OUC Map Chain

White Paper

1. OVERVIEW

OUC is a map social network developed based on blockchain technology. OUC is the world's first decentralized basic location social service. The OUC spatial consensus value ecological network is composed of spatial consensus data, spatial computing power network, and spatial assets. The flow is more dimensional and safer, filling the lack of blockchain application in the real economy. Through decentralized location services and consensus maps, based on the consensus algorithm, everyone is motivated to participate and everyone is benefited. By building social scenarios on the consensus map, a complete on-chain and off-chain self-circulating business ecology will be realized in the future.

OUC repays every value creator in a way of equal rights and mutual benefit. While providing services, let data sovereignty return to individuals. As a result, a more equal and smarter data equal rights society is derived, in which everyone has the right to benefit from the value and contribution they create.

OUC will create an ecosystem that mirrors the real world, realize location intelligence, fully tap the huge commercial potential of trusted location services, and realize a one-stop service for converging life, allowing small businesses to gain big space and empower hundreds of millions of small and medium businesses around the world Make a leap forward in positional intelligence
A new era of commerce.

1.1 Project necessity

Traditional maps rely on global centralized collection of data, which is costly. For the location services provided by centralized map service providers such as Google, the high-value data generated by them is obtained free of charge by the map service providers, and the business lifeline and trajectory privacy are controlled by them. If you want to change the situation, you can only find the "road to decentralization." Centralized social software also lacks the principle of equality and fairness. Users cannot enjoy benefit feedback when using them. They lack proper protection for users' big data. The inherent advantages of blockchain that cannot be tampered with not only allow users' big data to be Retention can also prevent data leakage, so that users can avoid worrying about themselves.

At present, there is a lack of connection between the world on the chain and the real world. "Trusted location data" is used as the trigger command of the smart contract, changing the limitation that the smart contract cannot obtain external trusted data to trigger execution, and will realize the widespread implementation of blockchain business.

To solve the above problems, OUC created a consensus map social system. Through the "spatial consensus mechanism", people in any corner of the world can jointly maintain a "world data ledger" without any threshold.

1.2 Project Highlights

OUC is building a basic social network for decentralized location services, spatial consensus, spatial co-benefits, and spatial co-governance.

"Space Consensus" drives community members to participate in the production, distribution and management of spatial information,

Real-time mapping of the world; "Space Co-Benefit" enables each participant to obtain benefit sharing based on a trusted location, and each participant will have clear ownership; "Space Co-governance" will govern on-chain and off-chain self-governance. Organization and operation are organically combined.

Consensus map

The OUC consensus map creates a "spatial consensus mechanism" to break organizational boundaries, so that people in any corner of the world can jointly maintain a "world data ledger", so that contributors can get a fair return.

Decentralized organization platform

A map data community centered on spatial digital land rights. By anchoring the benefits of spatial digital land rights with data maintenance obligations, community members such as landlords, miners, users, and merchants can achieve autonomy from on-chain to off-chain while community members such as landlords, miners, users, and merchants are pursuing the maximization of their own interests, and promote internal and two-way circulation and sustainable development of the external ecology.

Space digital assets

Based on spatial data, OUC divides the global geographic space into the spatial assets of the digital world by anchoring the land in the real space. OUC covers these functional areas, independent digital space areas, with scalable commercial value and highly concentrated maintainability.

Decentralized location service

OUC's decentralized location service functions include map positioning, spatial intelligent mining and other systems.

While realizing all data on the chain, it takes into account decentralization and high efficiency. To use the product-online is "mining", through the user's personal location data asset value, quickly start and form a scale; by building a social scene on the map, the traditional map tooling attributes are changed, and the user's stickiness is improved. Achieve higher traffic entry value.

2. Market industry analysis

At present, the global industrial scale of digital maps is USD 5 billion. With the rapid development of automotive interconnection, autonomous driving, augmented reality, wearable devices, Internet of Things, shared travel and other industries, the map industry is expected to grow by more than 30% in the next five years, reaching a scale of nearly 20 billion US dollars.

The traditional centralized map industry has pain points such as high data maintenance costs, poor real-time updates, monopoly, and lack of trusted location services in blockchain applications.

GoogleMap occupies 30% of the global map market. It is mainly based on data self-test + outsourcing procurement. It has a high coverage rate, but the cost is also extremely high. The annual cost of maintaining the global map platform exceeds US$1 billion. The centralized map platform has all the user's location-related data, and more or less uses user data for profit. Users cannot stop it, let alone share the benefits.

