

# CONNECTUP

## CONNECTUP WHITEPAPER 1.0

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This whitepaper is a working document that is subject to review and change



# Index

|   |    |
|---|----|
| 1. Introduction                                   | 03 |
| 2. Why ConnectUp                                  | 03 |
| 3. UP Points                                      | 04 |
| 4. \$CUP Tokens                                   | 05 |
| 4.1. \$CUP Token Utility                          | 05 |
| 4.2. Token Distribution and Release Schedule      | 06 |
| 4.3. Use of Proceeds                              | 07 |
| 5. ConnectUp Business Model                       | 08 |
| 6. Community                                      | 10 |
| 7. ConnectUp Ambassadors                          | 11 |
| 8. What ConnectUp means to different Stakeholders | 12 |

# 1. Introduction

Connect Up is the world's first EdTech Social-Media decentralised networking platform built using blockchain protocols. Connect Up will support social networking, content sharing, skill development, sustainable activities, point system, token monetisation and internships.

In current scenarios data is the most important aspect to influence the society with technologies like AI the data can be used to control users' behavior, and mind. It has been used to manipulate the end-user decision before. Current centralised social media platforms are the goldmines of producing such data sets. This can be understood from the aftermath of the Facebook and Cambridge Analytics Scandal. The scandal took place when personal data belonging to millions of Facebook users was collected and used without their consent by British Consulting Cambridge Analytics, to provide analytical assistance to the presidential campaign of Ted Cruz and Donald Trump.

This is where Connect Up comes into picture with absence of third party it parts users with great control over their data and rule out the threat of user manipulation. With its decentralised consensus mechanisms Connect UP ensure great privacy, authentic profiles, and better connectivity.

## 2. Why ConnectUp

Connect Up is facilitating connection and content sharing between students, companies, Universities/ schools and Mentors.

**Social Media:** It allows users (students) to share their work and academic experience on the platform and an opportunity to connect with inter-college teams with a feature like collaboration. Along with it, Connect Up has a fixed pattern of posting in different domains, this feature makes much simpler than it is today.

**Learn:** The platform has a cumulation of different certified and legit course material curated by industry experts and mentors. Students will have free access to these courses. Once they do any activity on the platform, they earn UP points, these UP Points can then be used to unlock the course material for students to learn and enhance their skill sets.

**Internships:** companies will be allowed to offer internships or part time jobs to students. It will give a chance for students to gain industry experience and allow companies to work with them and hire potential at an early stage.

Tasks: Tasks are the goals like writing articles, creating videos, and more which can be listed by any stakeholder in the ecosystem. These tasks can then be picked up by other stakeholders which will allow them to earn while engaging on the platform.

Connect Up has various unique features but most important of them all, is explained below explaining why Connect Up is different from other available platform in the market.

- Right & free content (certified and refined courses)
- Connect with companies (Work experience)
- Sustainable Development (Work for the environment/ Earth)
- Social media profile building (Experience and knowledge)
- Security and authenticity (Spam resistant)
- Earn

ConnectUp, is very unconventional in its methods to validate user's profiles and activities. It also uses AI-based systems like chats bots for real-time engagement and validation. Unlike traditional social media platforms, where spams and fake users make any claims with no validation to the background, Connect Up verify and validate each and every profile on the platform complimented by robust point system.

### 3. UP Points

UP points are the reward system integrated in the ConnectUp applications. This reward system makes sure that users are rewarded for their contributions on the platform and is simple to understand. Every activity a user does on the platform which brings engagement will make them eligible to earn the UP Points.

The list of activities includes engagements of platform like building profile, posting, sharing, like, comment, follow, collaborate and more. Every second spent on the platform bringing engagement will reward users.

The UP Points then can be redeemed to access premium features on the platform. The premium features will allow users to:

- Promote their content.
- Push listings.
- Access Learn sections where certified Courses are available
- Access premium internships.
- Access sustainable projects.
- Access to premium Tasks.

The profile dashboard of users enables them to keep track of UP Points and build community with social interactions. An individual content can be distributed to all their networks through mobile application. ConnectUp goes one step further where users can exchange their UP points with UP Tokens on the Web version of ConnectUp supported by Polygon Network.

With our AI system in place, we make sure that content reaches to the interested users and makes it possible to exchange ideas, values, and opportunities.

