Cassator Corp.

SI8 social platform
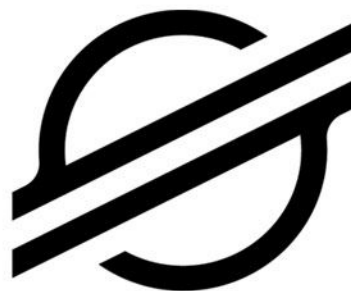
Based at Stellar DLT

Version 5.0

CONTENTS

Introduction

Sl8 is a next-generation social platform:

- crypto mass adoption
- privacy and security, no data hunting and micro targeting
- hierarchical moderation system
- full control in news feeds
- unique Crawling Coin Offering
- automatic content monetization

Sl8 is the next level of the content ecosystem:

- The quality of the newsfeed tends to be maximized not so much by "algorithms," "AI" or "Machine Learning," but rather by the built-in and automatic monetization of users' content with tokenized likes, which is a powerful motivation to make content of higher possible quality.

- The Shadow Following principle allows you to avoid most of irrelevant content, by adjusting the news feed to have only those Layers of information from other people you are interested in.

- In addition to the incredible quality content in the news feed, users can turn off ads completely, even on one of the most inexpensive Premium subscription plans.

Sl8 is the first social platform that allows all users to monetize their talents and skills in a multitude of ways. From any other social network users get nothing but the possibility of being banned.

Sl8 maintain the highest possible level of privacy and security, thanks to end-to-end encryption, collection of the minimum required set of client data, total warfare against bots and botfarms, with fake accounts and scams. Also, user moderated content, fact checking, "Time Well Spent" concept, and you get Sl8, a social network with a clean Slate.

1.1 Social networks treat their users as slaves, whose voice has no power, whose content belongs to the social network, whose data and even personal correspondence can be sold to third parties without the user's knowledge or permission. People have long ceased to be customers of social networks; they have become their commodity for sale.

1.2 The only beneficiaries of a social network activity are usually its owners. Social networks do not reward users in any way for all the content they produce or for their useful activity. This is despite the fact that it is the users, their content, activity and social connections that are the key factors of any social network success. Overall, the social network gets the revenue and profits, the users just viewing ads and giving away their data for free.

1.3 A completely inefficient and non-transparent moderation system, in case of Facebook outcourced as well. Despite the fact that the staff of moderators in the main social networks sometimes amounts to tens of thousands of people, this number is still too small to handle the huge array of content produced by users of social networks.

For example, there are about 100,000 users per one Facebook content moderator. It is clear that in this case it is impossible to process all requests for moderation. Also, moderators themselves are exposed to too much mental destructive content, as they view it daily for many hours a day, which makes their work inefficient and unhealthy. Therefore, social networks are forced to rely on the AI, which makes mistakes too often.

1.4 Social networks are riddled with bots and botfarms. Fake accounts and fake likes / comments / followers only devalue your social connections with friends and other people. Waves of disinformation turn users into victims of manipulation of public consciousness.

1.5 Social networks steal our time by being built on the concept of "Time Spent". The more time we spend online, the more ads we view and the more the network earns on us. That's why social networks constantly distract you with reminders and notifications, so your feed is filled with information junk, against which even ads look interesting and engaging.

1.6 Privacy no longer exists. Social networks are totally watching you, collecting all possible information about you, storing and analyzing it to maximize their profits. At the same time, your information, including personal correspondence and passwords, is often stored unencrypted anywhere, or sold to outside companies without your knowledge or permission. Imagine the danger your personal correspondence and geo-positioning data could pose to an intruder!

1.7 The sheer number of ads is annoying and steals your time, which cannot be bought even if you are a millionaire. Every swipe to scroll through an ad unit is a second of wasted time. We think that this time would be better spent on family, work, or entertainment. Ads are especially annoying and often completely irrelevant, even thoughsocial networks have become incredibly adept at tracking their users' behavior.