With the development of the Internet, centralized social network platforms such as Facebook, Twitter, QQ, Weibo, Wechat have gathered hundreds of millions of users in the past two decades to manage the content of the platform

The production, development of dissemination and sharing rules to earn high profits. Facebook and Tencent had revenues of 40.6 billion U.S. dollars and 36.3 billion U.S. dollars in 2017, respectively. And billions of ordinary users as a creator of social content and a contributor to daily data, they have not received corresponding returns. OUC hopes to establish a decentralized, free, equal, and socially governed social network, define attention power value, so that content creators can also get their due income.

Although the centralized social platform has covered half of the world's population, the growth is limited and the market cannot grow forever. The 2018Q2 financial report shows that Facebook and Snapchat monthly active users have declined, and WeChat is also facing bottlenecks. This is reflected in the stock price. Since January 2018,

Tencent's share price has continued to decline, indicating that the growth of neutral platforms has its limits.

2.1 Market opportunities

Opportunities for decentralized sharing economy
Credit is the core element of the sharing economy. Only by solving the credit problem can the supply and demand sides be effectively matched. This is also the value of Uber and Airbnb, but they are also exploiting huge "transaction fees". Blockchain is used as a "credit". "Machine", it is the credit problem that is best at solving it. If combined with decentralized location services, it is completely possible to achieve the economy model, thus releasing huge industrial potential. Both the supply side and the demand side of the traditional sharing economy are too flat, and it is difficult to form a hierarchical operation system. The lack of mutual pull between users needs to be compensated by strong operation methods, which has caused transmission

The unified sharing economy can only operate in large and medium-sized cities. In small cities, it will face the situation of making ends meet. The self-operating ecosystem built through blockchain has network effects and self-organization and self-operating capabilities, and services can cover any corner of the world .

Statistics show that more than 80% of the world's information has geographic data attributes. OUC integrates geographic time and space attributes, and data information has risen from a single dimension to multiple dimensions.

Blockchain technology is currently evolving along the time dimension, and the value in the time dimension can be exchanged. OUC introduces a new spatial dimension, giving the blockchain world the two dimensions of time and space.

The degree of value confirmation and peer-to-peer transaction capabilities will strongly promote the large-scale application of blockchain in the real economy.

OUC is building a decentralized location service ecosystem, including: decentralized spatial data production and maintenance inspired by Token;

The map running on the blockchain node creates a one-stop life service that aggregates clothing, food, housing, and transportation, empowers small and medium businesses around the world, and returns benefits to service providers and users.

OUC's vision is to use blockchain-related technologies to connect real-world location data and realize the encrypted space connection between the blockchain and the real world.

Only by entering the real economy can the blockchain really promote the transformation of production relations. If you rely on traditional centralized maps and centralized social platforms, you will lose the advantages of the blockchain.

The blockchain world needs location service infrastructure consistent with characteristics, that is, distributed, programmable, open source,

etc. The map platform is distributed, and the platform runs on nodes instead of central servers, and will never be used by any organization or Controlled by the organization;

The current centralized sharing economy platform continues to squeeze the limited profit margins of merchants, such as comprehensive decentralization from the underlying geographic location to the business level, returning data ownership to users, returning rights to value providers, and transferring user information, products, and Services are digital proof of equity to realize the rapid flow of value information. Everything on the chain will also be constantly updated and unchangeable, which is conducive to the entire process of users' synchronous verification and traceability of products and services. In a completely decentralized life service ecological network, the value will pass through the end of the network to achieve point-to-point accurate transmission, there will no longer be a centralized platform to draw high commissions. The user protects himself anonymously, and the user's review information on the business will also be fully linked. This is also more conducive to the return to quality of products and services.

2.2 Industry Pain Points

Lack of trusted location service infrastructure for blockchain

Data asset confirmation is an important feature of the blockchain, and the amount of space fully mapped to the physical world
Data is an extremely important data asset. It needs a set of support to quantify the value of space assets.

Infrastructure components; decentralized sharing economy DAPP requires a complete set of infrastructure, including decentralization，integrate spatial data, spatial computing power, and credit to realize resource scheduling and matching;

Smart contracts also need the support of location infrastructure, such as coupons issued by merchants to attract customers to the store. Smart contracts use location (users to the store) as the trigger condition, which inevitably requires the location service to be invoked to be decentralized. These are currently unsatisfactory by all map platforms.

