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DISCLAIMER

Important Notice

Before deciding whether to invest in this project or not, it's best to read the entire section of this whitepaper. This document consists of the summary of Points Network business model, technology and detailed information about how the funds for this project will be utilized. If you are in any doubt as to the action you should take, please to consult your financial, legal or tax advisor(s). Further we ask you to navigate away from our website and do not contribute to the development of this project in any way. The information provided in this whitepaper, bitcointalk thread, our website and any other sources published by Points Network do not constitute a prospectus or offer document of any sort and it is not intended to constitute an offer of securities or a solicitation for investment in securities in any jurisdiction. You are welcomed to contribute to the development of Points Network but it is important to note that your contributions do not involve the exchange of Points tokens for any form of securities and shares in the company. Points token holders will not receive any form dividends or other revenue right which includes or involves in profit sharing scheme. It is also important to know that any part of information published by Points Network in the whitepaper and website has not (and will not be) examined by any regulatory authority. Points Network, its founders, team members and third parties involved directly or indirectly towards the development of Points Network shall not be liable for any indirect, incidental; special, consequential loses of any kind. Information provided in the whitepaper is not meant to be a business, financial, legal or any kind of other advice. Acquiring Points tokens mean that you'll be entirely responsible for bearing the financial risk in the market. It is important to note that any information provided in this whitepaper should be treated as being descriptive in nature.

Points Token

Name: Points Network

Ticker: Points

Blockchain: Stellar

Price: 25 XLM / Points

Public Key:

Max Supply: 225,000,000 (225 Million)

Note: This is the maximum number of tokens that can ever exist. However, more than 95% tokens will be initially locked and will be slowly added to the circulating supply over the span of many coming years.

Points token can be defined as the only mode of receiving rewards from the platforms which fall under Points Network. There's nothing special about the token itself but our aim is to increasing the overall usability of the token by building different platforms around it. The more usability it has, the higher it's demand and price will be.

Why did we decide to use Stellar blockchain?

There are a number of different reasons for us to prefer stellar instead of any other blockchain. Some of these reasons are:

1. Transaction speed: Currently, stellar is capable of handling more transactions per second as compared to Ethereum and other popular networks. This makes the overall transaction speed of stellar based tokens much faster.

2. Transaction cost: Throughout 2018, Ethereum transaction fees has ranged from \$0.02 - \$1 which is a lot, considering the fact that Answerly is supposed to handle millions of transactions per month at some point. On the other hand Stellar costs 0.00001 XLM/transaction which translates into \$0.00000125 (as of April 2019). This makes Stellar at least 16000 times cheaper than Ethereum.

What platforms are we currently working on?

Answerly app: Answerly app will be our first platform and we're all set to launch it by mid August 2019. Scroll down to find out more about it.

Blogging platform: Our blogging platform will be launched in the first quarter of 2020 and it will serve as an alternative to Medium and Steemit.

Quick Summary Of Answerly App

In general, ANSWERLY APP is a question/answer platform which reward the users for their efforts of posting the best answer on any particular question. The amount of reward that goes into the user's account wallet depends on his user level. The higher his user level is, the more reward he will receive. There's obviously a lot more that comes into this process so in order to find out the in-depth details of this project, continue reading below.

Competitor

Currently, Quora tops the list for being the biggest platform focusing on questions/answers and has the total valuation of \$2 Billion (in 2019). According to Wikipedia, Quora hit 300 million monthly users in September 2018 and is currently the 81st most visited website in the world.

The Problem

- Quora and other similar websites in this industry generate revenues through advertising which are targeted and displayed on the user generated content. On the other hand, the users who basically establish the foundation of such platforms don't receive any type of incentives for their time and hard work.
- Furthermore, Quora has also disabled the wayback engine to index their pages on Internet Archive. So basically if Quora ever goes offline, users will lose their years worth of efforts of posting high quality answers on this platform.
- In December 2018, Quora reported a data breach which affected the data of around 100 million users.
- Quora is popularly known to have opinion based answers instead of answers linking to credible sources. This usually results in inaccuracy of the information provided on Quora.

All these points indicates that there needs to be a better version of such platform which is more accurate and also offer incentives to the users for posting high quality content, and this is where ANSWERLY APP comes in.

What is ANSWERLY APP?

