

Smoke.Network

Smoke. Get Paid. Repeat.



Introducing!

A social network for cannabis users on the blockchain.

Smoke.Network is an incentivised, distributed delegated proof of stake blockchain for the cannabis community. It rewards users in cryptocurrency for creating and curating high quality content including images, articles, cannabis strain and dispensary reviews.

Why?

Cannabis.

- **Exploding legal cannabis market** is set to hit \$31 billion in size by 2021 [FORBES 2017]
- Large network of online cannabis communities on existing social media
- **Rewards based social networking** validated by Steem launched 2016 - now in top 2000 websites globally
- **Market validated** by existing popular social cannabis websites and apps





What?

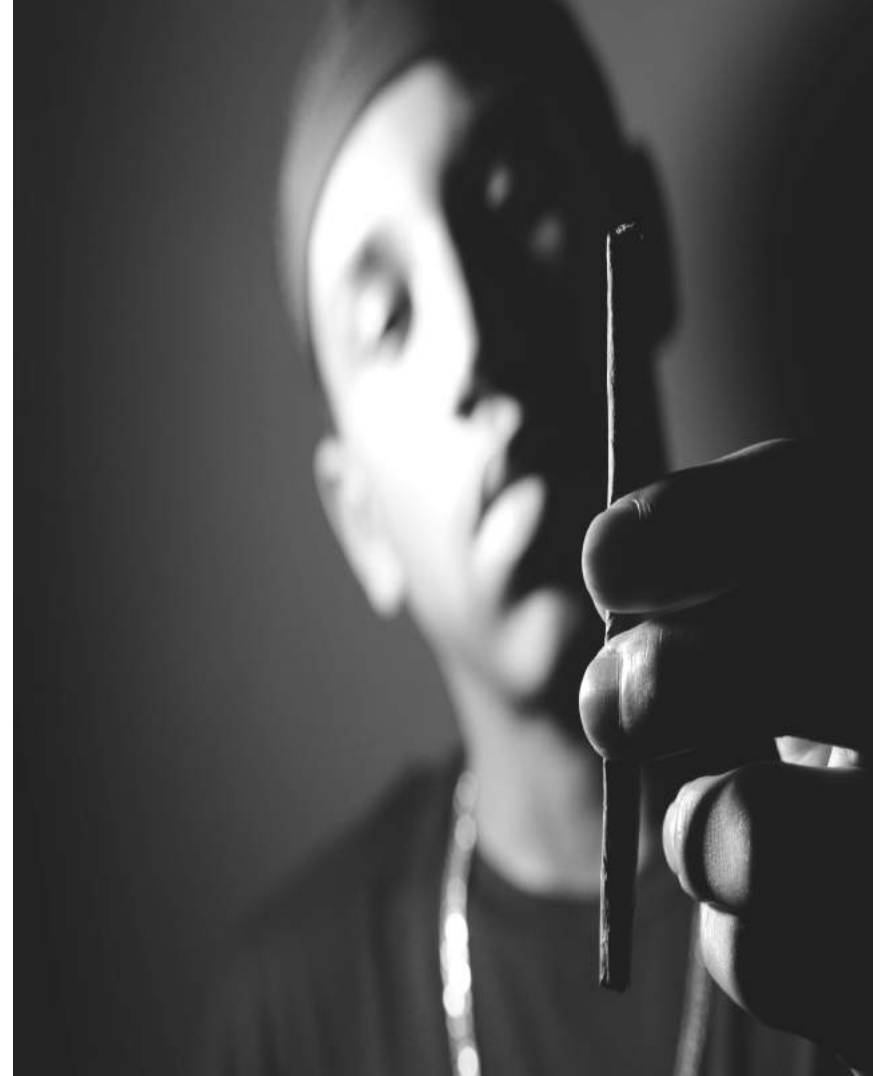
Problems.

- **Blind censorship** of cannabis pages and cannabis content causes harm to legal cannabis businesses
- **No incentives or rewards for users** who create high quality content
- **Greedy centralized companies** with a 'walled garden' approach
- **Intrusive and annoying advertising**
- **Privacy concerns**, 'data mining' and no ownership of data by users

Which?

Differentiator.

- **Users get paid content they post** by the blockchain
- A social network **owned by its users**
- **Censorship resistant** blockchain database
- **Innovative features** and superior user experience
- **Viral marketing** and community marketing strategies
- **A passionate community** who's interested are aligned



What is?