Mobile phone maps are a must-have application for all smartphones. As of the end of 2018, There are more than 3.3 billion smartphone users in the world. The huge number of users is naturally suitable for local life.

Service diversion, but due to the tool attributes of the map, the frequency of use is low. The current map product does not have the value of diversion, and it is difficult to obtain huge advertising revenue from local businesses.

Use social attributes to divert users and make the map social

The current social platforms are centralized, and acquaintance social platforms are full of excessive relationship chains.

The relationship chain invisibly binds users. For example, the inconvenient disclosure of more private personal information, photos, ideas, etc., has caused some young users to be alienated; stranger social platforms, the homogenization of products gradually showed

growth fatigue, Lack of novel and unique content creation, and its attractiveness is diminishing day by day.

Centralized platforms have captured the traffic and attention value of most content creators and platform users, but insufficient incentives for high-quality content have led to the loss of high-quality content and high-quality users.

User information cannot be protected, and there is a risk of being stolen. The platform itself uses user data for profit and the behaviors happen from time to time.

The centralized platform fully controls the distribution rights of the content, and the user releases

The rights and interests of content and freedom of behavior are restricted. In the centralized content platform, content exporters have no access to obtain revenue, traffic revenue is completely controlled by the platform. Remove head users can go through other channels, the traffic is monetized, ordinary users will not be able to obtain any revenue.

Therefore, the call for a new type of social window is imminent.

2.3 User needs

We need stability, but we are also eager for breakthroughs and innovations. In addition to QQ, Facebook, twitter, instagram, WeChat, we have endless possibilities.

Attention and time are the most precious resources of future social platforms. The value of community content, not only contains the time and energy invested by the creator in the content, and it also includes every social district users' attention value.

The user's attention expression directly increases the price of the content
Therefore, the profit behavior brought by attention expression should also be shared. With blockchain technology and pay attention to the explosive growth of the number of blockchain and cryptocurrency users in recent years, build a blockchain
Social has the basis and needs of users.

Geographical location is an essential core function of social applications, which is to transform social activities from the key to extend online to offline.

At the same time, in recent years, maps are more than just navigation tools, and various application scenarios have gradually
Appeared, changing the user's habits. Usually LBS-based software will be displayed first.

The person nearby does not show the distance, but the number gives people the impression that it is not as good as directly showing where he is studying.
Intuition from school, community or street, and visual intuition can bring heart to a certain extent.

A sense of closeness in theory.

Map social has opened up a new perspective and is the next window of our online social mouth. The social map application is still an uncultivated virgin land, although the map application has been no longer unfamiliar, but lack of social interaction, the geographic location space in the existing map application software Insensitive, users cannot see dynamic position changes, and there is no continuous development of the motion trajectory.
Display, as well as the preservation of track history.

OUC utilizes decentralized location blockchain technology, social friends location and dynamics are on the map
Visually display on this basis, and build a social scene on this basis. A map for the user's personal action trajectory

Record in the form of sharing; sharing the dynamic location of friends; permanent personal action track on the blockchain
On preservation; use spatial digital land rights as an incentive mechanism to reward participation in platform construction

Map social ecology, encourage users to deeply participate in the use, promotion, and construction of map social applications, Set up, and obtain OUC income at the same time.

The instant sharing behavior of OUC users stimulated by the incentive mechanism promotes the retention of high-quality content.
Continue to produce, attract more users to join, and then continue to produce more high-quality content, forming a benign cycle.

OUC data will be stored on the blockchain, which is a fully autonomous blockchain social network applications, do not have to worry about the

problems caused by centralization. OUC's incentive algorithm is completely open source
Open, fair and just, all users can experience safety and freedom.

The centralized social platform, due to the centralized management of all related businesses, has led to the power of the core node is too large, which damages the rights and interests of users. Blockchain technology consensus mechanism + encryption algorithm
The decentralized model provides an effective solution for this.

2.4 Overall Solutions

General blockchain underlying technology

The consensus mechanism is essentially a game system that guarantees the stable implementation of the system through rewards and punishments.

According to the actual scenarios of business applications, OUC is used as a basic consensus algorithm. In the future, it may adopt a pluggable consensus mechanism to achieve compatibility with various consensus algorithms and integrate it into the blockchain world as a basic component.

