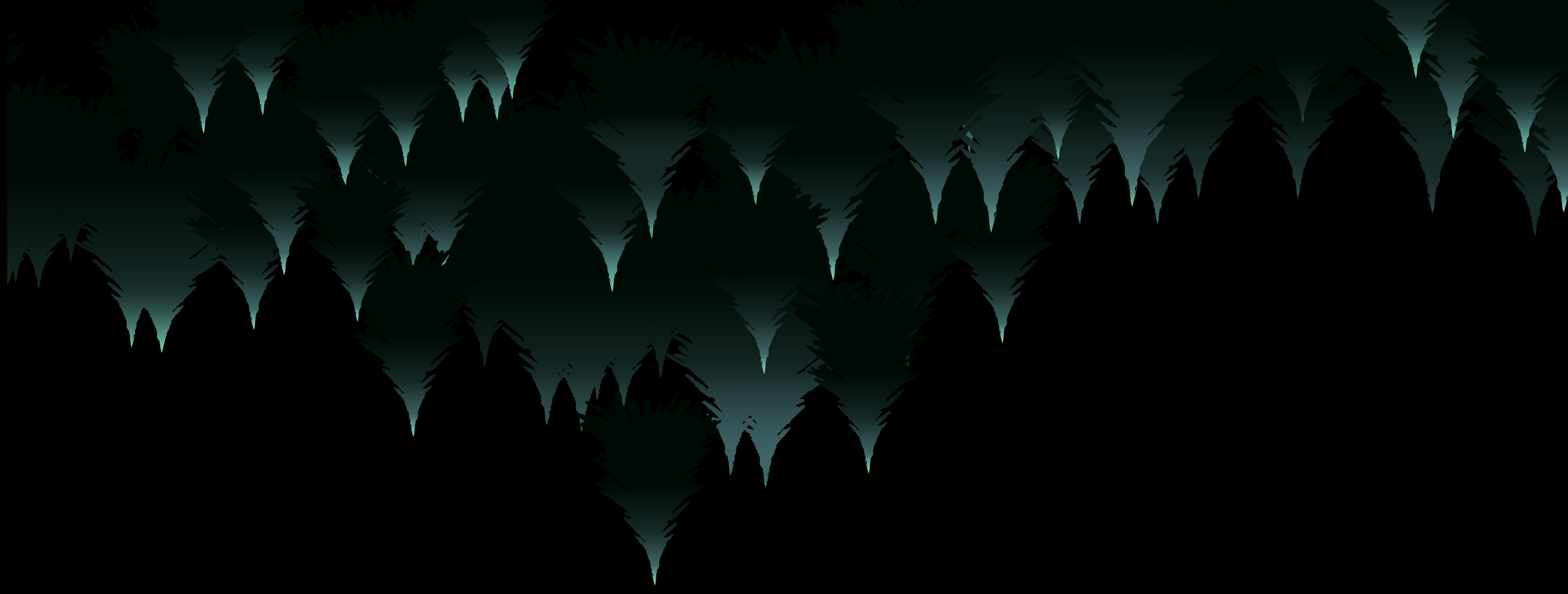

ONSTELLAR

Where the Unexplained Lives...

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INTRODUCTION

Social media and cryptocurrency are quickly becoming the flashpoint advancements of our age.

OnStellar is the next critical step in combining social media with cryptocurrency. Designed for a growing enlightened global community and focused exclusively on the extraordinary, profound and metaphysical,

OnStellar will be the first platform of its kind to focus on connecting like-minded individuals with a revolutionary and unique experience. By offering a transparent, open marketplace for its members, OnStellar promises to be the heartbeat and nexus for expanding knowledge in our wondrous world. The OnStellar ecosystem is tailored to engage members in the exciting world of cryptocurrency, while at the same time providing opportunities to earn income, meet new people, engage with industry professionals and gain access to singular products, services and events. While enjoying a world-class user experience,

our members will have access to the largest publicly-available digital archive of curiosity-quenching audio, video, publications, images, newspaper clippings and investigative documents.

This paper reviews the key concepts and components of our plan to unite cryptocurrency with social media and describes how members will benefit from joining OnStellar.

WELCOME

Over the past 25 years, the business run by the OnStellar team has become an impactful presence in ever-growing alternative cultures. As interest in the unexplainable began booming in the late 90s and early aughts, our business launched professional events, multimedia, investigations and educational materials focused on the extraordinary, profound and metaphysical.

These activities have expanded in diverse ways. We proudly provide content management services, publishing, TV and radio production, educational programs, journalism, field investigation work on behalf of mainstream TV shows and corporate clients, red/blue/gold carpet film premieres, film festivals, international live concerts, land and sea tours, official spokesperson services for major film studios and independent filmmakers and so much more.

Fundamentally, our vision is to engage and enlighten the public by presenting the world's most progressive minds and emerging personalities while keeping a sharp focus on our core principles:

- **Absolute professionalism**
- **Entertaining content designed to captivate imaginations**
- **Educational focus and awareness of how much we all have to learn**
- **Freedom of expression that celebrates the value in varied perspectives**

Recent successes have culminated in a rich community of truth-seekers and content creators alike. Our hard work over recent years have garnered the following statistics:

OVER
100,000,000
Views on YouTube

OVER
1,400,000,000
Minutes watched

OVER
1,600,000
Unique videos in playlists across YouTube

3000
Subject-related magazines

4000
Books

6000
Documents

20,000
Subject-related news clippings

20,000
Subject-related photographs

Now, OnStellar is taking this momentum and expertise to the blockchain. Our plans below lay out an innovative approach for those seeking to partner with us in this fantastic endeavor.

THE SOCIAL MEDIA LANDSCAPE

The evolution of networking-based technologies led to what seemed like the Internet's instantaneous appearance during the 1990s and 2000s. Soon, visionary entrepreneurs and investors created sharing platforms where people could meet to exchange ideas and information, leading to modern 'social networks' or 'social media.'

When people think of social media, Facebook immediately comes to mind. Indeed, the Nielsen Group says Internet users within the United States spend more time on Facebook than any other website. But there are many social media companies worldwide, focusing on content-sharing, interaction and collaboration across different communities of people or coworkers. The most popular include:

FACEBOOK
widely-used free social networking site that allows users to upload photos and video, send messages and keep in touch with friends, family and colleagues

TWITTER
free microblogging service where registered members share short posts called tweets; members can broadcast tweets and follow other users' tweets through multiple platforms & devices

INSTAGRAM
free image-sharing application that encourages users to share pictures and videos with approved followers or the public

LINKEDIN
a social networking site designed for business and professional engagement, featuring coworker and employer peer reviews

STEEMIT
a social news website and forum where stories are socially curated and promoted by site members, Steemit is revolutionary in its revenue-sharing approach

As total worldwide social media users approaches 3 billion, these platforms arose to support the increased demand. The industry's main focus has been to create fun and easy-to-use sites by improving the user interface and experience. Services became enhanced and nearly intuitive, creating today's Internet which hardly resembles that of the mid-1990s.