Smoke COIN.



- **SMOKE** is the cryptocurrency that powers the SMOKE blockchain
- Content producers and creators **earn SMOKE for posting and engaging** on the network
- SMOKE is stored in either **Vested SMOKE** or **Liquid SMOKE**
- New SMOKE is created through a **set inflation rate** on our DPOS blockchain
- Holders of SMOKE **earn interest** on top of content rewards (15 % of rewards pool)

Innovative

Features.

Social Networking

Users can post stories on the network stored on the blockchain, upvote and downvote posts, and earn rewards for creating and curating quality content Smoke Network DApps.

Strain Reviews

Strain database added to blockchain. Users can score strains along with a written review. Ability to earn content creation and curation rewards the same as regular posts.

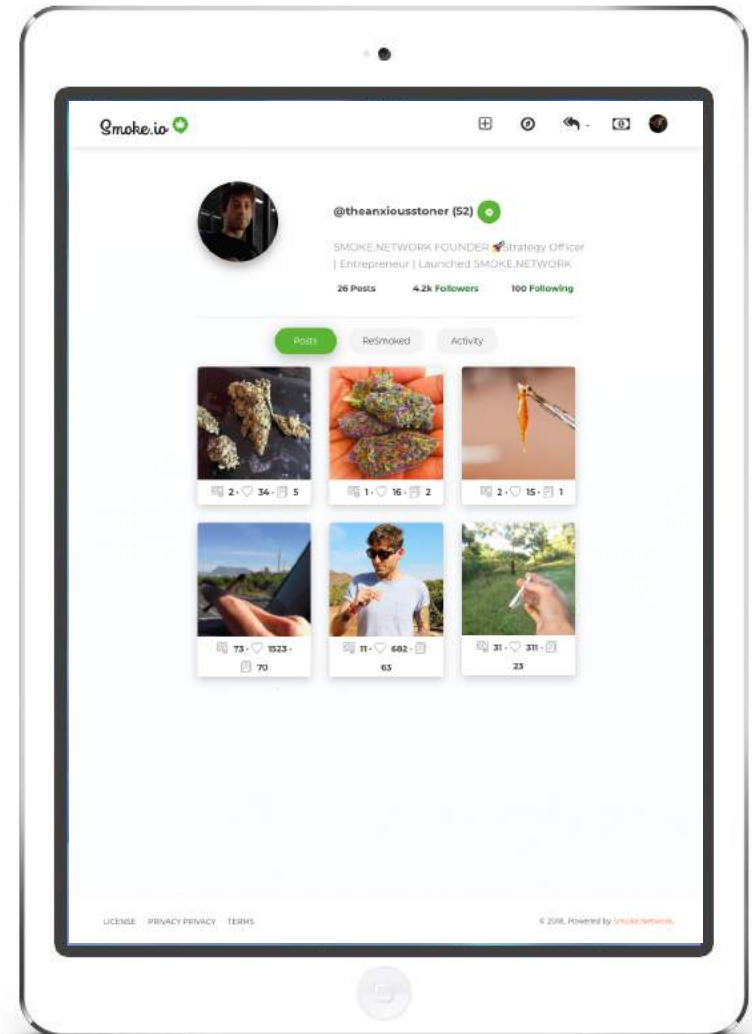
Dispensary Reviews

Dispensary database added to blockchain. Users can score local dispensaries from 1 to 10 along with a written review including location based map. Ability to earn content creation and curation rewards the same as regular posts.