Technology: Space Consensus

In addition to the general consensus mechanism, the OUC consensus also includes a decentralized map consensus dimension

Through the game mechanism to cooperate with global users to jointly create a global coverage, high-quality, real-time maps at almost zero cost, together with general consensus technology, constitute the position of the next generation of Internet.

Set up basic service facilities.

Economy: space for mutual benefit

Interest is an eternal theme and a key factor for the success of blockchain projects. OUC adoption

A space common benefit mechanism for full benefit sharing.

Include:

Users online mining contribute valuable data to get rewards

Rewards for nodes participating in accounting and sharing space computing power

Platform revenue is distributed through digital land rights owners

The revenue obtained after the user's personal data is authorized to be desensitized is shared with the user

Community: Space Governance

OUC operations are led by the community, including co-governance on-chain and off-chain.

In the part of on-chain co-governance, the community decides on-chain governance according to the Token holdings by voting.

The part of co-governance under the chain is the OUCM corresponding to the real world. OUCM is the right certificate for the bottom space of the OUC ecosystem, and represents the owner's right to benefit from all future value generated in the area. At the same time, OUC will also capitalize the space of OUCM to ensure the global circulation of OUCM

and take into account the interests of short-term and long-term holders of OUCM.

OUC builds and maintains the value of community attention based on map social interaction. The user's location and dynamics are visually displayed on the map, and a social scene is built on the basis of geographic information.

Solve the problem that social products in the current market only share the location dynamics of friends and cannot retain content.

The problem of inability to establish the profile of the personal location history trajectory. OUC provides a

The agreement to determine the position and direction in the real geographic space, and update the data of the surrounding environment

In the blockchain, in order to realize the dynamic change trajectory process of the retained personal position. Users because of their OUC rewards for data. Users publish high-quality content in the community, and automatically distribute rights and interests according to the algorithm, which can realize the sharing of content benefits with all users of the social network.

OUC adopts the protocol of the distributed geospatial data market, aiming to build a consensus-driven world. Allow users to interact with the blockchain, deploy smart contracts using geospatial parameters, and bring geospatial data into the blockchain. Form a consensus on decentralized geospatial information and quantify geospatial information on the earth. Through the isolation verification technology and the layered structure, it is divided into the data collection

layer, the data service layer and the application presentation layer to separate the basic data service and the contract to achieve better system scalability. No need to open the application in real time, you can record the activity moving path, even if there is no network, it can continue to be recorded offline. Multi-information through intuitive display elements of the map, at the bottom rely on simple information transmission to build weak social relationships to build strong online social relations.

3. Business ecosystem

Traditional map products have only data value for the ecology, while OUC is positioned as a vertical public chain of locations, with one-stop ecological commercialization support capabilities, providing industry customers with the necessary functional closed-loop and multi-scenario adaptation capabilities, and being able to share the entire ecological benefits. Solve the problem of single revenue for traditional map products. Moreover, we believe that only high-frequency rigid-demand DApps that are closely related to the real economy can become real applications in the blockchain world.

OUC provides a decentralized map platform, location smart contracts, behavior-based credible trust one-stop service including information deposit certificate, and Token payment and clearing.

The system framework of OUC enables the de-equality and co-governance of the blockchain through the design of technology and consensus mechanism

The characteristics of the company extend to the entire ecology, creating a global, unified, equal-rights, co-governance and shared economic ecology.

Basic public chain layer

Using the industry's mainstream DPos+BFT consensus algorithm, city nodes are elected by ordinary nodes, generated, the super node uses the BFT consensus internally to further ensure fairness.

DPOS: Delegated Proof of Stake

DPOS is based on POW and POS, a new type of consensus algorithm for ensuring the security of digital currency networks has emerged. It can not only solve the problem of excessive energy consumption caused by POW in the mining process, but also avoid the problem of "trust balance" that may occur under the distribution of POS rights. DPOS allows every coin holder to vote, thereby generating a certain number of representatives, or understood as a certain number of nodes or mining pools, their rights to each other are exactly equal. Holders can vote to replace these representatives at any time to maintain the chain The "long-term purity" of the system.

The advantage of DPOS is that it can minimize the energy consumption of maintaining the network operation.