ANSWERLY APP is a question/answer platform which will reward the users for posting unique and detailed answers (only if they get selected as the best answer) to the questions asked by other users. Each best answer will receive specific number of Points tokens (depending upon his "User Level"). User level (which ranges from 0-3) will determine how old and active that user is. User Level "0" are obviously the ones who just signed up to the platform. Similarly, the users on Level 3 will have posted hundreds (if not thousands) of answers to the platform and have been pretty active for a long time.

How does it work?



1. A user posts a question on Answerly. It could either be to increase his reputation points or to really find an answer to a query. As long as question is legit, he should be fine. However, please make sure that the question is unique. Re-asking a question that already exist on the platform, will be considered as spamming and it can lead to account suspension.

2. Now, other users will try to answer that question to earn Points tokens. All users are encouraged to be as detailed as possible. Short and unexplained answers won't have any chance to be selected as the best answer. In order to provide extra references, you may also add links (in the source section), images and embed videos on your answers. User will be given a limited number chances per day to post answers therefore try to detailed and.

Quick tip: Avoid getting involved in every question you see. There will be tonnes of questions on Answerly so your best bet is to only add answers on the topics that you really know about.

3. Each question will only have 25 answers max. Once the question has 25 answers, it will be locked and the best answer will be selected from those 25 answers. Similarly, the question will be locked 15

days from the time the first answer was added even if doesn't have 25 answers.

4. Now the users will try to upvote the best answers on various topics. Users will also be rewarded with reputation points for upvoting the answers.

5. Once the question is locked, the upvotes and answers will be reviewed by answerly team. In most cases, answer with the highest number of upvotes will be selected as the best answer. However, if that user is found to be cheating the system to add fake upvotes on his answer, he will be permanently banned and his answer will be removed. In this case, the second best answer will be chosen as the best answer and will be rewarded with points tokens. However, if the none of the answers contains any detailed explanation, Answerly team will add a well explained answer themselves and will keep the reward for that question.

6. Once the user has at least 50 points tokens in his wallet, he will be able to withdraw those tokens to any other wallet.

How can a user upgrade his User Level?

There are two ways to upgrade the user level:

Pay to upgrade:

A user can pay in Points tokens to upgrade his user level. This will automatically make him eligible to receive higher number of tokens as rewards for every best answer. However, there are certain conditions that should be fulfilled before the user could upgrade his level. Answerly team took this measure to ensure that we maintain the quality and standard of content posted on this platform. The conditions for upgrading the account are discussed below in detail but just to give you a rough idea, here's an example:

If the user on Level 0 wants to upgrade his account to Level 1:

- X number of answers
- X number of questions
- X percentage of best answers
- His account needs to be X number of days old

Example: If you just signed up the platform and want to upgrade your account to "level 1", you'll need to be active for at least 30 days, should have answered at least 100 questions, should have asked at least 25 questions and should have maintain the ratio of at least 5% best answers (5/100 answers must be chosen as the best answers). Similarly, upgrading from level 1 to level 2 will also require certain conditions to be fulfilled. Once those conditions are met, the user can make the payment for level upgrading in terms of "Points Token".

(NOTE, These numbers mentioned above are not accurate as they're just used as an example to explain how the upgrading process works)

Upgrading through "Reputation Points"

If the user doesn't want to pay to upgrade his account, he may try to gain reputation points and use those points to upgrade his account. Now this may take some extra effort and time but it won't cost a dime for the user to move to the next level and start earning more rewards for his answers.

What exactly are Reputation Points?

Reputation points don't really hold any monetary value, neither they are redeemable. They just indicate the number and quality of posts (questions and answers) by the user and his activeness on the platform.

Example:

You can easily earn reputation points, if

- You receive an upvote on your answer
- You post a question on the platform
- You upvote someone's answer
- Answer someone's question (irrespective of whether it gets chosen as the best answer or not)
- Your answer is chosen as the best answer

Reputation Points in depth:

Here's the number of reputation points which you can earn on each of these events.

- Receiving an upvote on your answer = 0.2 RP

0.2 RP will be added to the user's account when someone upvotes his answer.

- You posted a question = 1 RP

1 RP will be added to the user's account when he posts a question on Answerly app. It is important to note that the users (on all levels) will only have a certain limit to how many questions they may post in a single day. These limits are mentioned in the User Levels section.