Phase 1 - Q3 2018

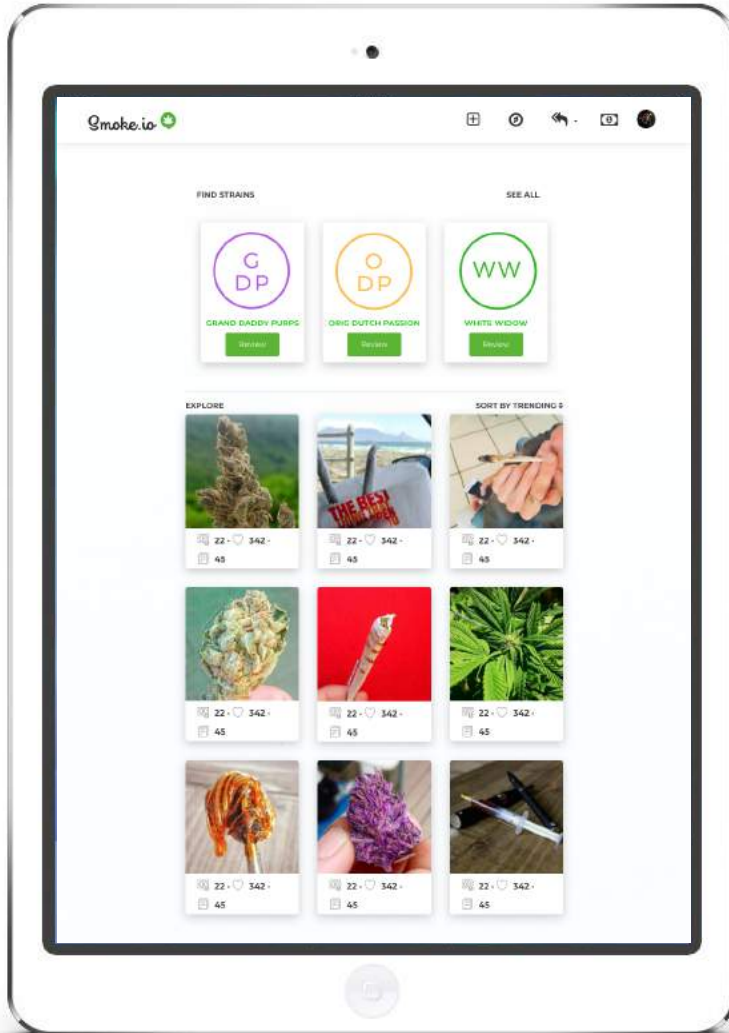
Social networking.

- Users can post stories on the blockchain
- Users can upvote or downvote posts
- Users are rewarded for upvotes on their content
- Users are rewarded for upvoting high quality content (content curation)
- Smart rewards based on user authority to combat spam
- [Try our live Test-net](#)



Phase 2 - Q4 2018

Strain reviews.

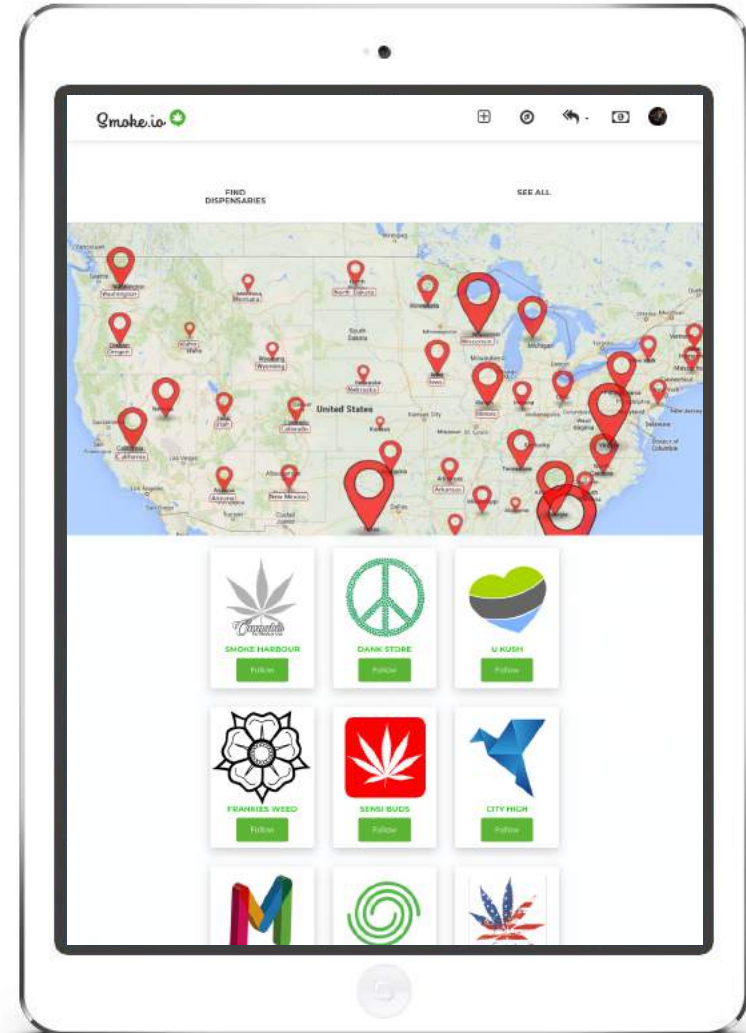


- List of strains stored on the blockchain
- Advanced search + landing page with popular strains
- Individual strain page for each strain
- Strains can be scored from 1 to 10 with written review
- Strain reviews can be upvoted and upvotes receive rewards like normal posts

