paparazzı

♡ to Q 🖬 ᢞ 📮

whitepaper



Abstract 2
Background 5
Mobile Application Trends 6
Blockchain Applications 7
Business Summary 8
Mission 9
Photo-centric SNS 10
Photo-centric Commerce 11
Blockchain 12
Definition 13
Concensus Algorhythm 14
Application 16
P2P Messaging 17
Paparazzi Ecosystem
Overview
Participants 21
Companies 22
Token 24
Token Issuance 25
Token Allocation 26
PASSPORT 27
Tokenomics 28
Roadmap 31
Team
Disclaimer 37

paparazzı Q abstract





abstract



Preserving memories has always been important in human history. Before pictures were available, people painted on walls, canvases, and paper to preserve what they see. The introduction of the smartphone made saving and sharing memories extremely convenient. Within seconds, people can capture the moment they are in and share it with friends and family across borders.

Now, these personal moments are not limited to individuals. Instead, moments are now converted into commercial content. For example, travel guides, photographs, and artworks are all commercial merchandise. The common factor among all of these merchandise is pictures.

Paparazzi is a photo-centric blockchain-based platform that provides a seamless process of capturing, sharing, and trading graphic memories.



Need of Integrated Platform & a Variety of Services

Platforms are extremely limited in terms of providing different services and options for enterprise and creators. Most platforms including social media sites like YouTube, Facebook, and Instagram have a lopsided revenue model. Instead of creators earning from their contents, platforms are earning from other individuals' efforts and work. Such platform structure hinders to nourish innovative ideas to be showcased to the world. However, Paparazzi intends to provide services such as subscription and crowdfunding powered by blockchain to create a genuine, decentralized economy.



paparazzi background





Mobile Application Trend



99.9% Information Searching

97.5% Messaging / Social Network Service



89.1% Game, Video, Podcast, etc.

 \bigcirc

54.3% Transportation, Map, etc

52.4% Financial Services





Usability

Every aspect of life became easier with smartphones. With some exaggeration, life is literally within one's fingertips. From opening a bank account to reserving a hotel, everything is possible using a mobile phone. Over the past decade, the changing trend of mobile applications is maximizing usability and simplicity. Many application developers and companies are now focusing on a simple UX (User Experience) and a minimalistic UI (User Interface).

For Paparazzi, the importance is allowing users to access different users and services with simple steps and functions.



Blockchain Applications



The issues and barriers for a blockchain application's massive adoption are the three L's: Low usability, Low TPS, and Low functionality.

LOW USABILITY

The issue with blockchain applications is the extensive and complicated process of registration. With difficult wallet creation processes, management of private keys, and KYC verifications, the user conversion rate from mobile applications to blockchain applications is very low.

LOW TPS

The technical barrier for blockchain applications is their TPS (Transaction per speed). As most blockchain applications are currently built on the Ethereum public blockchain, the necessary transaction speed to manage enormous data is nonexistent.

LOW FUNCTIONALITY

While blockchain technology has many ideological and technological benefits, most applications do not actually implement the technology to provide strong functionalities. Instead, most applications are token-centric platforms.

► business overview





Mission

"Photo-centric blockchain-based platform"



Ever since the adoption of mobile phones, pictures have become a crucial part of people's lives. People use pictures to save memories, review a product, or even choose what to eat. Our project is creating a photo-centric platform that will integrate social networking service (SNS) and commerce. In the first phase of our development, we will provide a photo-centric SNS, where users can simply take, edit, and share pictures. Later, in the second phase of the application development, we will integrate a decentralized marketplace and commercial options for the users to purchase products, reserve accommodations, or order food based on photos.

Our mission is to create a user-centric, photo-centric blockchain-based platform. We are providing an inclusive platform, where users can utilize photos to engage in commerce, social networking, or leisure. While our application is user-centric, the platform is photo-centric. Every transaction or interaction on the platform is powered by the user's pictures.



"Usability and simplicity at priority"



Our social networking service is completely user-centric. Unlike most blockchain applications, usability is a priority for our application. Thus, we have integrated social login functions for logging in and signing up. Once a user begins to use the application, the user interface (UI) is designed simply to let users easily navigate, take pictures, and share them with friends, family, and followers.



Social Login

P2P Messaging

Scheduled Sharing



"A picture is worth a thousand words"



When a customer decides to make reservations, order food, or purchase clothes, the key driving factor in making their decision is pictures. By integrating commercial functions to the application itself, there is no need for subscribers and followers to break away from the platform. One of the overbearing issues of most SNS platforms is that the platform can host users, but not customers.



If there were two options for accommodation, people will most likely choose a hotel with a photo reviews. The old saying, "A picture is worth a thousand words" can constitute a decision for users of the platform. Paparazzi is a platform that facilitates customers' decisions based on high-quality pictures.

paparazzı • blockchain





Blockchain is a distributed ledger technology (DLT) that saves data in a block and connects them in a time-oriented chain format. Distributed ledger technology was first developed in 1970, but it reached its first-generation when Bitcoin was introduced. After the launch of Bitcoin and Ethereum, a series of new opportunities and possibilities utilizing the distributed ledger technology and smart contracts began.