Modern social platforms excel at attracting more users by offering ever-expanding services, such as those described above. These sites are now integrated into the fabric of our lives. We are able to connect with friends and family, make new business relationships, share photos, funny memes and stream video of any content we can create within copyright rules. Mostly these services are free of charge, so on the surface there seems to be no harm in how we participate.

There is a cost, however. We give up aspects of our privacy in exchange for these free services. In order to use social networks, users must "agree" to a variety of conditions, including granting each platform access to the information, images, audio and video we are contributing and observing. Once given over, the social platforms can use personal data as they see fit. This includes generating income and using the information in other ways too. In the end, as long as the platform keeps enticing us to use them, they can continue making money off of continued activity.

Unfortunately, most users are only loosely aware of the business model and the fact that these companies and their investors are making money on our activities and the data that results. But the fact of the matter is that social platforms have nothing without the users because the users create all the value.

> **In spite of this and all the technological advances in the services, the relationship between the user and the social media companies has experienced very little evolution in the sense that the underlying business models remain much the same. We think this needs to change.**

In spite of this and all the technological advances in the services, the relationship between the user and the social media companies has experienced very little evolution in the sense that the underlying business models remain much the same. We think this needs to change.

OnStellar is a new type of platform. One that not only provides a premium user interface and experience, but also offers an entirely new business model designed to completely align members' interests with the platform itself. This is a completely new paradigm powered by the latest in blockchain technology.

But before blockchain is explored, we should delve deeper into how the big goliaths of social media players operate

SOCIAL MEDIA BUSINESS MODEL

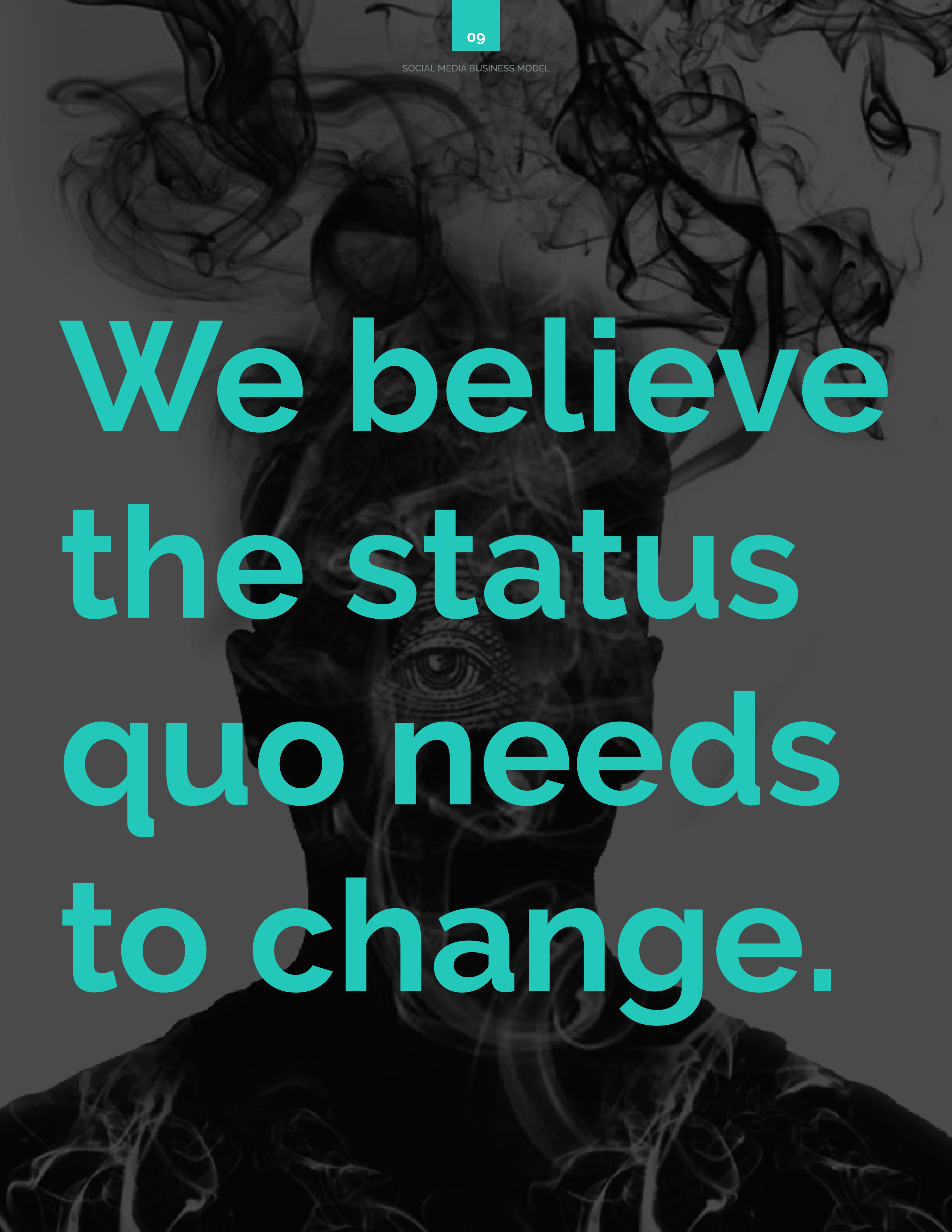
Social media businesses thrive on continuous engagement, allowing them to capture valuable personal informational regularly.

These services are mostly free and because they are fun and interesting, people spend many hours gathering, sharing and generating content to fuel their connections with others. But how is value actually created by these corporations?

All the electronic communications back and forth create electronic data records from every individual exchange. Opinions, trends, consumer insights and more are all invaluable indicators of specified markets. So much data is created by our online activities that an estimated 2.5 quintillion bytes are created every single day. It's staggering, and will only increase. It is estimated that 90% of the world's collective data were created in just the last 2 years alone! As we were busy creating all this data, major developments occurred in data mining, granting unprecedented levels of analysis and extrapolation. To put it lightly, marketers have never been so well informed.

Information is power. Truly, all these developments in data collection and analysis led to extremely refined abilities to generate revenue. Everything from highly focused advertising and merchandising, to sponsorships and raw market intelligence sales. Predicting consumer trends no longer involves any guesswork, it's a data-driven science.