Sl8 social crypto platform (solutions)

2.1 Sl8 is a social platform that treats its users as customers. In Sl8, all content produced by users belongs to the users, and Sl8 only charges a small commission from its monetization to keep the platform running and growing. Since Sl8's main monetization model is Freemium rather than advertising, Sl8 doesn't need to spy on its users and sell their data to third-party companies.

2.2 In Sl8 absolutely every user automatically earns from his content, whatever it is. If the content is high-quality (interesting, useful, funny) and the larger the audience, it brings more money. In addition to automatic content monetization, users have several other ways to earn money. For example, you can invite your friends and contacts to Sl8, sell goods and services on the built-in marketplace, get rewarded for content that was used by business accounts for advertising.

2.3 Sl8 will use a new system of content moderation, with "user moderated content" technology on the lower levels. The top level will have moderators from the Sl8 platform supporting the moderating system itself. User moderated content will increase the total number of moderators by hundreds of times and they will work at any convenient time, in any convenient place, spending for moderation from 5 to 30 minutes a day, receiving compensation for this from Sl8 and other users. Moderation speed would be higher and the quality as wel. In this case, each user will understand that his/her posts are evaluated not by algorithms and artificial intelligence, but by real people.

2.4 Sl8 will use a unique system of verification for absolutely all accounts, which will eliminate the sense of registering and using bots and botfarms. Bots' posts will be visible only to the same bots, but not to real people. Endless cheating will be impossible because the likes will have a certain value expressed in SSLX tokens. In Sl8 users will be able to perform socially useful activity, acting as fact-checkers, marking posts with untrue information, this will influence the coverage of such posts towards reduction.

2.5 Sl8 social platform is based on the "Time Well Spent" concept and the revolutionary Shadow Following subscription principle, focusing on the quality, not the quantity, of your time online. Only selected content that is relevant to you, a minimum of distracting notifications, only real people and media in your environment.