A low-cost way to manage the operation of the entire chain, which largely solves the energy consumption problem of POW. At the same time, a more "decentralized" management method disperses the decision-making power of the blockchain network operation to the hands of all nodes in the entire network, which largely avoids the "holding" phenomenon that POS is prone to be manipulated by the dealer. . The emergence of the DPOS consensus mechanism will counter the negative effects of "centralization" through the implementation of "democracy" on the blockchain, and improve the efficiency of the entire network's

operation and maintenance through the "weak centralization" method of being elected.

BFT (Byzantine Fault Tolerance) is called Byzantine Fault Tolerance, Byzantine Fault Tolerance
Fault technology is a kind of fault-tolerant technology in the field of distributed computing. Byzantine hypothesis is a model of the real world. Due to hardware errors, network cable congestion or interruption, and malicious attacks, computers and networks may exhibit unexpected behaviors. Byzantine fault-tolerant technology is designed to handle these abnormal behaviors and satisfy Specification requirements for all resolved issues.

OUC adopts the consensus mechanism of DPOS+BFT combination to enhance the security of DPOS and make it tolerant of Byzantine errors. This is a powerful and decentralized solution that can effectively solve the technical problems faced by the OUC platform.

Data consensus layer
At the data consensus layer, through the design of the consensus mechanism and the corresponding technology platform, OUC enables the value of spatial data to be "decentralized production, decentralized review, and decentralized distribution."

The value of spatial data is mainly divided into two types, one is the value of map data, and the other is the value of personal spatial data. For map data, its value is reflected by the effect of scale, so we adopt the method of data collection and return, and data revenue distribution, so that map data can be released from the real world as soon as possible to the blockchain world to connect and converge to serve everyone.

Network coordination layer

As the last layer of the extension of the right and the outside, the network collaboration layer is the foundation for the blockchain to empower the real economy. Based on the transformation of the bottom layer, OUC can become all trusted data based on space contracts, making trustless transactions in space possible.

Data revenue distribution based on OUCM can liberate a large amount of data from reality to form a scale effect, while data based on scale effect will make map services more comprehensive and accurate, and make spatial supply and demand matching more efficient and fair.

At the network collaboration layer, we have transformed the core elements of the sharing economy, such as map matching and pricing services, and de-credit transactions, into a complete blockchain transformation, which technically makes it possible for the blockchain to empower the sharing economy. At the same time, social demand can quickly accumulate users, ensuring that the OUC-based sharing economy has sufficient users on both sides of supply and demand.

Finally, the decentralized self-certification of personal credit and de-credit transactions greatly reduce the threshold for establishing a sharing economy business, thereby releasing more business opportunities in reality and creating more Pareto optimization.

The ecological application layer is a one-stop decentralized solution for the real economy, including smart contract matching transactions, credit review systems, decentralized location services, spatial computing power, matching algorithms, distribution services, etc. The

ecological application layer has been greatly reduced The entry barrier allows local service providers who have no technical capabilities to enter the era of blockchain. For example, for $10, you can distribute advertisements and coupons around your store and connect with customers in need; for $100, you can publish your own business token and form a token alliance with other small and micro businesses in the surrounding area. The blockchainization of a large number of small and micro businesses will cause huge Pareto optimization in the real society. It is especially important that OUC and local service providers have always been in a symbiotic, coexisting and mutually beneficial relationship. There is no such thing as a reverse squeeze of merchants after a traditional O2O platform becomes a monopoly once it becomes larger.

4. Product System

4.1 DAPP

OUC is a new map social network based on blockchain technology, which aims to create a value ecology of "freedom, equality, social co-governance and diversity" for users. On OUC, users can freely share and obtain valuable content, participate in ecological construction, and while creating traffic value, they can obtain mining incentives for OUC participants and the benefits of investment space digital land rights.

Only DApps, not public chains, can take on this important task. DApp can deliver valuable and credible information and services. Different from the current App, the information and services provided by the current mobile App need to be endorsed by the credit of the main

company. In DApp, the endorsement is done by the blockchain governed by the global community. Therefore, DApp has a huge advantage over App. .

OUCM is a token trusted and held by all members in the OUC map social network.
There are circulatory, shareable, use scenario value, traffic value, and user attention value.
OUCM will be able to use and circulate in OUC's content market, spatial digital land rights, and trading market to realize its commercial value.
OUC uses blockchain technology to record and verify that users' content releases, payment transactions, consumer purchases and all operations are recorded on the OUC blockchain to ensure that the data is true and cannot be tampered with.