Since all of this online activity is memorialized, synthesized, analyzed and monetized along with billions of other people, real value creation is happening. Indeed, as of mid-2017, the top 6 social networks had a combined enterprise value totaling just under $600 Billion USD. These astronomical figures do not include rising stock prices due to the recent all-time record highs being made in U.S. equity markets. Surely those rising tides have lifted the social media boats – wait, make that yachts – rising tides have lifted the social media billionaires' yachts.



We believe the status quo needs to change.

SOCIAL MEDIA OR SOCIAL ENGINEERING?

Are you being manipulated?

This out-of-balance relationship between large social network companies and the consuming public is not limited to mere data value. Soothing words offering free connections with others mask the hidden underbelly of a questionable industry. Why questionable? **Well, in the bluntest terms, these corporations are manipulating their members and failing to disclose their activities.**

Many social media users were shocked to find that their personal preferences, messages and browsing habits are meticulously stored, tracked and sold to the highest bidder.
This level of privacy invasion is extreme, as these companies have been caught accessing location tags from our photographs and using real-time satellite positioning to monitor consumer movement.

Basic civil liberties are also at stake. The freedom of speech was recently attacked as arbitrary censorship rules removed people's content. Even worse are reports of political manipulation and social engineering experiments conducted on unconsenting nonconsenting users by top social media providers.

Is this a fair deal?

The public is even being convinced to welcome Orwellian surveillance via virtual assistants like Alexa, Siri or Google. **There appears to be a structured, intentional and directed attack against the values of openness, transparency and fairness.** And what is openly reported probably accounts for only a small fraction of what really occurs behind the scenes.

Is this a fair deal?

Social networks generate billions of dollars in profits off of connections between friends, family and all of the collective efforts and hours spent online. Then they follow users around in the real and digital world dropping digital spies and even go so far as to modify the public's behavior and political views.

Is this benefiting society? We believe not.

OnStellar is focused on solving these problems for our community members by offering a new kind of network. Our platform puts the member first by giving community control back to our users, along with a fair share of the created value.

> **"Freedom of association and freedom of speech are given to our members"**

In contrast to the major social media platforms, OnStellar eliminates the problem of site ownership because we are a decentralized and member-controlled network. Freedom of association and freedom of speech are given to our members, each of whom has the right to vote on the direction of OnStellar, as well as how platform-generated rewards are distributed.

Our infrastructure offers the distinct advantage of **being open source and transparent**, so submissions are logged in the network as a signed and date-stamped transaction. This ensures a secure and manipulation-free environment, fostering both authenticity and accountability.

REWARDING CREATION AND CONTRIBUTION

Mainstream networks would amount to little without the participation of eager millions who, mostly for zero out-of-pocket cost, gain access to fun and useful tools for use in personal and professional life alike. Some platforms share a small percentage of revenue generated by content creators, while others share none at all, even though some creators attract audiences numbering in the hundreds of thousands to millions. **Content creators, or "influencers," sometimes qualify for partner programs, but the revenue share is not significant and the smaller contributors get left out in the cold entirely.** For example, YouTube prohibits creators' revenue generation until views hit a certain target level. This leaves the contributors with nearly no power, they can do little to change things for fear of angering a platform capable of pulling the plug on their livelihood. **OnStellar is changing this equation in favor of every content creator.**

We want to reward all of our contributors, whether leading authorities or newcomers to the scene, anyone who advances the conversation and contrib-utes meaningfully to OnStellar's growth deserves their fair share. That's why our system is designed with some important goals in mind.

First, in the interest of leveling the playing field, we require no pre-set threshold of activity before a user is included in reward distribution. Show up, contribute, get rewards. Simple, clean, fair.

Second, even if a member only participates by voting, they still earn something. Each vote matters to OnStellar. Many platforms consider 'likes' to be minor participation and disregard it, but we believe every single vote is critical to helping the community stay aware of great content. OnStellar turns voting into currency that users can spend. **How much members earn depends solely upon their OnStellar participation and contribution, nothing else.**

Finally, since this is an age of instant gratification, where our fingertips can engage far-flung networks instantly, we set out to make it fast. That's why OnStellar has chosen a proven blockchain technology that can handle thousands of transactions per second. As a result, our system automatically distributes currency almost instantly from your very first activity.

Lightning speed, equal representation, fair distribution. All in a fun-to-use platform that connects members directly to information they seek, without all the social engineering and questionable privacy infringement.

"Anyone who advances the conversation and contributes meaningfully to OnStellar's growth deserves their fair share."

EMPOWERING CREATORS

Generating income from any Internet-based activity seems impossible to most people and it's easy to get overwhelmed by all the things one must do to become successful. Building a website, finding and distributing valuable content, developing proficiency with all the social media tools and learning every nuance of email marketing, search engine optimization, e-commerce, etc. etc. It's just too great of a task.

Further, creators only receive a portion of revenue they help generate for their platforms, even though they draw in millions of users. To us, that setup seems unsustainable. To make things even harder, view thresholds deny creators any revenue should a video fail to generate enough traffic.

We make it easy to build a brand and reputation

The OnStellar platform makes it easy for professionals and lay users alike. Our professional contributors derive significant benefit from the reward system, but can also take advantage of our focus on the enlightened community by having invaluable tools at their disposal. These include easily accessible e-commerce and special spotlight positioning to make their content easier to share than ever before. In addition, those aspiring to earn their livelihood from the creation of new and interesting content will find great appeal in OnStellar because we make it easy to build a brand and reputation.

For those who already earn a living creating, OnStellar offers powerful advantages. **First, the opportunities to grow audiences will be unparalleled. OnStellar is active 24/7, 365 days of the year. Content creators will always be connected to the people most interested in their work and the self-regulating economy will encourage those followers to share with others.**

Second, OnStellar will literally be a living social network, granting limitless access to support and communication tools to share your findings. Once activated, opportunities for new relationships and connections never stop expanding. For example: Need a task done on the other side of the world? Create a request for the task with a bounty and leverage your audience potential.

> **Opportunities to grow audiences will be unparalleled.**

Finally, all content creators can monetize their work from the very start. Not only can creators sell their services through OnStellar, but every contribution to the community generates value. No minimum viewers whatsoever. Every up-vote earned will be money earned, as demonstrated by the two following cases:

The new paradigm is about shared income and value creation while at the same time providing a large measure of control over the network rules and operation to the members. To this end, OnStellar is leveraging the work of pioneers and thought leaders in the blockchain industry by adopting an incentive and operating structure that will allow these attributes and organic development of new controls as needed by the community.

Today's major social networks get away with their actions due to a limited market. The consuming public simply has too few choices, until now. With the advent of new blockchain-powered technologies, radical changes in social community management are now possible. But what is the blockchain and why is it meaningful to OnStellar?