Phase 3 - Q1 2019

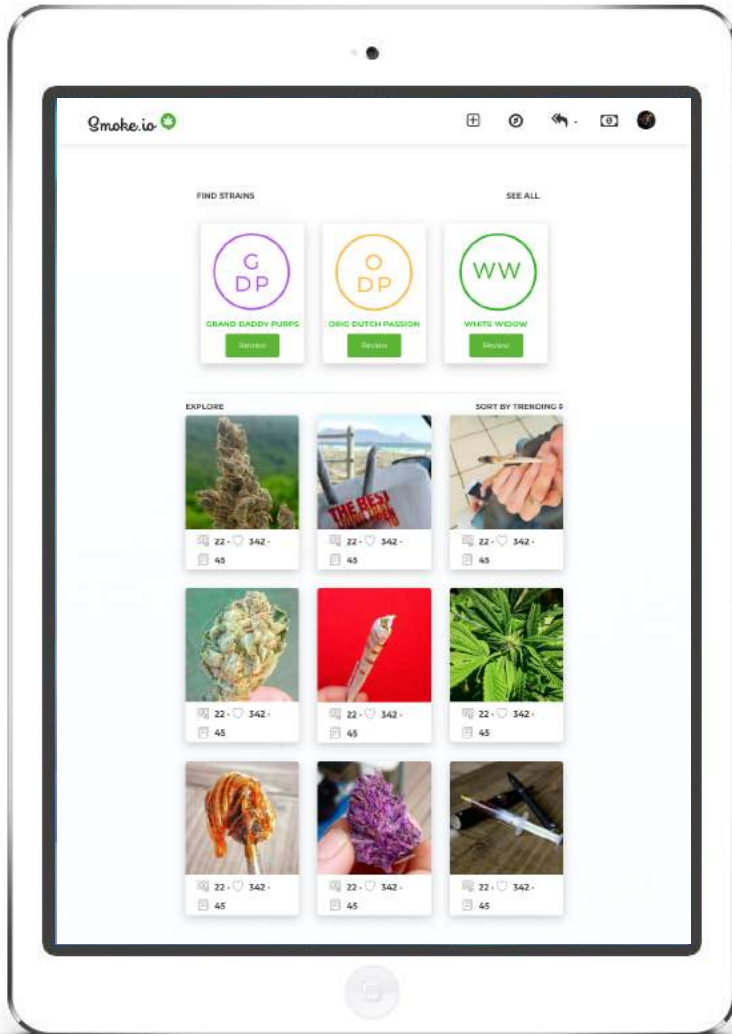
Dispensary reviews.

- List of dispensaries stored on the blockchain
- Advanced geo search + landing page with dispensaries near you
- Individual dispensary page for each strain
- Dispensaries can be scored from 1 to 10 with written review
- Dispensary reviews can be upvoted and upvotes receive rewards like normal posts



Phase 4 - Q2 2019

Community development.