2.6 Sl8 wants to know the absolute minimum information about you. We don't want to analyze and store it. We don't want to spy on you. We want to make it so that your information can't be stolen from us, because we simply don't have it. Or we have an absolute minimum of information, at least. We want to make it so that intelligence agencies and governments can't ask for your data and correspondence, because we don't have it.
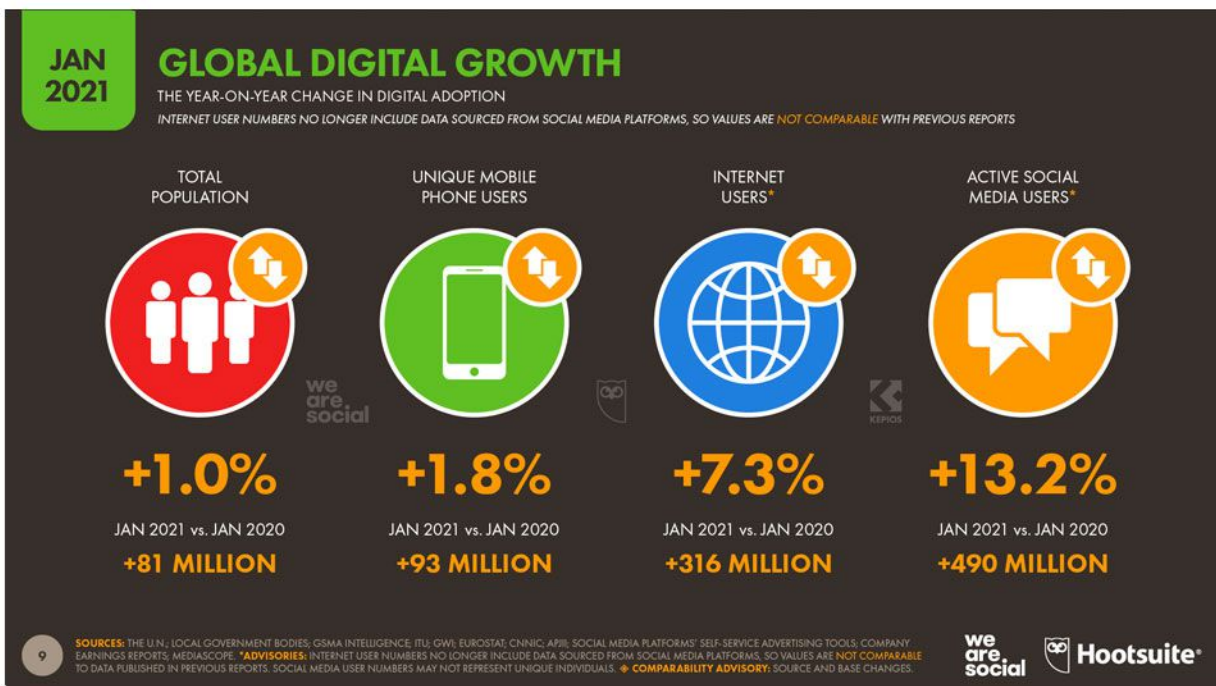
The information we have will be secured by end-to-end encryption, you'll only have the key on your device, you'll know exactly what we know exactly what we know about you, you'll have the ability to delete any data.
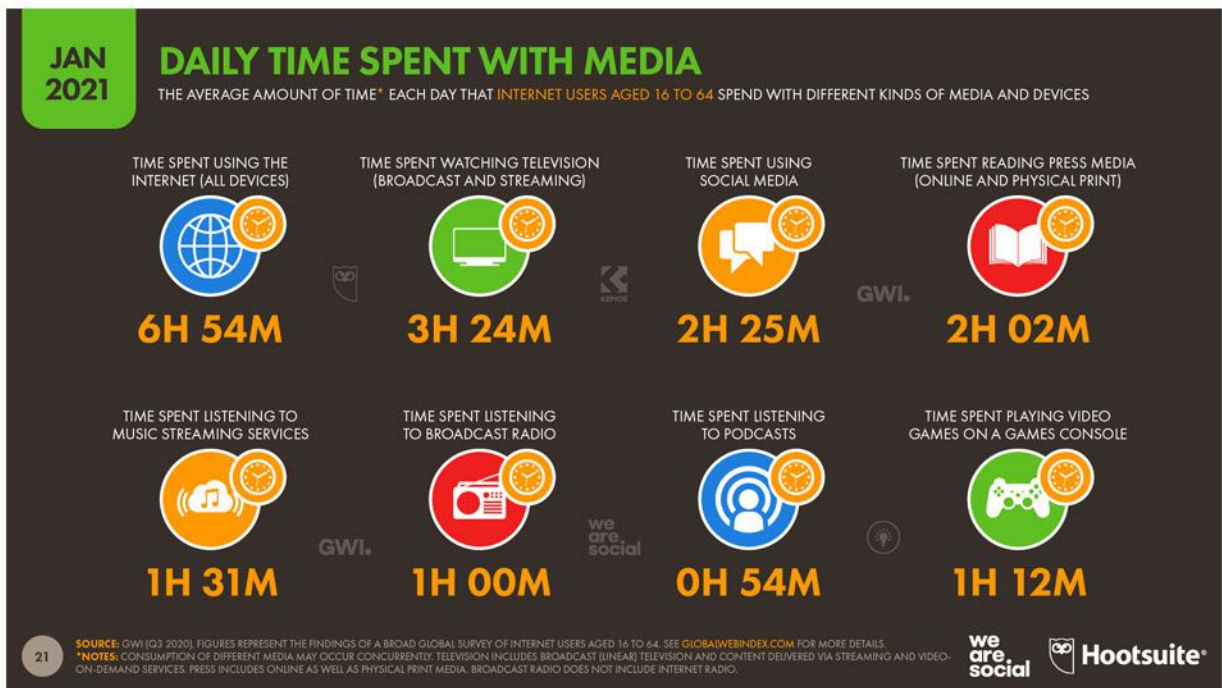
2.7 In Sl8, even with a minimal Premium subscription plan, you can turn off ads. Time, too precious a resource to waste on scrolling through ads.