Blockchain Will Change Everything

BLOCKCHAIN WILL CHANGE EVERYTHING

The fuel for the fire is the technological revolution powered by a concept known as the 'blockchain.'

In its most simple form, the blockchain is a ledger of encrypted and authenticated transactions duplicated across many network nodes. In other words, these are identical journal entries of the same exchanges stored on thousands of computers across the Internet, all heavily encrypted for security.

The first blockchain implementation was dubbed "bitcoin" and described in a whitepaper published on bitcoin.org in 2008, as "a peer-to-peer version of electronic cash." The innovation was penned by Satoshi Nakamoto, an actual person or group of people writing under a pseudonym who still remains unknown today. The original whitepaper has spawned an entire industry and led to many innovative branches of development from the original concept.

This technology is proving to be quite special and is spreading like wildfire across the Internet. The reasons can best be described by analogy. Think of some of the biggest social media companies in the world. What makes them so special and why do people use them?

The answer is that somewhere along the way, people started investing time, energy and attention and others did the same. Soon, millions were using social media, drawing in millions more. What we have now is the very definition of a self-reinforcing positive feedback loop.

This is exactly true of the blockchain technologies as well – they have been adopted and improved upon by some of the brightest minds in the world and now millions upon millions of people are investing their time, energy and attention into the budding industry in varied ways. Some of these people are software developers imagining new applications, some are business people imagining new ways to solve problems or create efficiencies and some are average everyday people that see a new possible future with blockchain technology.

Truly the blockchain revolution may become more meaningful to our society than the Internet itself!

And it takes the blockchain to power cryptocurrency.

CRYPTOCURRENCY, THE ULTIMATE DISRUPTOR?

Bitcoin, Litecoin, Ethereum are all cryptocurrencies. Cryptocurrency can be thought of as software cash. We are all familiar with the idea of digital money because most of us receive a paycheck by direct deposit and we also take advantage of 'online bill pay' through our banks. We never see that money as cash that we hold in our hands. It's all just electronic money, backed up by an electronic journal entry – functionally the same system as bitcoin.

Cryptocurrencies represent a powerfully disruptive idea: the opportunity to have a private and decentralized currency beyond the corrupt and controlling reach of central authorities. The original cryptocurrency concept introduced the idea of decentralized networks which can send and store value from anywhere without expensive institutions playing middleman.

These concepts are very powerful indeed, but like everything else, there is always another side to the coin. **The top criticisms of cryptocurrencies can usually be boiled down to two main concerns:**

1. Not government backed.

This is 100% true. But is that a bad thing? Let's look at the 'world's reserve currency,' the U.S. Dollar. Total outstanding U.S. debt exceeds $60 Trillion. When governments can borrow at will and run ever-increasing deficits, how is that sustainable? No national currency has ever survived for very long and on average they last under 40 years! If the history of fiat currencies are truly considered, it's easy to see why a currency immune from government manipulation may provide a social benefit.

2. Nothing backs cryptos.

This one is not true. People's energy, time and attention is backing cryptocurrency. When thousands and millions of people invest real energy into something, in the form of money or attention, value is created. It's the same idea as mentioned earlier – all the energy focused on Facebook is creating its value. This harkens back to the early days of cell phones or the Internet. Those who had foresight in the early 1990s to imagine how big the Internet would become stopped at nothing to own a piece of it in the earliest stages.

Indeed, this is a tipping point for civilization: a form of currency owned and managed by the people and not centralized for control or profit.

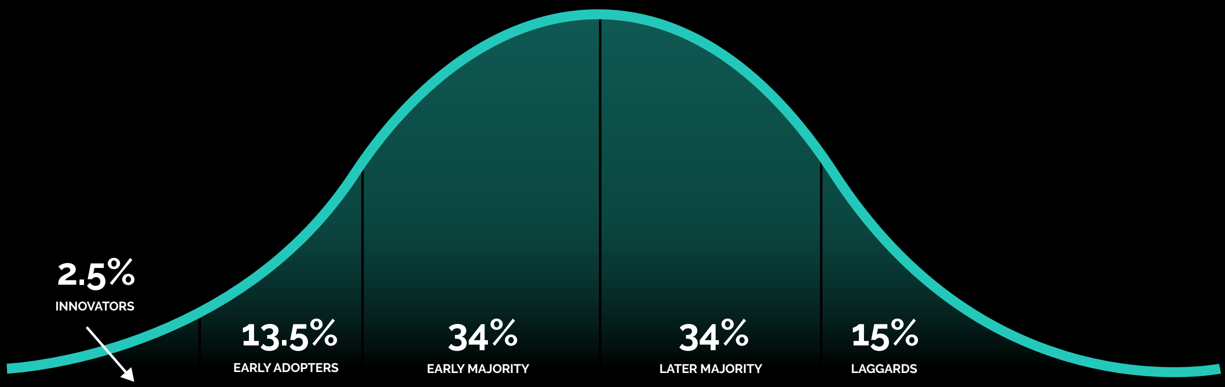
We believe this is not a bad thing. Far from it. Banks and governments have had their chance, so let's give innovative software an opportunity. This idea appears to be successful in the free marketplace all around us today. But technological revolutions always come with bumps in the road.

CRYPTO-ADOPTION

The mainstream has yet to dive into cryptocurrencies, as this technology is still in its early stages. The widely-reported volatility of bitcoin and other crypto-currencies is likely caused by basic problems of adoption. Put simply, it's not easy for most people to use it in daily commerce.

Cryptocurrencies have previously only been the domain of the technologically savvy, the innovators. However, like other ground-breaking new technolo-gies, cryptocurrencies are following one of the oldest and most well-known social science theories called the Diffusion of Innovation, by EM Rogers.

The Diffusion of Innovation curve, also known as, the "technology adoption curve".



In a nutshell, this theory explains how an idea or product gains momentum and spreads throughout a population or social system by describing and labeling the various stages of adoption.

We have seen how early cell phones were so bulky and cumbersome they could only fit in a big suitcase or the trunk of a car. Or how initial computers cost millions of dollars, took up large warehouses and could only be afforded by governments or large companies. As technology improves, it becomes more affordable and easy to use, thereby increasing adoption. The same dynamic is true of cryptocurrencies. Today, we are still at the Innovators stage. So cryptocurrencies are just getting started.

As the market moves from the Innovators to the Early Adopters and then into the Majority, cryptocurrencies will become easier to use and more widely accepted in commerce, **similar to what happened with cell phones and computers. And when that happens the world will change.**

BLOCKCHAIN-POWERED SOCIAL MEDIA

But what does a new social media platform need with the blockchain's distributed ledger and why does it matter? As mentioned above, branches from the original blockchain innovation have led to new ways of building systems, creating more transparent, open and decentralized approaches. This is where OnStellar truly differentiates itself from traditional social media models.