- You upvoted someone's answer = 0.1 RP

When any user upvotes an answer, 0.1 RP will be added to his account. This shouldn't be confused with 0.2 RP which is awarded to the user who is receiving that upvote on his answer. It is important to note that the users (on all levels) will only have a certain limit to how many upvotes they can do in a single day. These limits are mentioned in the User Levels section.

Note:

- The user cannot upvote multiple answers on the same question.
- Level 0 users can not upvote answers.

- Answering a question = 1 RP

1 RP will be added to the user's account for answering a question. This can be considered as an incentive for those users whose answers are not selected as the "best answer". It is important to note that the users (on all levels) will only have a certain limit to how many answers they may post in a single day. These limits are mentioned in the User Levels section.

- Your answer gets selected as the best answer = 5 RP

If the user's answer have been selected as the best answer, he will be rewarded 5 RP. In total, he will receive 6 RP (1 RP for answering the question, +5 for getting the answer selected as the best answer)

Note: The number of reputation points (that you'll be awarded) will remain the same on all user levels.

User Levels in depth (upgrading, rewards, features & limitations)

This section discusses about the available features and limitations on each user level, the rewards they'll receive and the cost for upgrading to the next level.

	Level 0	Level 1	Level 2	Level 3
Reward for best answer	1 Points token	2.5 Points token	5 Points token	10 Points token
Limitations	<p>Can only answer up to 5 questions a day</p> <p>Can only post up to 5 questions a day</p> <p>Can not post links in the answers</p> <p>Can not upvote other answers.</p>	<p>Can only answer up to 10 questions a day.</p> <p>Can only post up to 10 questions a day.</p> <p>Can upvote up to 25 answer/day.</p>	<p>Can only answer up to 15 questions a day.</p> <p>Can only post up to 15 questions a day.</p> <p>Can upvote up to 50 answers/day.</p>	<p>Can answer up to 25 questions a day.</p> <p>Can post up to 25 questions a day.</p> <p>Can upvote up to 100 answer/day.</p>
Requirements to upgrade	<p>30 days old account</p> <p>Phone verified account</p> <p>Should have answered at least 100 questions (5% best answer ratio.)</p> <p>Should have asked at least 50 questions on Answerly.</p>	<p>90 days old account</p> <p>Phone verified account</p> <p>Should have answered at least 500 questions (5% best answer ratio.)</p> <p>Should have asked at least 200 questions on Answerly.</p>	<p>150 days old account</p> <p>Phone verified account</p> <p>Should have answered 1500 questions (5% best answer ratio.)</p> <p>Should have asked 500 questions on Answerly.</p>	
Cost of upgrading	100 Points token "OR" 1500 RP	400 Points token "OR" 6000 RP	1000 Points token "OR" 15000 RP	