4.2 Functional system

OUC provides a complete account system, and users must complete account registration through their mobile phone number. The blockchain network encrypts all user data to ensure user privacy. As one of the basic services of the OUC ecosystem, the identity authentication system provides basic services including user account registration, content confirmation, identity authentication, and authority management. After registration, users can perform identity authentication, and the authenticated users will have more rights, such as: digital land rights to participate in ecological construction, online mining, etc.

The chat system is the basic social function of OUC. OUC uses encryption algorithms to encrypt the chat content end-to-end to ensure the privacy of chat data. The server of any node does not save any chat

content. The chat data will be temporarily stored when it is sent. Once read by the recipient, the content will be permanently destroyed from all servers. The chat content will only exist on the local terminals of the sender and receiver nodes.

The friend system is the basic social function of OUC. Users can add friends through random recommendation, account search, nickname search, scan QR code, import address book, map to view nearby people or mutual friends, friend recommendation, etc., and friends will be displayed on a separate list, it is convenient for users to view and select chat partners.

The content produced by users in the OUC ecosystem is the core value of users and the core asset of OUC's attention economy. Therefore, OUC must ensure the security of user content storage.

The content data created by the OUC user will be encrypted with the user's key, and the encrypted data will be

Stored in a decentralized distributed storage network.
Users can post text, pictures, real-time voice and other current location status.
Considering that the development of social networks needs to be supported by a variety of content forms, OUC will continue to explore new forms of content presentation during the development process. Currently, it supports text, voice, pictures, geographic location sharing, display of user's continuous activity trajectory, distance, and Carrying out the development of investment space digital land rights, publishing tasks, advertising and other related functions.

Footprint map

It acts as a bridge connecting users and OUC, and records every path taken on the map, increases user stickiness through social attributes, forms a good social experience, attracts users to explore new worlds, and obtains OUC rewards for activity status. Online is mining, the personal action trajectory is permanently stored on the blockchain, and the action trajectory displayed online, "to the store" to obtain offline commercial services, the greater the contribution to the OUC ecological construction, the more OUC rewards you will receive.

Space digital land rights (OUC Land)
Users can use OUC to invest in spatial digital land rights in nearby areas on the map, and even use bidding to purchase landmark buildings in the local area or anywhere in the world. Owners with spatial digital land rights have ownership (including management rights and income rights) and dividends in the area.

The city's business districts, education districts, industrial parks, residential areas, tourist areas and other areas are densely crowded and prosperous, and there are a lot of O2O business opportunities, including: travel, takeaway, express delivery, renting, shopping, catering, etc. There are also commercial information The challenge of rapid change is that by introducing direct stakeholders by dividing the space, and operating in a hierarchical autonomous manner, it is possible to establish a virtual "digital twin" that completely mirrors the real world. Divide the world into OUC Land, OUC Land

It is the basis and evidence for the distribution of map revenue and its ecological revenue. Users can purchase OUC Land through token purchase, and users can go to the center to trade OUC Land

Overview of OUC Land: Based on the BSC's unique and irreplaceable pass (NFTS), it corresponds to the digital land rights of an area on the map that is consistent with the real landform. The area is 12.5 square kilometers. The owner of OUC Land by OUCM bids to purchase OUC Land. Income rights, the main income includes: overall income, that is, the income that falls within the OUC Land area with the overall income, and the income that cannot be operated with OUC Land, including: map API, taxi, chain business services, brand advertising, etc. Regional revenue, that is, revenue generated only in OUC Land, including: location advertising, local business services, etc.

Advertising system:

Advertising, business users can publish text, pictures, links, etc. in their geographic location, and the system will automatically recommend people, business advertisements and discount information near a certain geographic area. Ordinary users can get OUC rewards by browsing and sharing merchant advertisements and offers.

Advertising algorithm

Advertisers obtain distribution channels through specific geographic locations, and the OUC advertising system charges through CTR (click-through rate). This formula applies to both the view rate (VTR) that reflects the number of impressions and the conversion rate (CVR) that reflects the volume of conversions.

Map social is very suitable for carrying B-side advertisements, and use three-dimensional animation to display offline business advertisements vividly on the map. Small businesses are usually ignored by big platforms, and nearby users are its main target users.