PAPARAZZI is a blockchain-based photo-sharing platform designed by Axis Labs.



Photos can be saved on the robust, secure private blockchain for safety.



Using blockchain, all visual content uploaded will have a traceable identifier (TID). The TID will allow users to trace copyright and prevent unjust distributions.

How does it work?

When users register on the Paparazzi mobile application, the user will automatically be registered on the IPFS node. The user will be allotted an IPFS directory with an ID.





Consensus Algorithm



Until now, there have been three major developments in consensus algorithms: POW, POS, and DPOS. These are consensus algorithms that are used in public blockchain applications. While public blockchain algorithms are consistently evolving to provide security and scalability, they are not scalable to host user-centric applications such as Paparazzi. Therefore, Paparazzi will later use a scalable blockchain that could support all the required transactions.

IPFS + Blockchain Implementation

Paparazzi implements IPFS technology and blockchain to create a true peer-to-peer application that powers the visual-centric ecosystem. IPFS utilizes the same cryptographic protocol as blockchain, which will power Paparazzi's application. The whole ecosystem is then powered by blockchain technology.



Each photo asset is timestamped and stored on the IPFS directory belonging to the user. The node is connected to the IPFS P2P Network.



PAZZI currently utilizes ERC-20 tokens for trading and liquidity. However, PAZZI will utilize Axis Lab's token standard to resolve scalability issues of the Ethereum Blockchain.





Using distributed technology, IPFS will duplicate the copies of photo assets over the network, which enhances the security of the application.



Customized smart contracts and third-party APIs can help different parties build interacting applications within the ecosystem.



Paparazzi blockchain is based on layer two technology. This resolves the scalability and speed issues that most Dapps will have.



Multi-asset wallet implemented in the application allows for users to send cryptocurrency to different users seamlessly.

paparazzı **= application**









Paparazzi application focuses on two core features: simplicity and usability. Blockchain applications fail to gain users not only because of technical limitations in scalability (TPS) but also because of the lack of usability. Our team's goal is to ensure blockchain implementation that encourages users to make the transition from traditional applications.



application



Paparazzi application is photo-centric. While the application offers different user-centric features such as commercial functions and messaging, we want to ensure that photos are at the core of our service.



✓ paparazzi





paparazzi ecosystem









Businesses

Businesses can conduct advertising campaigns or referral campaigns for users to write photo-reviews.

Users

There will be four different types of users on the application: artists, advertisers, customers, and subscribers.



Application Users

Visual Artists

Within our platform, anyone who creates graphic content such as photography or art are considered visual artists.

Customers

Anyone who wishes to purchase content or a commercial good is an ecosystem participant.

Advertisers

Advertisers can easily find their target audience since each artist will have his/her fanbase based on user preference.

Followers

With our special "blur" function, followers can access exclusive content created by artists.



paparazzi ecosystem

For Enterprises

Advertising with Paparazzi

Paparazzi provides advertisement tools based on blockchain technology. By implementing smart contracts to advertisement, enterprises can enjoy transparent advertisement data.





Decentralized Interactions

Enterprises can interact with different users on the Paparazzi platform to conduct customized, user-centric advertisement campaigns. For instance, utilize tokens to have bounty and referral campaigns for your brand or product.

Enterprise Level Support

With changing landscape of the digital world and economic market, Paparazzi can help multiple enterprises through various benefits provided by technological and service features.





The Paparazzi ecosystem is content-centric. Our platform's fuel is users' various contents. Each user will have different content to share publicly or privately. Our platform provides all the necessary features to suit a variety of users' needs.



Mike

Mike is a college student who likes to take and send pictures to his friends. He uses the PAPARAZZI application to take and share pictures instantly.



Lucy

Lucy is a model who uses social networking services (SNS) to interact with her followers. She uses the PAPARAZZI application to sell her exclusive pictures.



Jennifer

Jennifer is a professional photographer who suffers from illegal redistributions of her pictures. By using the PAPARAZZI application, she no longer has such issues as her photos are safely recorded on the blockchain.

paparazzı © token





Paparazzi's native utility token (PAZZI) is the utility token to fuel the ecosystem. The token is used for all economic transactions within the ecosystem. The following is PAZZI's token allocation and information.