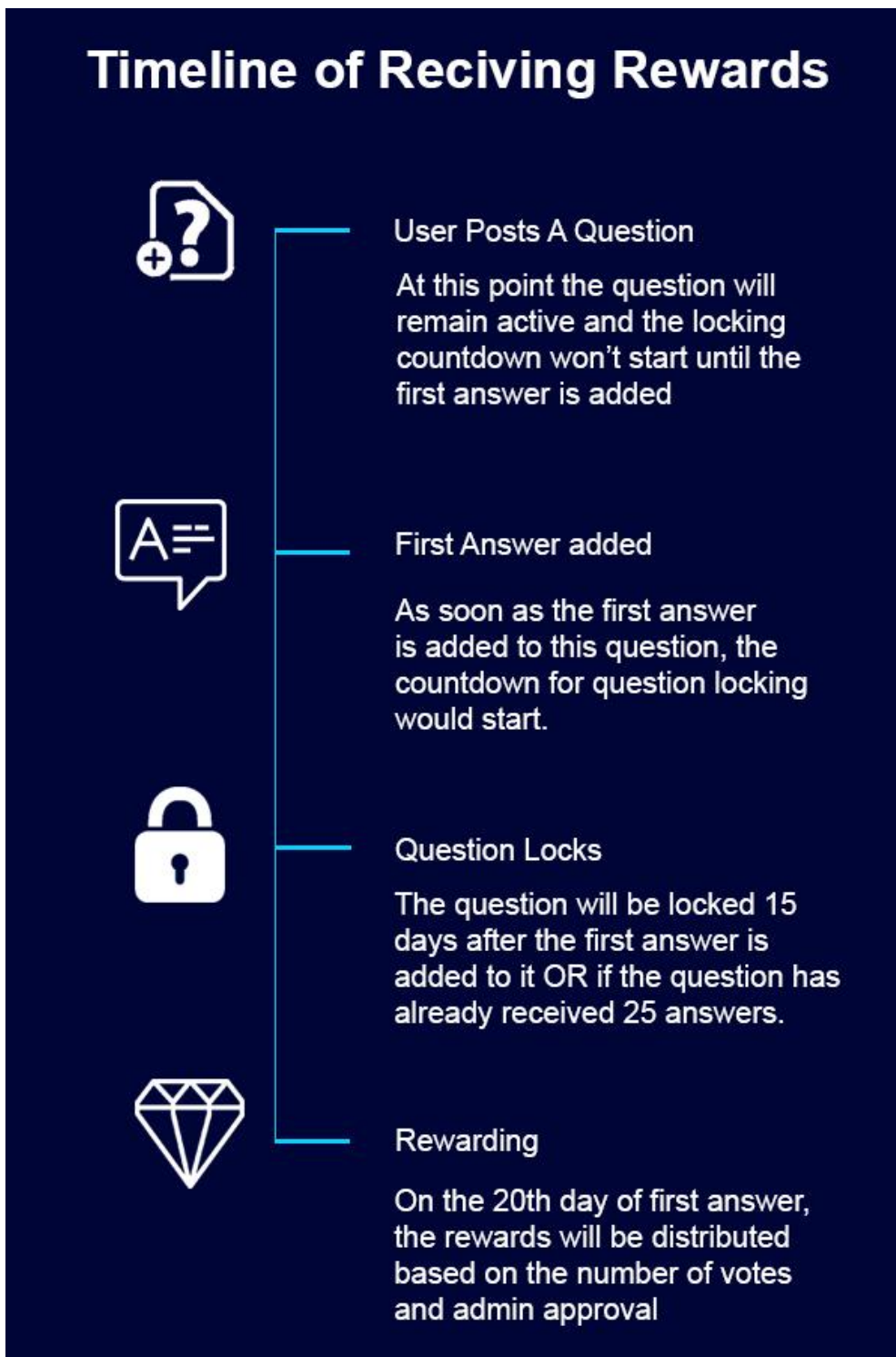
Functions

In order to fully understand the concept, check out how some of the most important functions of Answerly app work.

- Number of answers per question: There can only be a maximum of 25 answers on a single question. This is to ensure that all users (who are participating in answering the question) are getting a fair chance to have their answer selected as the "best answer". According to this, assuming that all answers are equally good, there's still a 4% chance of winning the best answer reward. In order to make your chances to win the best answer reward even higher, here are some tips:

- Make your answer as detailed as possible
- If there's a need, adding relevant images and embedding videos to your answers is highly encouraged.
- Link down relevant sources to support your answer. (only credible sources)

- Question locking



Every question will be open for answers for only 15 days after the first answer is posted. On the 16th day, the question will be automatically locked and no further answers can be added. The best answer for that question will be picked up (based on the number of votes and admin approval) on the 20th day. To put it in simple words, rewards for the best answer will be given on the 20th day of posting the first answer on that question.

- Withdraw function

Users will be able to withdraw their Points tokens from their web wallet to once they have earned at least 50 tokens. The minimum amount of tokens that can be withdrawn is 50 Points tokens.

- Best answer selection

Best answer selection is not an automatic process. We need to ensure the quality of the posted answers while also preventing the users from spamming/cheating out rewarding system. Therefore, there are a few things that are important to consider in order to select the best answer.

1. Number of votes on that answer.
2. Quality of that answer

In 90% cases, the answer with the highest number of upvotes will be selected as the best answer. However, if there are multiple answers (on the same question) with the same amount of upvotes, or the user is found to be adding fake upvotes on his answer through multiple accounts, Answerly team has the right to select any other answer as the best answer.

- Payment for upgrading user level



Deposit Confirmation Form

Please use this form to confirm your deposit. Make sure to fill out the form with the details of your deposit so that we're able to locate your payment as soon as possible. Once your deposit confirmation is received, we should be able to process your request within 24 hours.