The market continues to grow rapidly:

- Number of Internet users, 4.6bn, up 7.3%

- Social network users, 4.2 billion, up 13.2%

- Cell phone users, 5.22bn, up 1.8%

JAN 2021 — DIGITAL AROUND THE WORLD
ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE
INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS

TOTAL POPULATION	UNIQUE MOBILE PHONE USERS	INTERNET USERS*	ACTIVE SOCIAL MEDIA USERS*
7.83 BILLION	5.22 BILLION	4.66 BILLION	4.20 BILLION
URBANISATION: 56.4%	vs. POPULATION: 66.6%	vs. POPULATION: 59.5%	vs. POPULATION: 53.6%

SOURCES: THE U.N.; LOCAL GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; GWI; EUROSTAT; CNNIC; APJII; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY EARNINGS REPORTS; MEDIASCOPE. *ADVISORIES: INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE NOT COMPARABLE TO DATA PUBLISHED IN PREVIOUS REPORTS. SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. ◆ COMPARABILITY ADVISORY: SOURCE AND BASE CHANGES.

we are social — Hootsuite

JAN 2021 — GLOBAL DIGITAL GROWTH
THE YEAR-ON-YEAR CHANGE IN DIGITAL ADOPTION
INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS

TOTAL POPULATION	UNIQUE MOBILE PHONE USERS	INTERNET USERS*	ACTIVE SOCIAL MEDIA USERS*
+1.0%	+1.8%	+7.3%	+13.2%
JAN 2021 vs. JAN 2020	JAN 2021 vs. JAN 2020	JAN 2021 vs. JAN 2020	JAN 2021 vs. JAN 2020
+81 MILLION	+93 MILLION	+316 MILLION	+490 MILLION

SOURCES: THE U.N.; LOCAL GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; GWI; EUROSTAT; CNNIC; APJII; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY EARNINGS REPORTS; MEDIASCOPE. *ADVISORIES: INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE NOT COMPARABLE TO DATA PUBLISHED IN PREVIOUS REPORTS. SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. ◆ COMPARABILITY ADVISORY: SOURCE AND BASE CHANGES.

we are social — Hootsuite

User-generated content is worth tens of billions of dollars, but all that money ends up in the pockets of social networks. Users, who spend many hours of their lives creating and discussing content, are rewarded with absolutely nothing. Neither Facebook nor any of the other major social networks allow their users to get real monetary reward from their useful online activity.

It does not matter who exactly produces the content, whether it is a TV channel or a glossy magazine, a student or a blogger, absolutely all content producers should have simple and clear opportunities for its monetization.

Sl8, as opposed to robbing the market without sharing it with anyone, will instead leave the content producers with the lion's share of the money from monetizing it. With several different ways to monetize the platform, Sl8 can afford it. In this way, content producers will be maximally incentivized to make the highest quality content, which will make every user's news feed even more interesting, useful and funny.

Market

Through social networks, you can reach any audience, regardless of gender, age, or social status. 98 percent of online consumers are registered on social networks, a fairly large proportion of them are young people aged18-28 years old.

The average user spends 2 hours and 15 minutes a day flipping through the feed and communicating on social platforms, while young people aged 16-24 spend almost three hours. Social networks are ideal as a channel for attracting customers. Half of all users of social networks are subscribed to the pages of brands. 4 out of 10 Internet users are subscribed to their favorite company pages on social networks, and a quarter subscribe to brands when they plan to buy something. People relate positively to such content, so an active presence on social media is a great value for companies.

