

EasyLife Whitepaper

Introduction

In the last few years blockchain technology has advanced by leaps and bounds. Technologies utilizing the delegated-proof-of-stake (DPOS) algorithm such as EOS are proving to be viable solutions to the problems inherent in the proof-of-work and proof-of-stake algorithms used by their predecessors such as Ethereum. However, in overcoming these limitations, the latest technologies have brought forth a new set of problems of their own. By trying to provide a one-size-fits-all solution these new technologies require their block producers to provide an astounding amount of resources from the beginning, pricing it well beyond the capabilities of any individual that doesn't have a large corporate budget. Since this new wave of technologies only allows for a relatively small amount of block producers and becoming a block producer requires such a large amount of resources it is our opinion that this new wave of blockchain technologies runs the risk of concentrating control and profitability back into the hands of the large, centralized corporations that blockchain was invented to take the power back from and defeats the philosophical purpose for which blockchain technology was invented.

Meanwhile, blockchain inter-operability has become the new "Holy Grail" of blockchain development. It seems everyone in the space is talking about it yet no one has come up with a viable solution. According to our observations, the reason for this is that they have approached the problem from too large of a scale and tried to get already bloated blockchains to interact with each other. To us, you don't build a house by nailing two trees together. Instead, you choose a variety of materials that can be cut, shaped and formed according to your needs.

To this end, our goal is to create a series of blockchains, one for each dapp, that can be customized to optimally fulfill the needs and desires of that particular application. Our novel approach will not only allow each chain to operate together with other chains in the system but will also plug in to the Bitshares platform allowing for ease of trading the tokens associated with each chain while provided a hub that ties the system together. Additionally, since each chain will need their own set of block producers (witnesses) and since the load will be spread out over a veritable cornucopia of blockchains there should be plenty of room for your average person who wants to become a blockproducer to easily be able to plug into one of the chains.

The EasyLife System

Prior to modern rise of large corporations, the economic and social heart of a community was it's marketplace. People of the community would all come to the marketplace to ply their wares while catching up on the news and gossip of the day. While this system provided the benefits of physical centralization in that everyone could find what they needed in one place as well as functioning as a communal gathering space, it also provided the benefits of logical decentralization in that each farmer, craftsman, fisherman, etc was a unique seller in their own right. Prices were set naturally through the free-market laws of supply and demand and consumers benefited from the natural competition that arose from sellers competing with each other to provide the best product at the best price. Innovation was encouraged as if you were the first one to create something new then you would be the only one selling that product or service. Yet, eventually someone else would also enter the space requiring you to focus on increasing quality and/or lowering price. No one central authority had control making market manipulation much more difficult than in today's world and everyone was free to market their skills and the fruits of their labor.

The most successful corporations in the world today (Walmart, Amazon) provide the same benefits of having physical centralization. However, the loss of the logical decentralization has concentrated power into the hands of a few players that don't necessarily have the best interests of the population at heart. It has also made it next to impossible for small businesses to compete in almost any market. With our EasyLife system we want to bring the benefits of physical centralization to the blockchain sphere while retaining the philosophical, social and economic benefits of logical decentralization.

To this effect, Bitshares will be the economic hub of the EasyLife system. Users will be able to log in to any chain in the EasyLife system using their Bitshares credentials and all tokens earned on the various platforms will be credited to their Bitshares account where they can be traded for any asset on Bitshares. We have determined a system whereby the asset for each chain will be controlled by multisignature accounts where the witnesses for each chain hold the keys for issuing the asset, ensuring that the system remains completely decentralized yet works natively with the Bitshares blockchain. The ability for users to create their own tokens on the Bitshares platform and the fact that Bitshares will be integrated into each of these chains allows for users to create tokens that can interact with the blockchains in a variety of ways including voting for their posts on social and media chains, offering customers loyalty rewards and a whole host of other applications.

Having accounts for all chains based on Bitshares accounts also enables the chains themselves to inter-operate together in a trustless web. Since account ID's and most keys are the same it's relatively easy to correlate activity across the chains. For example, since each type of media will eventually have it's own chain a user will be able to create some artwork and post it on a visual arts chain and use this artwork to illustrate a story they write on a creative writing chain.

This feature is even more powerful when you consider that this can even go for content creators using other users' content. A photographer, for instance, can post some of their shots on our photography chain. The photographer will then be able to enable a setting that allows other content creators within the system to incorporate these photos into their work and set a percentage of the rewards that they will collect from the rewards the post it was incorporated into earns. So, if a blogger uses their photo to lively up their blog post then the photographer will automatically collect a portion of the rewards that the blog post earns.

The EasyLife chains won't be relegated to just media either. Other applications will be created that have nothing to do with media content. For example, we have plans to create a decentralized ride-sharing service and other applications within the gig economy. These will also work with other chains within the EasyLife system. For example, if a user gets a ride from a driver using our ride-sharing platform they will then be able to rate their driver and leave a review on a chain we will build specifically for leaving reviews. Other non-media related applications are planned as well including a blockchain-based code repository and a graphene-based smart contract platform. This list is not meant to be exhaustive as there are many more applications this system can be used for and a detailed description of each one is beyond the scope of this paper. Instead, we will only do a detailed description of the first chain in this system as it is integral to the function of the system. Sections containing detailed descriptions of each chain in this system will be appended to this paper as they are developed.