Transparency.

Our system source code will be open-source and available for review at prominent software repositories. This approach has numerous benefits over existing social media. For example, major social media platforms have been found to manipulate the content in user feeds, reducing or eliminating what the user desires and instead pollutes the user experience with unnecessary and unwanted paid ads and engineered content. Our transparency in the code base prevents such covert manipulation of members' experiences.

Open vs Censored.

As our community is well aware, social engineering-directed censorship is a widespread concern on major social media platforms. Consider the recent decision by a large social network to restrict advertisements about cryptocurrencies. This approach flies in the face of open dialogue and debate, hallmarks of freedom. OnStellar is committed to free speech and open discourse as a means of enabling a free and peaceful community. Our blockchain-based platform will operate in a structure which causes member actions to be recorded on the blockchain, providing public verification and immutability in the content, meaning "unable to change."

Decentralized.

OnStellar works to bring freedom and control back to the users. Accordingly, we believe in a decentralized network. This means members will earn the primary financial incentives as the community grows. Members will decide what content is favored and becomes more prominent. Decentralization also means those who have contributed the most to the platform as evidenced by their token balance will have the most voting influence over the platform. It's that easy.

ONSTELLAR'S CRYPTOCURRENCY ON-RAMP

Anyone seeking to invest in the initial Facebook launch might have needed an extra $1 million laying around during their start-up. Not so with OnStellar! Our platform is designed for equality in community and commerce, and provides easy entrance into the world of cryptocurrency. No prior experience nor millions of dollars required

As a shared, decentralized platform, building OnStellar into a vibrant community requires contributions from many community members in the form of investing either time or money. In this regard, OnStellar provides two ways to contribute: people can work to earn tokens or they can buy in. Regardless of which method is chosen, each member's results are based solely on what they put into the community.

Contributions of cash are easy to value, but contributions of work are harder to gauge. That's why voting is such an integral part of the platform and highly valued by the community. **OnStellar is using a stake-based voting structure to allow members to determine the value of the content contributed by others. Influence is gained by the accumulation of tokens.**

Members who contribute more to the platform will earn more tokens and therefore have increased voting influence. The more active a member, the more tokens earned.

Everyone understands voting, and stake-voting provides absolute clarity. By allowing the size of a member's stake to determine the impact of their vote, those who have the most to gain or lose have more say over outcomes.   Starting with OnStellar is hassle-free. Members become involved with the community via a simple registration process where they decide upon a nickname, receive a wallet and may also chose their favorite areas of interest. Each member has an account settings page where they can check their followers, view comments, posts, replies and utilize other features.

Content contributions and voting are rewarded every day as they happen. Contributing interesting content requires more time and energy, so OnStellar designed the system to reward content that is highly favored by the community in a commensurate amount. That's where the token system becomes so vital to OnStellar's existence.

“Our platform is designed for equality in community and commerce, and provides easy entrance into the world of cryptocurrency. No prior experience nor millions of dollars required”

ONSTELLAR TOKEN ECONOMY

The operations of the platform (e.g., creating content, voting on operations) **is performed by members and our success is based upon the collective efforts and consensus of members.**

Non-members may still access the platform, but they cannot participate in the economy. The community is designed to be self-sustaining and its digital tokens, also known as cryptocurrency, are the primary means of interacting on the platform while also serving as a measurement of account.

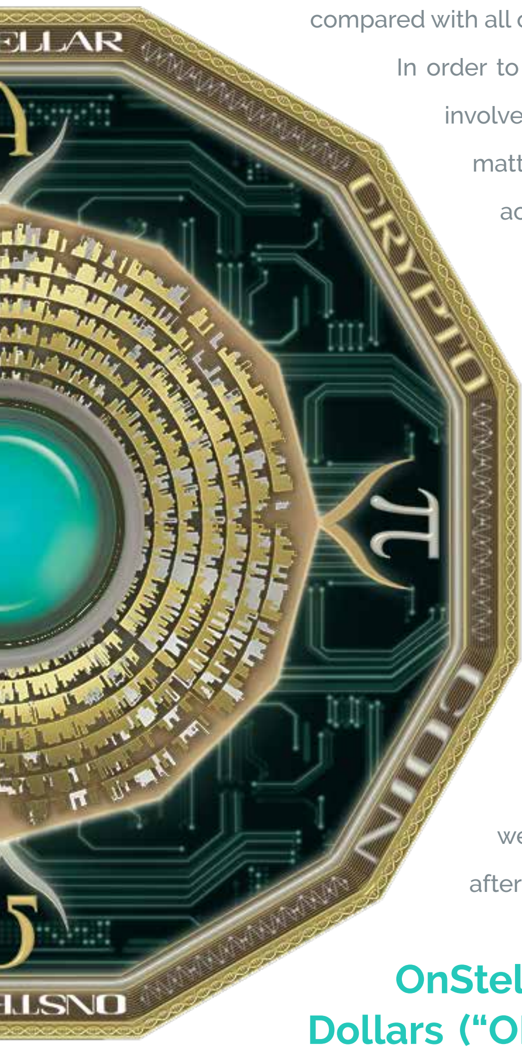
OnStellar (“ONST”) Tokens. The basis of our economy is the ONST token, which is a Smart Media Token powered by the Steem blockchain. ONST is our liquid currency, tradeable on exchanges and transferrable to others as a form of gift or payment for goods or services. OnStellar will offer ONST tokens to future users during our crowdsale. When an activity on the platform earns money, the payout comes in form of 50% OnStellar Power and 50% OnStellar Blockchain Dollars. These are convertible into the liquid ONST token in different timeframes in order to maximize value to the overall community.

Members have the opportunity to receive payouts in 100% OnStellar Power in order to maximize their community influence. A member could also decide to refuse payouts altogether, in which case the tokens that would have been earned are entered into the Rewards Pool.

OnStellar Power (“OP”). A long-term commitment by token owners is highly valued and necessary to provide the platform an opportunity to grow and prosper, which all members need in order to get the most out of their collective efforts. OnStellar Power (“OP”) are ONST tokens committed to a 13-week vesting schedule, during which time they cannot be traded or sold. In exchange for the vesting commitment, the OP holder is provided with additional benefits within the system

.