Paparazzi Token				
Token Symbol	PAZZI			
Token Standard	ERC-20			
Total Issuance	2,000,000,000			
IEO Allocation	12,500,000			
Contract Address	0xbcd8756ea481608ea3dd5a555493305cf0a79640			



The SlowMist Security Team received the PAZZI team's application for smart contract security audit of the PAZZI on May 07, 2020. The following are the details and results of this smart contract security audit:

No.	Audit Items	Audit Subclass	Audit Subclass Result
1	Overflow Audit	-	Passed
2	Race Conditions Audit	-	Passed
3	Authority Control Audit	Permission vulnerability audit	Passed
		Excessive auditing authority	Passed
4	Safety Design Audit	Zeppelin module safe use	Passed
		Compiler version security	Passed
		Hard-coded address security	Passed
		Fallback function safe use	Passed
		Show coding security	Passed
		Function return value security	Passed
		Call function security	Passed
5	Denial of Service Audit	-	Passed
6	Gas Optimization Audit	-	Passed
7	Design Logic Audit	-	Passed



8	"False Deposit" vulnerability Audit	-	Passed
9	Malicious Event Log Audit	-	Passed
10	Scoping and Declarations Audit	-	Passed
11	Replay Attack Audit	ECDSA's Signature Replay Audit	Passed
12	Uninitialized Storage Pointers Audit	-	Passed
13	Arithmetic Accuracy Deviation Audit	_	Passed



Paparazzi's mission is to create a photo-centric ecosystem. All consumer activities in our ecosystem -- purchases, reservations, and other features -- can be powered by pictures. To ensure a stable reward mechanism, we have a built-in point system known as PASSPORT (PP). PP is a universal reward system.



Within the Paparazzi ecosystem, the PASSPORT system serves as the bridge between PAZZI tokens and real money. As PASSPORT shares similarities with the existing point system in restaurants and airlines, users will be more accustomed to its functionalities. Eventually, with accumulated PASSPORT points, users may exchange them with PAZZI tokens to receive rewards and drive all economic transactions with other users.







Using Paparazzi's application, users can instantly send money using PAZZI tokens to friends, family, and artists. Enjoy instant settlements with minimal transaction fees.



Within this application, the first ten pictures are free to sell using the 'blur' function every month. However, to sell more pictures, users must purchase trading rights using PAZZI tokens.



Through content mining on the platform, users can reveive rewards such as PAZZI tokens, and more.



Within Paparazzi's application, there is a built-in point system called Passport (PP). PAZZI token is the exchanging medium between points and fiat money.



PAPARAZZI's ecosystem includes multiple services, including but not limited to advertisements, crowdfunding, and trading. For multiple ecosystem participants, PAZZI token is used.



paparazzı m roadmap





roadmap



- Market Research
- Tokenomics Design
- Platform Design
- Blockchain Development
- Application Development (Web & Android)

IEO & Exchange Listing

- Beta Service Launch (Korea & U.S.)
- Mainnet Launch
- Integration of photo-centric commerce
- iOS Application Launch
- Global Service Launch (Japan, Vietnam, Russia and more)

paparazzı श. team





team

Sungr CEO, N

Sungmin Yoon - CEO

CEO, Netmarble IGS Europe Director, Netmarble, Inc.



Taehyeon Kim - CTO

Adjunct Professor, Kyungnam college Google Developers Groups



Jongkwan Lim - COO

Director, Smilegate, Inc. CEO, Rhymus, Inc.



Lina Jang - CPO

Marketing Manager, WeShow UC Berkeley Director, EduShare



team



Yujun Cha - Advisor

ADDR, inc. CEO Paul App CEO



Byungki Kim - Advisor

Advisor at Oriente Advisor at Skype Founder & CEO at ZIO Interactive



Donghyeok Yun - Advisor

KMA Professor Sumimoto Mitsui Bank Standard Chartered Bank

paparazzı • disclaimer





The PAZZI white paper is intended to provide information about the platform and business model to which its asset is applied.

Therefore, no form of binding and no legal obligation is imposed on anyone.

This white paper is not intended to encourage investment, and the responsibility for all decisions made based on the information in this white paper are solely on the decision maker.

We will not be liable for any direct, indirect or special damages, including monetary or financial damages, and will not cover any future profit or loss of any person or entity.

We will not be liable for any damages, compensation, or other liabilities regarding issue or debt arising from the use of this white paper by the users who read it (including but not limited to this white paper or based on it).

NO WARRANTIES AND LIABILITY FOR THE FOLLOWING

- 1. Guarantee of commerciality of the white paper
- 2. Suitability for the specific purposes of the white paper
- 3. Assurance that the white paper has been prepared on the basis of legitimate rights and will not infringe the rights of third parties.
- 4. Guarantee of errors in the white paper and conclusion of the white paper
- 5. Guarantee of direct and indirect investment (cash/coin) through the white paper

All information, including deadlines and directions for the development of goods and services described in the white paper may be amended, changed, and canceled without notice depending on the company's circumstances, as well as other circumstances.

This white paper is provided as of the date of writing and does not guarantee that anything contained in this white paper will be accurate or unchanged in the future. This white paper does not guarantee anything to anyone who reads this white paper, and we do not take any liability regarding this.

For example, we do not guarantee that this white paper is written on the basis of legitimate rights, is violating on the rights of a third party, is commercially valuable or useful, or is suitable for the fulfillment of the specific purposes for which the people who read this white paper are concerned. There is no guarantee that the contents of this white paper will be free from error. The scope of liability exemption includes, but is not limited to the examples mentioned above.