Username

Transaction ID

of Tokens Deposited

Deposited For

Submit

In order to make the process of upgrading user level simple and easy to understand for everyone, each user will be provided with an address to deposit Points tokens in order to upgrade his account. After the user has deposited the required amount of tokens to the provided address, he can fill out a simple form asking for his Answerly username and transaction id. Once the user has filled and submitted the form, it will take up to 24 hours for the Answerly team to upgrade his account's "user level".

Why Blockchain?

Payment processing:

Currently Paypal is known to be the biggest payment processor for withdrawing online payments. However Paypal cuts off a large portion of the world by making their service unavailable in many countries. Additionally, Paypal is a centralized organization and it has the ability to keep your funds on hold for weeks, lock and even block your account. Lastly, it takes away a percentage of funds on each transfer.

Points Network is aimed for the users to have complete control over their earnings without involving any middle party that charges it's own fees on every transaction. Considering these reasons, blockchain seems to be the best option for Answerly.

Reducing frictional costs:

As mentioned above, traditional methods of transferring funds usually incur relatively high transactional costs (often up to 12% along with flat fees regardless of transaction size) due to banks and other financial intermediaries having to address counter-party risk and settlement or clearing costs. Integrating crypto payments will significantly reduce these costs.

Instant transfer:

Payments through Paypal and other similar payment processors are required to pass through many security checks and it can take hours and even days to finally receive the money you made online. Receiving funds in the form of Points token will speed up the overall process and it will only take few seconds to receive your payments.

Rewarding in tokens:

Fiat based rewards are technically impossible to offer on Answerly. In order to do that, the revenues of the platform needs to be significantly higher than the rewards paid to the users. Since Answerly won't have any significant revenues until we launch our self serving ads and premium membership, the only viable solution would be to lower down the fiat rewards which will make the entire platform worthless for the users to put so much effort for making pennies.

Integrating this platform with the blockchain technology means that the company don't need to be earning millions of dollars in order to pay it's users. We will just utilize the available tokens that have been created upfront and they can be used for an infinite amount of time.

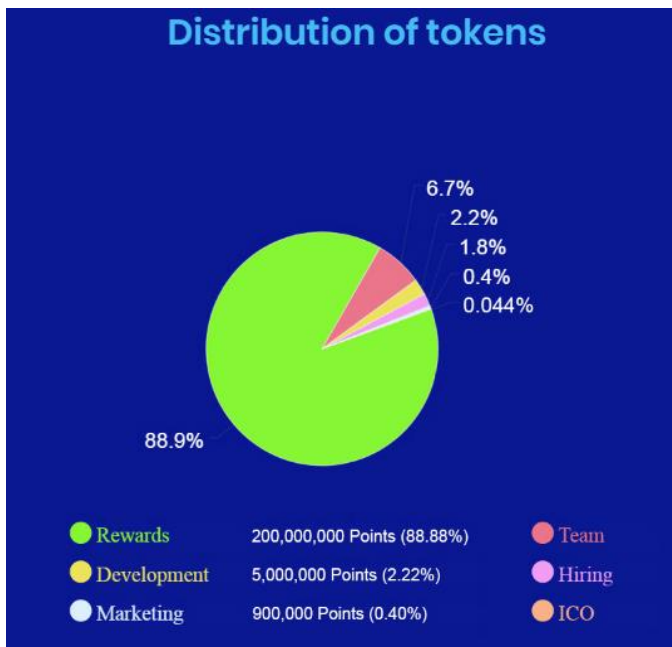
Sustainability plan

Answerly app is based on a rewarding system where the users are rewarded with Points tokens (1-10 tokens / Best Answer, based on the account's user level) for posting well explained answers to the questions. The maximum of number of supply is limited to 225,000,000 tokens out of which only 200,000,000 tokens will ever be utilized for the rewards. Therefore we came up with an idea of halving the rewards, account upgrading cost and the minimum withdrawal limit as the number of questions increases. Take a look at this table to better understand this scenario.