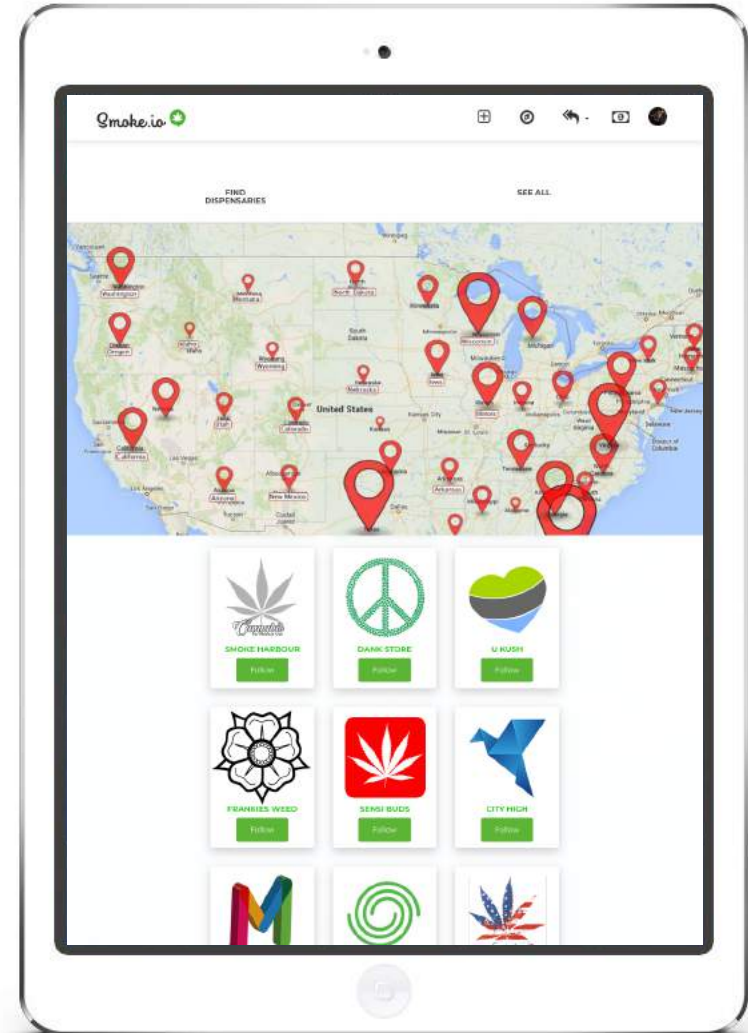


- Smoke conference event
- Community driven development resources and **DApp building events**
- Foundation sponsored community driven cannabis related DApps for the cannabis industry running on the Smoke Network blockchain

Phase 5 - Q3 2019

Mobile Apps.

- Native mobile App for **iOS** and **Android** devices interfacing with the Smoke Network blockchain
- All Social Networking features from our **Smoke.io Web DApp** including customized homepage feeds, getting rewarded for posting and curating content, strain and dispensary reviews, and a **Mobile SMOKE Wallet**
- Continued improvements to our core Social Media Web App and Mobile Apps



Introducing!

Smoke.io

The first DApp on the Smoke.Network blockchain.

[Try the Smoke.io test-net.](#)



MVP Features:

- Streamlined user sign up page
- Customizable home page feed filterable by content type
- Explore page for finding and curating new content on the fly
- Wallet page for managing SMOKE earned and withdrawals + deposits
- Profile page for viewing and editing profile information
- Basic settings to customize your experience
- Single content pages for long form content

MVP Pages:

- HOME
- EXPLORE
- WALLET
- MY PROFILE
- SETTINGS
- SINGLE POST

Cutting Edge

Technology.

Delegated Proof of Stake (DPOS) is the blockchain tech powering the Smoke.Network vision inspired by Dan Larimer's Decentralized Mutual Aid Societies.



Scalable

Blockchain.

- **Delegated Proof of Stake Blockchain**
Developed by founder of Bitshares and Steem - Dan Larimer
- Pioneering consensus protocol DPoS - already powering thousands of transactions per second on Steem and Bitshares platforms serving millions of users per day
- Native cryptocurrency: SMOKE
- **Highly scalable** compared to Ethereum and PoW blockchains
- **Virtually free** transaction fees for users.

Why?

DPOS.

- **Minimized cost** of running the network compared to wasteful proof of work models
- **Shareholders are in control** and vote in witnesses that produce blocks on the network and implement changes
- Delegated proof of stake blockchains can **scale much better** compared to PoW systems
- **Faster confirmation times** due to less redundancy on the network





Ingenious

Decentralized Mutual Aid Society.

- Voting rewards is achieved via stake-weighted voting and user authority
- **Every positive action rewards the entire community**
- **Power is decentralized** amongst all market participants
- Users are rewarded by **adding value to a community** they feel a part of

Thorough

Market Research.

- **Over 8,5% of US citizens** marijuana smokers in 2015 [NSDUH 2015]
- 2017 poll shows **12.5% active marijuana** users in US from participants [GALLUP 2017]
- Estimated **178 million global cannabis users** in 2015 [UN World Drug Report 2015]
- Estimated market size of **30 million+ in US and 125 million+ globally** based on 65-70% social media penetration [PEWINTERNET 2017]
- Core user personas identified through user research





Profitable

Business.