First, members with more OP have enhanced voting power, and therefore increased control over the community. This includes distribution of rewards to other members, as well as voting for elections and other community matters. Additionally, 15% of the annual economy-wide inflation is paid as interest to OP holders based on their pro-rata share as compared with all outstanding holdings of OP. In order to become more active and involved with the community for matters such as voting or other activities, members can convert their ONST tokens into OP. Transferring ONST to OP is referred to as "powering up," while transferring OP to ONST is "powering down." OP that is powered down is returned to the member in even installments over 13 consecutive weeks, beginning one week after the power down initiation.



OnStellar Blockchain Dollars ("OBD"). In order to allow compensation to community contributors that minimizes volatility and which approximates the stability of the U.S. Dollar, OnStellar uses a token derivative smart contract called OnStellar Blockchain Dollars ("OBD"). OBD holders are paid interest at a rate set by elected "witnesses" in an attempt to maintain dollar parity or a dollar floor at the very least.

During times when OBD breaks parity with the USD in either direction, elected witnesses may take action for the benefit of the overall community as they see fit.

The blockchain consensus algorithm decides how much and when to create OBD, and to whom it should be given, ensuring fair and equitable distribution based on community voting. OBD can be converted into ONST but ONST cannot be converted back into OBD. This prevents financial trading opportunities designed only for monetary gain at the expense of community stability. The conversion price is based on a median of the various price feeds published by community-elected witnesses.

Up-votes or down-votes are measured and the system automatically distributes tokens as the reward based upon a consensus algorithm. As a result, OnStellar fairly allocates value while at the same time combats intentional manipulation. Abuse and stakeholder collusion is controlled by providing members with the ability to down-vote content.

More specifically, tokens may be acquired by members in any of the following ways:

1. **Purchase**
2. **Receiving votes for content contribution**
3. **Curation activities**
4. **Gift or donation**
5. **Sale of goods or services**

ONSTELLAR FUNCTIONALITY

Our next generation social network features secure member registration and wallet functions, a built-in rewards structure for our blogging platform, integrated portals that link creators with publishers or producers and a discovery mapping system for real world connections to satisfy every members' curiosity.

We are leveraging the powerful and industry-leading Steem platform for major portions of our implementation due to its ability to support our rewards programs as well as features such as extremely fast processing times and scalability. Portions of this whitepaper, including the description of token economy functionality, rely heavily upon contributions from the Steem community.

Phase One Functionality:

Member Registration.

When a new member joins, the secure process allows them to pick a username and then provides a secure email verification step to ensure account ownership. The system also automatically creates a unique cryptocurrency wallet where all transactions involving the user will automatically reside. This is extremely convenient, especially for those who are new to the world of cryptocurrencies. Even better, the member's wallet address is exactly the same as their system username. This replaces a confusing and hard-to-remember string of letters and numbers like those found in Bitcoin or Ethereum wallets.

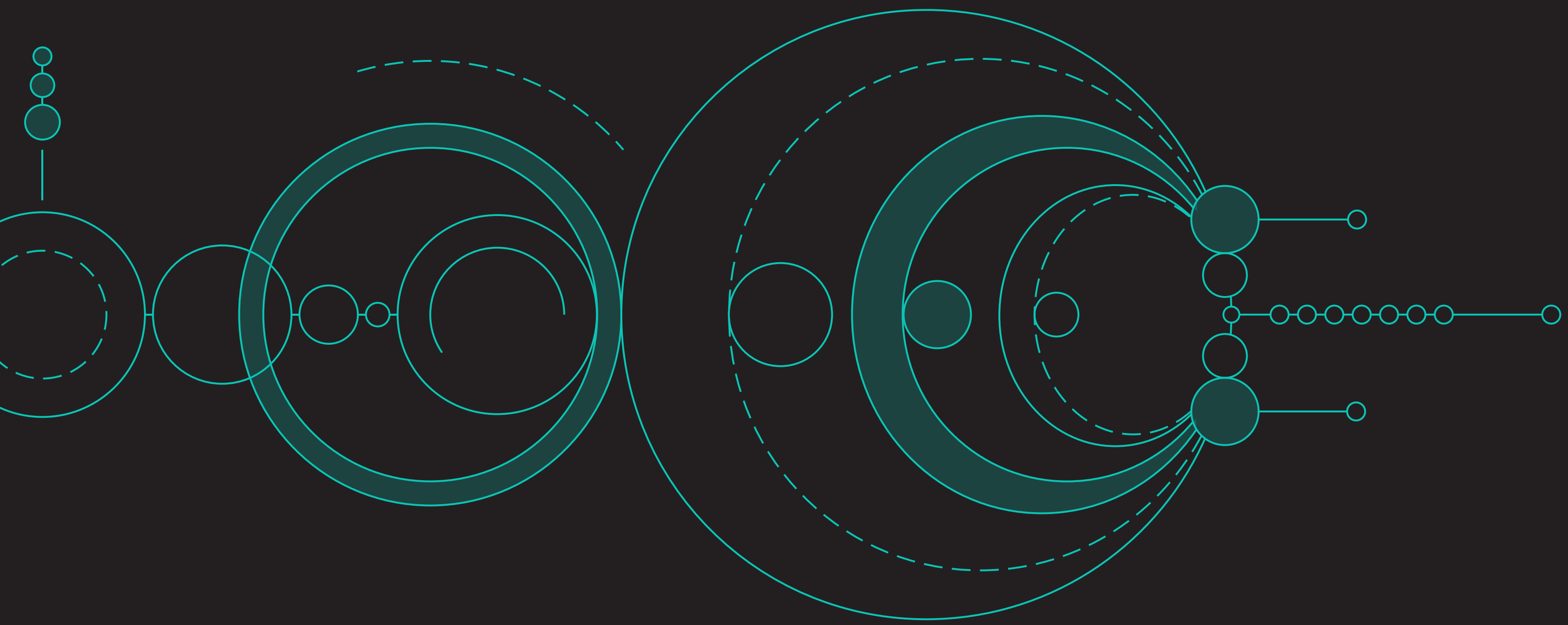
User Feed and Subjects.

The user interface will be designed with the OnStellar audience in mind. We will offer similar functions to mainstream social media platforms, including the ability to easily post articles, discover information via searches, upload a variety of media, embed URLs, follow other users, up-vote or down-vote posted articles as well as report/delete/block content or users. OnStellar will maintain a heavy emphasis on member-participation in hosted events such as live streaming conferences or lectures. The community will welcome non-English speaking users by offering translation tools and member support.

Content Creators.

OnStellar is unique from other social media platforms due to our ability to support professional and non-professional content creators alike. This presents three distinct advantages to using a OnStellar's far-reaching and organic platform.

First, the opportunities to grow audiences will be unparalleled. OnStellar is active 24/7, 365 days of the year. As a self-reinforcing dynamic, content creators will always be connected to the people most interested in their work.