Social networks are the main source of information for consumers. Users aged 16-24 prefer to search for information about brands on social networks rather than in search engines. A quarter of users in this age group admit that a large number of likes on the page of the brand can incline them to buy. In the 35-44 age group, 20% of respondents said the same. Social commerce is considered one of the main profit channels, and in SI8 any company or entrepreneur can easily and easily organize a sales channel directly through the built-in store in their profile.
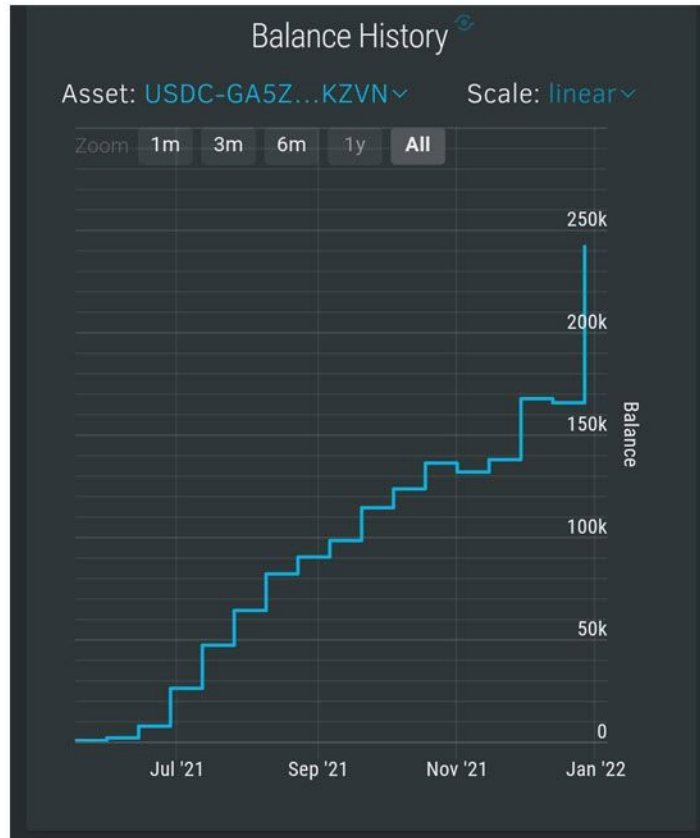
SSLX Crawling Coin Offering (parameters)

- total issuance 10bn tokens, issuing account blocked
- SSLX is a utility token used in SI8 content monetization
- coins are being put on the market smoothly (up to 1% per month of the total issued quantity), since 2021-05-23, 18:39:40 UTC
- SSLX is secured by the capitalization of Cassator Corp. SI8 provides a buyback of SSLX at the current Whitelist round price minus 5%

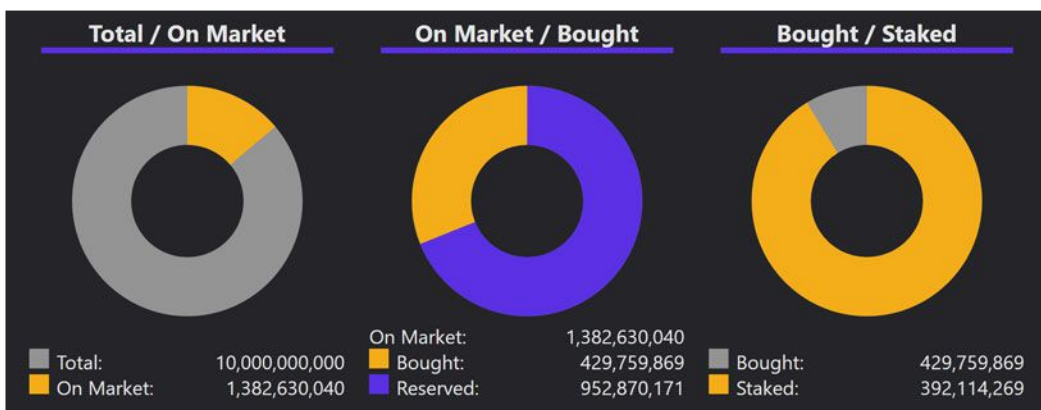**The main advantages of this type of coin offering:**