Other functions will also be integrated for which a blockchain would be unnecessary and often undesirable. For example, we will create a P2P messaging system so that users can send messages to each other directly across any of the chains in the system. This function may also blossom eventually to add chatrooms, audio/video calling and conferencing and screen sharing functions. Additionally, we will create a marketplace where users can sell their goods and services to a global audience and receive payment in whatever asset they choose. This feature can become a very powerful retail tool with the integration of PalmPay merchant services.

EasySocial

EasySocial will be the first chain developed in the EasySocial system and will function as the social hub of the EasyLife system as Bitshares functions as the economic hub. The goal of EasySocial is to provide a censorship-resistant platform to facilitate the free sharing of information and to develop a strong community base. The key focus here is on the community. All major decisions that effect the chain will be decided by the community through proposals presented on the chain and voted on similar to worker proposals on the Bitshares blockchain.

Unlike other blockchain-based social media platforms, EasySocial won't need to focus on the creation and sharing of original creative content since we will have a wide variety of other chains for virtually every type of media. Instead, EasySocial will be focused more towards interaction with others in the community. One of the things that makes centralized social media so popular is that people are free to post their selfies, links to interesting things they find on the internet, memes, status updates and other things that wouldn't be considered "quality content" on other platforms. This rather large niche is what we would like to fill with EasySocial.

To accomplish this goal, at the start the rewards for posts on EasySocial will be split evenly (50/50) between the poster and the curators. Additionally, all post rewards will be given 100% in staked tokens that can not be immediately converted into liquid tokens. However, curation rewards will be issued in 100% liquid tokens in the form of an asset pegged to the market price of silver.

After consulting with the community, we chose a silver-pegged asset for several reasons. We wanted a price-stable asset for one thing to protect users against wild market fluctuations. We also wanted something that would have international appeal. Only USD and EUR really fit this bill as far as fiat currencies and considering recent events and the current state of global economic affairs we didn't think that either of those currencies would remain stable indefinitely. Precious metals have historically been the greatest store of value, retaining their purchasing power with relatively little fluctuations. While gold actually has a more stable value historically in comparison to silver, the price of gold is particularly high, with one gram of gold being almost \$40 USD at the time of this writing. Silver, on the other hand, has a market price of approximately \$0.50 USD per gram at the time of this writing which, while we think it is currently vastly undervalued, seemed a reasonable value for an asset with three points of precision to be used as a means of exchange while allowing plenty of room for when the price eventually corrects.

EasySocial will be a self-governing community. It will start with an open beta phase that will be open to anyone who would like to join. During this phase the community will develop a chain constitution describing basic rules of acceptable actions on the chain, processes for modifying the constitution and adding or changing features on the chain as well as methods and means of enforcing these rules. During this phase the community will also decide important details such as initial inflation rate, initial number of witnesses and other aspects that effect every user on

the chain. It is important that this phase occurs during the open beta phase before the initial supply is distributed so that every user has an equal voice in the decision making process. Any rewards made during this phase will be of testing tokens that have no value.

Also during the open beta phase there will be established various smaller communities within the greater EasyLife community. We have earmarked some of the initial supply for these communities to create their own community tokens. These tokens can be used for upvotes from the community account. For communities to be eligible for a portion of this stake they will need to be inclusive (not excluding members who would like to join without good reason), form their own system of governance and token distribution and determine other ways they can bring value to their tokens beyond just the stake given. Users can be members of multiple communities if desired and any group of people is free to create their own community by creating a community account and donating or delegating stake to it. These communities should help increase user engagement and encourage people to recommend other people in their social networks outside of EasyLife to join. The portion of the initial stake reserved for these community tokens will be distributed to qualifying communities in a method determined by the overall community active during the open beta phase.

Once all decisions have been made and implemented and a constitution has been established we will set a date for mainnet launch and initial supply distribution. There will be an initial supply of 10.5 million tokens that will be distributed as follows:

- 20% to BTS holders (2.1 million)*
- 20% to EASYDEX.PB token holders (2.1 million)*
- 20% presale (2.1 million)
- 20% for the creation of community tokens and various other Bitshares assets
- 10% for the development team (1.05 million)*
- 5% for bounties and rewards (525,000)
- 5% retained for account creation (525,000)

(bullet points with a * are points that will be true for all EasyLife chains)

All sharedrops and bounties will be distributed in the form of a Bitshares asset that can be exchanged for staked tokens once the mainnet has launched. Presale tokens will be the only one that can be traded for liquid tokens that can be staked, transferred, etc. Presale tokens will be available on the Bitshares DEX beginning September 1, 2018 and each of the 2.1 million tokens will be available at the cost of 1 BTS. All funds collected through the presale will go to chain development and marketing efforts. Any funds left over after EasySocial has been completed will be used to develop future chains.

This paper represents the initial ideas of the development team. However, since the system is designed to be a series of self-governing, mutually beneficial and inclusive communities many things are likely to change and/or be added to this system. To this end, this paper will be continuously updated as the communities decide different aspects and new chains and features are added.

Disclaimer

The purpose of this Website and White paper is to present EasyLife– a crowdfunded system of inter-operating blockchains under development by EASYDEX, LTD– to potential community members who join the EasyDex community in connection with the proposed EasyLife blockchain system and any associated token presales. The information set forth below should not be considered exhaustive and does not imply any elements of a contractual relationship. Its sole purpose is to provide relevant and reasonable information to potential users and/or token holders in order for them to determine whether to undertake a thorough analysis of the company with the intent of acquiring any of the presale tokens.

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