Second, OnStellar will literally be a living social network, granting limitless access to support and communication tools to share your findings. Once activated, opportunities for new relationships and connections never stop expanding.

Finally, all content creators can monetize their work from the very start. Not only can creators sell their services through OnStellar, but every contribution to the community generates value. No minimum viewers whatsoever. Every up-vote earned will be money earned, as demonstrated by the two following cases:

Professional Contributor:

Steve Mera is an established Ufologist, Paranormal Investigator, Cryptozoologist and Investigative Journalist. He posts an article about a recent investigation into Peruvian Mummies. His post includes photographs, DNA results and a short video of the mummies he filmed during the investigation. **Steve's post is well received by members, who start up-voting it. These up-votes earn OnStellar tokens ("ONST") for Steve.** The post makes it to the front-page of "Professional Contributors of the Week." Because of this, Steve attracts new followers, who then comment and share to an even broader audience.

Steve is now motivated to produce more original and quality content in order to:

- Build his audience
- Receive feedback on research
- Create collaborations
- Connect with professional publishers
- Receive immediate financial rewards
- Build long-term rewards –

he received a Professional Contributor of the Week mark on his profile. This mark keeps Steve's post on his profile for life and earns tier bonuses for him.

> “Because of the up-votes, John’s post is featured on the front page “Contributors of the Week.””

Community Contributor:

John Smith is interested in paranormal phenomena, especially EVP (Electronic Voice Phenomena). A few weeks ago, Susan’s post on EVP in Seattle, which also included an audio recording, prompted John to post an audio file he made in his house. For Susan, **John’s recording was an important asset for ongoing investigations and research into EVP.** Susan provided John with OnStellar tokens (“ONST”) and Susan’s followers also up-voted John’s contribution. Because of the up-votes, John’s post is featured on the front page “Contributors of the Week.” Thus, John attracts new followers, who then comment and share to even broader audiences.

John is now motivated to:

- Find other opportunities to help Susan’s research
- Consider further ways he could contribute to OnStellar
- Tell his friends about OnStellar
- Vote for other interesting contributions
- Build long-term rewards –

he received a Contributor of the Week mark on his profile. This mark keeps John’s post on his profile for life and earns tier bonuses for him.

Dedicated Followers Earn Benefits Too.

For content creators who already have audiences, OnStellar is proud to offer them somewhere to thrive and connect with similarly-minded souls. By providing designated pages for meeting and sharing ideas, content creators and followers can keep track of the conversation and stay up-to-date with developments in every subject of interest. Additionally, members who share content they discover from outside OnStellar will earn tokens too. Above all, OnStellar is elated to give people an open, safe space for discourse.

Decentralized Exchange.

OnStellar offers a decentralized token exchange conveniently located on the platform. The exchange allows users to trade their ONST and OBD tokens through a public decentralized peer-to-peer market. Members are able to buy and sell, with order matching and completion performed automatically by the system.

Payments Through Escrow.

There are situations where it may be necessary for a member to transfer tokens to another member as part of an agreement, although the sender may not be comfortable doing so without a way to get them back if the other member does not hold up their end of the agreement. The OnStellar system provides a way for users to send tokens to each other with a third party designated as an escrow service. The member acting as the escrow service is able to determine if the terms of the agreement have been met, and either allow the funds to be released to the receiver or returned to the sender.

Phase Two Functionality:

Discovery Mapping System.

The OnStellar Discovery Mapping System is a mobile app designed to reveal important sites near your physical location. The app uses your smart device GPS data, mapping software, camera and your OnStellar membership to help you explore sites of interest in different locations across the globe. Members can go to real-world places of interest, like sacred sites or haunted buildings, to see what the system reveals. As a member, you have the ability to provide information, exchange messages or interact with other members nearby as you encounter each site. In keeping with our commitment to privacy, OnStellar will not share any member information without full permission to do so. Full details on the functionality, data requirements, and privacy will be provided at a later date.

Professional Connectivity Center.

The professional connectivity center provides members with a portal to submit their original works to industry professionals for production. Categories include dramatic and documentary film and television projects, as well as print fiction and non-fiction. The center will feature an array of educational and inspirational material on all aspects of film and documentary development, production, distribution and seminars or lectures in media studies as well as creating a seamless and transparent connection between authors and publishing houses worldwide. Both established and emerging authors will be able to securely submit their manuscripts for previewing.

OnStellar Stock Portal.

Since the inception of New Age Thought, art has become extremely popular within the conscious community and mainstream arena worldwide. Stellar Stock Portal is designed as a platform to connect members with visionary artists, graphic designers, photographers and videographers.

Learning Center.

OnStellar offers a variety of subject-specific educational material, developed by experts in their respective fields. Our first training course was constructed in 1995 and became one of the most popular courses of its kind in the United Kingdom and is now tutored from schools and colleges. Generally, our course structures consists of an entry level course and then an advanced course, and for those students just interested in Ufology, a Stand-Alone UFO Investigators Course. We are thrilled to integrate this curriculum with some of the leading tools available on the market today.

Phase Three Functionality:

Planet Earth Project.

The OnStellar Community will be offered the opportunity to support charitable organizations actively engaged in solving environmental problems. Members may feature a selected charity from Planet Earth Project listings on their profiles and can choose to donate tokens to the charities during peer-to-peer transactions.

Stellar Freelancing Portal.

Yet another community-focused effort from OnStellar's founders – Stellar Freelancing Portal is to be implemented as a part of its future vision. This digital portal, based on our smart contract escrow system will enable OnStellar members to post and search employment opportunities.

Stellar Citizen Academy.

The goal of the Stellar Citizen Academy will be to preserve the legacy of educational luminaries of the past and present, whose body of work made a significant contribution to alternative science, literature, arts, entertainment, education, enterprise, investigation and research. The Academy Board Members will consist of distinguished change-makers from all walks of life who will be actively engaged in maintaining and promoting subject-related fields. Their influence will pave the way for new generation of pioneers in alternative science, medicine, wellbeing, literature, films, education, technology and other branches of the supernatural. With two Stellar Citizen Awards already presented to educational luminaries in 2016 and 2017, an annual award ceremony will be OnStellar's most anticipated brand signature event of the year, held in the U.S.

StellarCloud Portal for Sound and Music Creators.

The world's first New Age online distribution platform for transformational, inspirational and clinically-tested sound and music will be developed as a part of OnStellar projects. Visionary and gifted sound and music creators will be able to upload, promote, sell and license their originally-created content.

ONSTELLAR TECHNOLOGY

The OnStellar technology is based on the well-established Steem blockchain. By operating from the Steem blockchain, we are able to safely implement our business model, including many of the features described above while also enjoying a robust, tested and proven infrastructure. The following section is sourced almost entirely from the Steem bluepaper. For more information please visit https://steem.io/steem-bluepaper.pdf

The Rewards Pool.