- instead of getting X million dollars at once, spending them quickly and inefficiently, the startup gets the funds smoothly, in the amount and at the price of the token at any given time that the token buyers think it deserves
- there is no huge mass of tokens on the market that pressing its price downward. The team doesn't have tokens either, only options, just like any other conventional startup.
- Buyers are more protected by being able to enter the token smoothly, in minimal amounts, depending on the project's current progress

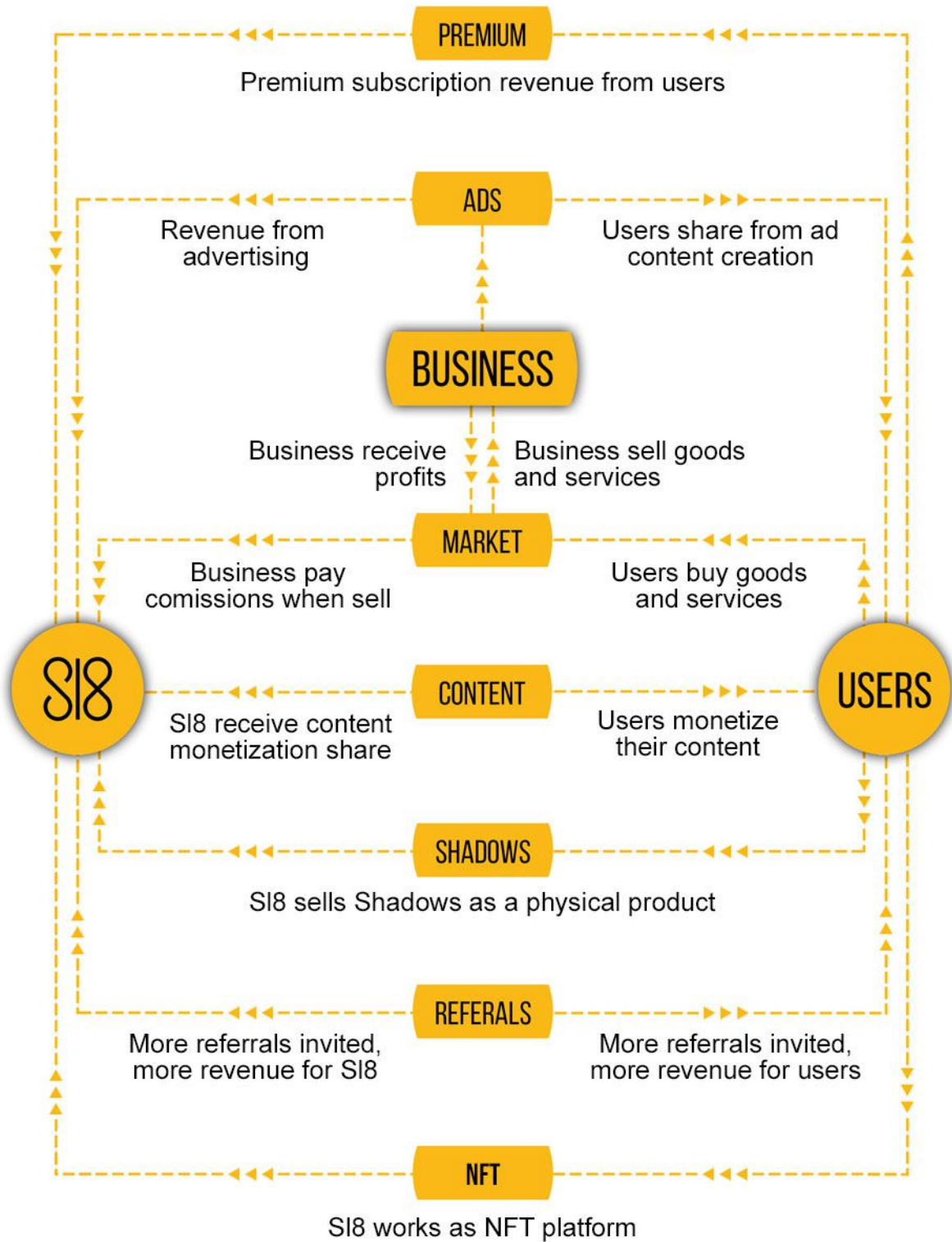**SSLX Crawling Coin Offering (current situation, as of January 07, 2022)**