Through the strong stickiness of users' ability to watch advertisements and perform tasks (the advertising fee tokens issued by advertisers are directly given to users who watch advertisements), it encourages a large number of users to accumulate on the platform to form a huge user basic information. According to the effective basic information provided by users, including The dynamic information of geographic location helps many e-commerce, micro-commerce, and offline entity merchants to achieve the effect of accurate and direct advertising to target users, so that advertisers can save advertising costs, save time, improve advertising efficiency, and achieve sales directly on the advertising side. Realize the advertiser's marketing demands: precision, effectiveness, and low cost.

At the same time, users get OUC benefits.

5. Token Mechanism

5.1 Quota and distribution

The name of the OUC token is OUCM. The issuance of OUC tokens is 10 billion, and OUCM is the only circulation certificate of the OUC social network in the form of Binance smart chain contract certificate.
OUCM is based on the total area of the earth 500 million square kilometers, and every 20 OUCM represents the area of 1 square kilometer of the earth.
Based on the workload POW proof, OUC allocates equal amounts of OUCM to individuals who contribute to OUC.

5.2 Token design principles

In order to clarify the benefits, governance and rights of different participating roles, facilitate the introduction of real business value, realize economic closed-loop, and effectively stimulate community contributions, OUC adopts OUCM token design.

Specifically: OUCM is the value measurement, storage and incentive tool of OUC, and a general certificate that drives ecological construction. All services on the platform use OUCM for payment and settlement, and external circulation and issuance. OUCM holders have a community related to currency volume. The right to vote for governance.

The total issuance of OUCM is 10 billion and will never be issued.

OUCM is a certificate of spatial digital land rights on the OUC platform. It is used to drive geographic and ecological autonomy and internal issuance. Only OUCM can be used for bidding. The owner of OUCM owns the ownership of the area (including management rights and income rights) In addition to dividends, OUCM can circulate freely on the platform.

OUCM can be used for on-chain geographic data contribution marking, trading, settlement, and smart contract performance. OUCM can easily characterize and measure digital economic activities in the OUC network ecosystem. With the increase of various service systems in the OUC network, more and more distributed business scenarios are embedded and used more and more frequently, the liquidity of OUCM will increase substantially.

Token value basis

The value of OUCM is based on five points:

1. As a labor certificate for paying for map data contributions and a payment certificate for sharing personal data;
2. To use applications on the OUC network, you need to mortgage a certain amount of OUCM as a proof of use;
3. Use the redemption vouchers for all services under the OUC ecosystem;
4. Holding OUCM can participate in the maintenance and governance of OUC spatial data assets and the distribution of benefits;
5. Holding OUCM can participate in the community governance of the OUC network.

Usage scenarios of the token

The application scenarios of OUCM include but are not limited to:
Use rights and interests: as an equity certificate for executing transactions or smart contracts on the OUC network;

Community incentives: OUC uses OUCM to incentivize community developers, data-contributing users and other contributors.
Service exchange: exchange use of various distributed applications on the OUC network.

Space maintenance rewards: OUC spatial data assets maintenance and governance rewards.
Acquisition, consumption and pledge of tokens
In order to ensure that Token continues to increase in value, Token must have a reasonable and controllable acquisition method, high-frequency just-needed massive consumption of Token, and a large amount of pledge design.

OUCM acquisition mechanism

Behavioral mining, data contribution rewards
Directional Exchange/Public Auction
Spatial digital land rights income dividend
Targeted advertising distribution based on personal information
Platform commission income
Sharing economy commission income
OUCM consumption mechanism
Advertiser advertises/transaction

Pledge mechanism
Super node voting
Mortgage to purchase spatial digital land rights
Occupy system resources
Service provider deposit
Mortgage voting co-governance

OUC is not only a map social network, but also a broad and prosperous application ecosystem.

Social network is a rigid demand of users. It has the characteristics of high stickiness and rapid development into network effect, which lays a solid foundation for building an ecosystem and is highly feasible. Because traditional centralized platforms occupy the upper reaches of the value chain, they use independent research and development to lay out the application ecology, or build platforms to charge high traffic taxes, and enjoy social network dividends exclusively. OUC adheres to the principles of openness, collaboration, sharing, and value feedback, and is willing to work with all users and developers in the social network to create an OUC developer ecosystem. OUC makes investments by developing space digital land rights, mortgage credit and other methods to obtain additional income.