- **Advertising revenue** from users and businesses can pay for Ads in SMOKE on the network which go towards a foundation account
- **High demand for advertising in cannabis industry** due to anti-cannabis regulations are major social networks and search engines
- **Smart ad formats** for less intrusive ads
- **Highly targeted community** for relevant advertising - win-win for advertisers and users
- Registered company in Belize + global USD bank account

Multiple

Unique Selling Points

- **Users Get Paid for Content** - One of a kind feature in social media and cannabis space
- **Immune to Censorship** - Solves issues of real world businesses and cannabis users on social media
- **Superior User Experience** - Careful user testing, research and design planning to deliver a streamlined and enjoyable user experience
- **Aggressive Marketing** - Smart viral marketing campaigns and advertisements outlining benefits to potential users



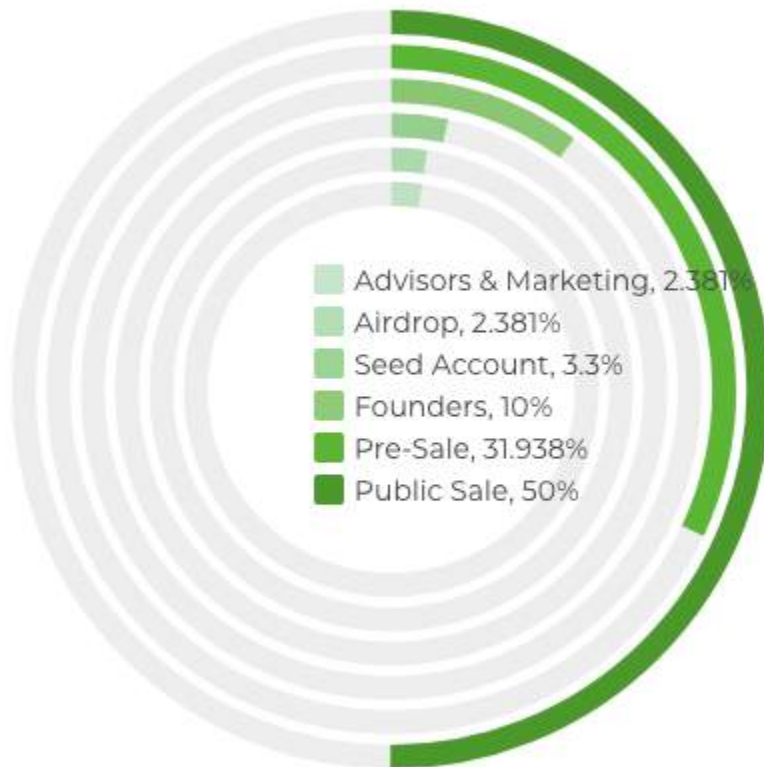
Transparent

Distribution.



Total SMOKE: 42,000,000

Coin Distribution:



Allocation of funds:

Charity	2%
Legal	3%
Team	10%
Marketing	25%
Business Functions	25%
Product Development	35%



Upcoming

Distribution Events.

- **Smoke Airdrop** - Ongoing until 25th May 2018. Open to users globally.
- **Smoke ICO Event** - ICO event starting 20th of April 2018 (04/20) to 25 of May 2018. Open to non-US residents.
- **Official Coin Distribution Event** - Coin distribution event for all users June 2018. Coins distributed to all users via email with SMOKE preallocated to each users account.

Dedicated

Founders.

**Jonathan
Hunter**



- Involved in cryptocurrencies since 2013.
- Early adopter of Bitshares and Steem.
- Co-launched multiple community based cannabis projects including 420Smokers.us
- Shareholder in multiple marijuana grow kit and accessory stores

**Patrick
Meier**



- Cannabis social media expert - directly responsible for growing 420Smokers.us brand to half a million fans
- Direct experience managing a network of cannabis social pages spanning upwards of 1 million users

**Joseph
Ashburner**

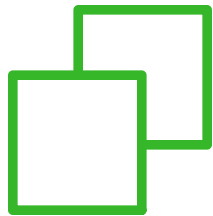


- Half a decade experience launching online startups and web applications
- Founder of LaptopNinja, a top US laptop comparison website
- Project management and online marketing expert

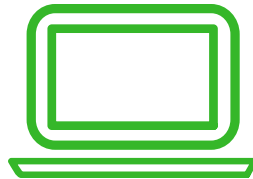
Smoke. Get Paid. Repeat!

Conclusion.

Smoke Network is a DPoS blockchain based on the profound potential of blockchain technology to transform the way we interact online. Building on the technology laid out by Bitcoin, Steem and EOS it allows for content creators to earn real-world rewards for their contribution to the network. Join our community using the links below for more updates and information or email hello@smoke.network to get in touch directly with the team.



Whitepaper



Website



Testnet