SI8 is currently preparing to list the SSLX token on exchanges. Significant funds are needed to provide liquidity to the trading pairs. In the chart below, you you can see the growth of Cassator Corp.'s corporate crypto wallet balance:

Statistics:

Total / On Market		On Market / Bought		Bought / Staked	
		On Market:	1,382,630,040		
Total:	10,000,000,000	Bought:	429,759,869	Bought:	429,759,869
On Market:	1,382,630,040	Reserved:	952,870,171	Staked:	392,114,269

Tokenomics model

PREMIUM

Premium subscription revenue from users

ADS

Revenue from advertising

Users share from ad content creation

BUSINESS

Business receive profits

Business sell goods and services

MARKET

Business pay comissions when sell

Users buy goods and services

SI8

USERS

CONTENT

SI8 receive content monetization share

Users monetize their content

SHADOWS

SI8 sells Shadows as a physical product

REFERRALS

More referrals invited, more revenue for SI8

More referrals invited, more revenue for users

NFT

SI8 works as NFT platform

Monetization of the platform

Unlike the main social networks which are stuck with a single way of monetization, namely on advertising (which essentially consists in robbing content creators) in Sl8 a multi-level monetization model will be implemented in which there will be no dependence on any one of its types. Not only that, Sl8 will be a tool to reward content creators for their contribution to the The existence of the network, which is undeniable.

One of the main ways to monetize Sl8 will be through Premium subscriptions. There will be several subscription plans, each of which will give the user certain bonuses. Having a Premium subscription will also affect the total cost of the account, and through it the verification status of the account and the coverage of the posts, the user will get a corresponding Premium icon in their profile.

Another major way of monetization will be a transactional commission on the likes, so that users can not endlessly cheat on each other's posts, thereby trying to inflate their coverage and create the appearance of popularity of their posts. Also, this method of monetization will automatically become one of the factor in the deflationary pressure on the SSLX exchange rate.

The new type of advertising, which can be called recommendations, will remove the need for businesses to engage in the creation of advertising content, and the ordinary users and its creators will bring money and new subscribers. And for Sl8. it will be another way to monetize.

Business accounts and users will be able to create online stores directly in their profile quickly and easily, and sell their products and services for tokens SSLX. And Sl8 will charge a small commission on the sale.

Selling icons with your facet logos as a physical product could be an additional way to monetize Sl8, the sales test has shown that there is good demand for this product.

Users' monetization

No other social network offers so many opportunities for ordinary users to monetize their talents, skills, goods and services. Especially if the user is a Sl8 Brand Ambassador.

The easiest and most automated way for users to monetize is tokenized likes. Each "Like" = 1 SSLX, or even more if someone really likes the content. It does not matter what exactly the user posts, a funny meme, useful or interesting information - the more likes, the more money in his account. Also, the more followers a user has, the more likes he gets.

If the user has something to sell, no matter what it is, goods or services - he can open an online store directly in his profile and sell it, getting paid instantly to his account at Sl8.

If a user created any content which was used by a business for advertising, the user can automatically get 20% of the amount spent by the business for advertising, instantly to his Sl8 account.

If the user is popular in any other social network and has many followers there, he can become a Sl8 Brand Ambassador. Promote Sl8 in other social networks and you will get a very high percentage of spending of all those users, who signed up with Sl8 via referral link or user code.

And this is all in addition to the usual ways of monetizing your social capital as "product placement", "reviews" and "donations".

Contacts

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