# of Questions	L0 - Reward	L1 - Reward	L2 - Reward	L3 - Reward
1- 4,000,000	1 Points	2.5 Points	5 Points	10 Points
4,000,001 - 8,000,000	0.5 Points	1.25 Points	2.5 Points	5 Points
8,000,001 - 12,000,000	0.25 Point	0.625 Points	1.25 Points	2.5 Points
12,000,001 - 16,000,000	0.125 Point	0.3125 Points	0.625 Points	1.25 Points
16,000,001 - 20,000,000	0.0625 Point	0.15625 Points	0.3125 Points	0.625 Points
20,000,001 - 24,000,000	0.03125 Point	0.078125 Points	0.15625 Points	0.3125 Points
24,000,001 - 28,000,000	0.015625 Point	0.0390625 Points	0.078125 Points	0.15625 Points
28,000,001 +	0.0078125 Point	0.01953125 Points	0.0390625 Points	0.078125 Points

In addition to this, all tokens collected from "user level upgrade" will not be considered as revenues but instead it will be added back to the funds allocated for rewarding the users. This will allow the platform to sustain itself no matter how many questions have been added.

Token Distribution



- Team tokens will not be used for at least 1 year.
- Funds collected from ICO will be mainly used to list Points tokens on exchanges.
- 5% of the tokens allocated for marketing will be used in early Sep 2019 (right after the launch of desktop version).

How do we plan to conduct the ICO?

During the ICO boom of 2017-2018 we all have seen a number of different startups raising million of dollars and then not delivering up to their promises. Developing a simple platform like Answerly won't cost millions unless our primary aim is to fill our pockets. According to our estimations, it will only cost a total of 40,000 dollars to set up everything (web platform, android app, iphone app and early marketing) from start till end. Obviously this amount doesn't include the exchange listing cost. Therefore as soon as Points token hit the exchanges, we'll set a sell order of 100K tokens @ 25 XLM / POINTS token for 2 months. As soon as Answerly beta is launched (by mid August), we'll use the funds collected through that sell order to pay for new exchanges listing.

Exchanges

Listing on big exchanges can obviously have a huge impact on the price and demand of any token/coin, however listing on exchanges alone can cost around thousands of dollars. We'll try to utilize the available funds in a more sensible way. Our first priority is to spend available funds on the development of Answerly platform. For the first few months we'll only focus on getting listed on the decentralized exchanges such as Stellarterm, Stellarport and StellarX. We'll go for other exchanges as soon as the platform is live which should happen by mid Aug 2019.

Revenue Model

Answerly will mainly use these 3 channels for generating its revenue:

1. Advertising: Once Answerly hits the figure of 10 million questions (which should happen by mid 2021), we'll integrate self serving ads on the platform which will allow the advertisers to promote their businesses, websites, etc to highly targeted audience. The minimum ad budget will be as less as \$10 (in Points tokens).

2. Answering questions: Just like any other user on the platform, the core team of Answerly app will also earn by answering the questions. However, it is important to note that our team will only answer if the question hasn't received a detailed, well explained answer and is about to lock.

3. Premium membership: Answerly premium membership will cost \$10/month (in XLM) and it will include the following features:

- **Linking:** Ability to add your website url, facebook link, twitter link etc on each of your answers. This will allow you to drive targeted audience to your website and social pages.
- **Profile pic:** Ability to add an animated profile pic for more attention on your answers. This feature will allow the answers of premium members to stand out from the rest of the answers. As it will drive more attention, there are more chances to gain upvotes from the users.
- **No Ads:** Experience Answerly without ads.
- **Stats:** Statistics of your answers. This will include things such as views, engagement, website clicks, audience type etc.

When will we start ads on Answerly app

In order to make the ad campaigns more successful, it is very important to make it highly targeted. Targeting will be based on the following factors:

- Demographics
- Age
- Interests
- Device
- Geographic location

Before we could introduce ads on the platform, it is necessary to have a huge database of questions and answers on many different topics. Therefore, we've decided to launch the ads after we have at least 10 million questions on the platform. According to our estimation, this should happen by mid 2021.

When will we start premium membership on Answerly app

It shouldn't take long before we launch premium membership for the users. We just need to conduct few experiments with this feature after we launch Answerly app beta. Our primary goal is to make the premium membership as effective as possible. In everything goes according to our plan, we'll introduce premium membership by early 2020.

Roadmap:



Team

Rizvi Raza: Founder & CEO - [Linkedin Profile](#)



Syed Zain: Co-Founder & CTO - [Linkedin Profile](#)



Hira Ramzan: Co-Founder & COO - [Linkedin Profile](#)



Muzammil Shakir: Marketing Head - [Linkedin Profile](#)