The "Rewards Pool" is the source from which tokens are distributed to valuable community members. Tokens in OnStellar are generated at a fixed rate of one block every three seconds. These tokens get distributed to various actors in the system based on the defined rules of the blockchain. These actors, such as content creators, witnesses, and curators, compete in specialized ways for the tokens.

The rate that new tokens are generated will be set to 9.5% per year starting upon release of the platform, and will decrease at a rate of 0.01% every 250,000 blocks, or about 0.5% per year. The inflation will continue decreasing at this rate until it reaches 0.95%, after a period of approximately 20.5 years.

Of the supply of new tokens created every year, 75% of those tokens compose the "rewards pool" which are distributed to content creators and content curators. 15% are distributed to vested token holders, and 10% are distributed to Witnesses, the block producers cooperating inside the OnStellar platform.

Rewards for Content Creators and Curators.

The users who produce content are adding value to the network by creating material that will drive new users to the platform, as well as keep the existing users engaged and entertained. This aids in distributing the currency to a wider set of users and increases the network effect. The users that take time to evaluate and vote on content are playing an important role in distributing the currency to the users who are adding the most value. The blockchain rewards both of these activities relative to their value based on the collective wisdom of the crowd collected through the stake-weighted voting system.

Voting with Staked-Tokens to Determine Allocation of Rewards.

OnStellar operates on the basis of one-ONST, one-vote. Under this model, individuals who have contributed the most to the platform, as measured by their account balance, have the most influence over how contributions are scored. Stake can be bought or earned. Users can not gain additional influence by owning multiple accounts, since one single account with an amount of stake will have the same influence as two different accounts sharing the same amount of stake. The only way for users to increase their influence in the platform is to increase their stake.

Furthermore, OnStellar only allows members to vote with ONST when it is committed to a 13 week vesting schedule called OnStellar Power. Under this model, members have a financial incentive to vote in a way that maximizes the long term value of their ONST.

Speed and Scale.

With the Steem blockchain as its foundation, OnStellar is designed to be one of the fastest and most efficient blockchains in existence, and is able to scale to support 10,000 or more transactions per second.

Native Name System.

Wallet addresses used by many blockchain technologies, such as Bitcoin and Ethereum, have historically consisted of long strings of random letters and numbers, however, these wallet addresses can make it difficult to transact with other users in a typical online-social-media context because users are unable to recall the long-string addresses from memory. OnStellar uses each participant's user name as their wallet address, which bolsters the user experience for participants who attempt to send tokens because they can verify the addresses from their own memory.

Hierarchical Private Key Structure.

OnStellar employs a hierarchical private key system to facilitate low-security and high- security transactions. Low-security transactions tend to be social, such as posting or commenting. High-security transactions tend to be transfers and key changes. This allows users to implement different levels of security for their keys, depending on the access that the keys allow. These private keys are the Posting, Active and Owner. The posting key allows accounts to post, comment, edit, vote, repost, and follow/mute other accounts. The active key is meant for more sensitive tasks such as transferring funds, power up/down transactions, converting, voting for witnesses, placing market orders, and resetting the posting key.

The owner key is only meant for use when necessary. It is the most powerful key because it can change any key of an account, including the owner key, and to prove ownership during an Account Recovery. Ideally it is meant to be stored offline, and only used when the account's keys need to be changed or to recover a compromised account.

OnStellar also facilitates the use of a Master Password that encrypts all three keys. Webservices can use a Master Password that decrypts and signs with the necessary private key. Master Passwords may allow users to trust certain services to keep improper keys from being transferred across any servers, thus increasing user experience while maintaining a secure client-side signing environment.

Multiple Reward Beneficiaries.

For any given post there may be a number of different people who have a financial interest in the reward. This includes the author, possible co-authors, referrers, hosting providers, blogs that embedded blockchain comments, and tool developers. Whatever website or tool that is used to construct a post or comment will have the ability to set how rewards from that comment are divided among various parties. This allows for various forms of collaboration.

Stolen Account Recovery.

If a user's account is compromised, they may change their keys using their private owner key. In the event that the attacker is able to compromise the private owner key and change the password on the account, the user has 30 days to submit a previously functional private key through OnStellar's stolen account recovery process, and regain control over their account.

Security Through Time-Locks.

If a user's active or owner key is compromised, the attacker would have full access to all of the funds in their account. Because blockchain transactions are irreversible, users have no way to get their funds back after they have been stolen.

The OnStellar allows users to store their ONST and OBD tokens in a savings account, so that the funds may not be withdrawn until after a three-day waiting period. In addition, ONST that is held in the 13-week vesting schedule may only be withdrawn at a rate of 1/13 per week, after an initial waiting period of seven days. These time-locks prevent an attacker from being able to access the full portion of the user's funds immediately, so that the rightful owner has time to regain control over their account before all of their funds can be withdrawn.

Bandwidth Rate Limiting for Fee-less Operations.

Because the witnesses are paid entirely through the generation of new tokens, there is no need to charge users a fee for powering the blockchain. The only reason to charge a fee would be as a deterrent to prevent users from completing an unreasonable amount of transactions, which could potentially impact the performance of the blockchain.

In order to place reasonable limits on the system use, each user is given a limited bandwidth. Whenever users perform blockchain operations such as token transfers, posting content, and voting, it uses up a portion of their bandwidth. If a user exceeds their bandwidth allowance, they must wait to perform additional actions until their bandwidth recharges.

Bandwidth limits adjust based on network use, so users have a higher bandwidth allowance when the network usage is low. The amount of bandwidth that an account is allowed is directly proportional to the amount of OnStellar Power a user has, so users can always increase their bandwidth allowance by getting additional OnStellar Power.

NEXT STEPS

As humanity's collective consciousness grows by the year, OnStellar is perfectly positioned to capitalize on this expanding culture and breakthrough blockchain technology by merging them harmoniously.

OnStellar may severely disrupt two antiquated systems: centralized currency and social media. Global hegemonic control over currency and social media's grip on mainstream thinking are both on the brink of change and OnStellar is the answer.

By introducing a decentralized currency via a mutually-beneficial platform, OnStellar rises above questionable social media practices and shady monetary policy. Through transparency, shared rewards and community-led action, OnStellar will lead by example: rejecting old paradigms of censorship, product placement and social manipulation.

Claiming your stake in the OnStellar community is simple and easy. This is more than a mere pitch, it's a collective call to action. We invite you to join OnStellar and participate in something wholly unique that will change the world.

We have the opportunity to do something incredible. Together. Join us.

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