## 4. \$CUP Token

\$CUP Token is the native token of ConnectUp which empowers the network through blockchain technology. There will be limited supply of \$CUP tokens to create its value within the system. These tokens will be accessible through ConnectUp web platform which users can then buy, sell, and hold. The tokens will later be listed on different exchanges with market value and will be tradable for the community.



\$CUP tokens allow us to share revenue with users, providing a strong financial incentive to use the platform and create valuable community. But one should not confuse \$CUP Tokens with UP points, both of these are different phenomenon connected by ConnectUp Ecosystem.

UP points are earned by doing activities on ConnectUp applications which users can redeem to unlock various benefits of the platform. The UP points can also be used to buy \$CUP token on ConnectUp web whereas, \$CUP Tokens holds monetary benefits where users can trade them on exchanges and benefit. Users can buy \$CUP tokens through various listing done by the project or in exchange of UP Point. But \$CUP Tokens cannot buy UP points, UP points can only be earned and not bought.

## 4.1. \$CUP Token Utility

- Early access to the platform.
- Premium Profile.
- Eligible to be part of ConnectUp DAO
- Participate in campaigns.

**\$CUP Token** will be minted on Polygon blockchain and secured by smart contracts allowing distribution and use in the ecosystem. The utility and value of token will increase with expansion of ConnectUp.

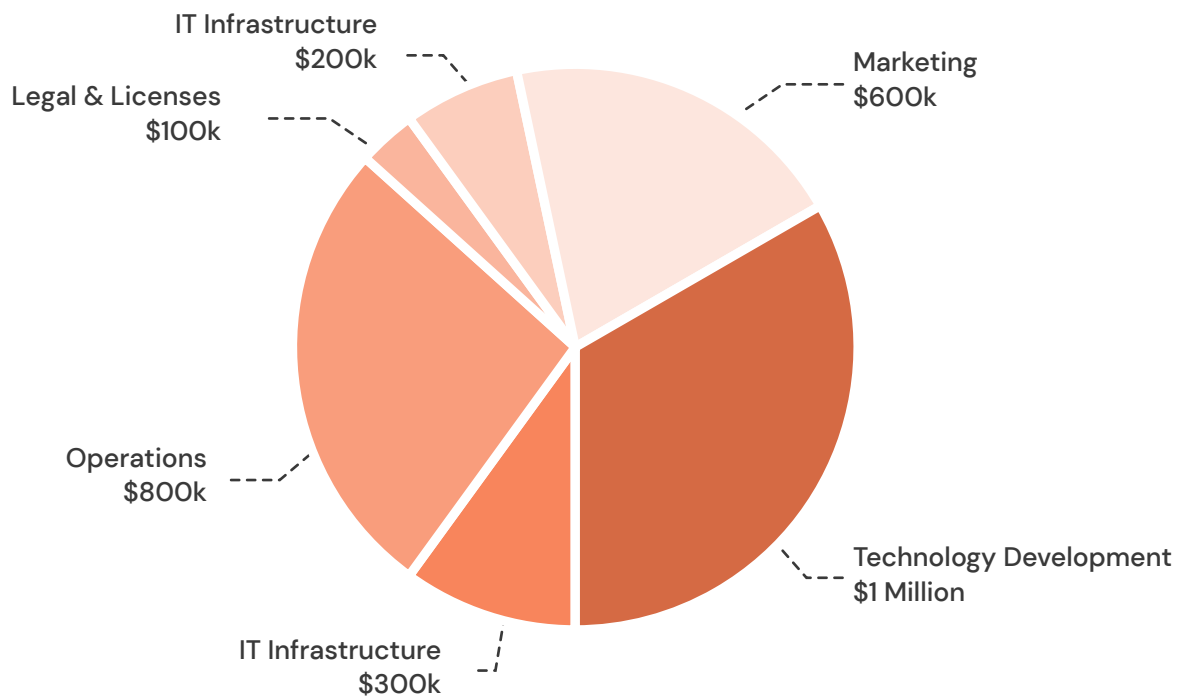
| Allocation Type     | Token Supply       |
|---------------------|--------------------|
| <b>Total Supply</b> | <b>300 Million</b> |

## 4.2. Token Distribution and Release Schedule

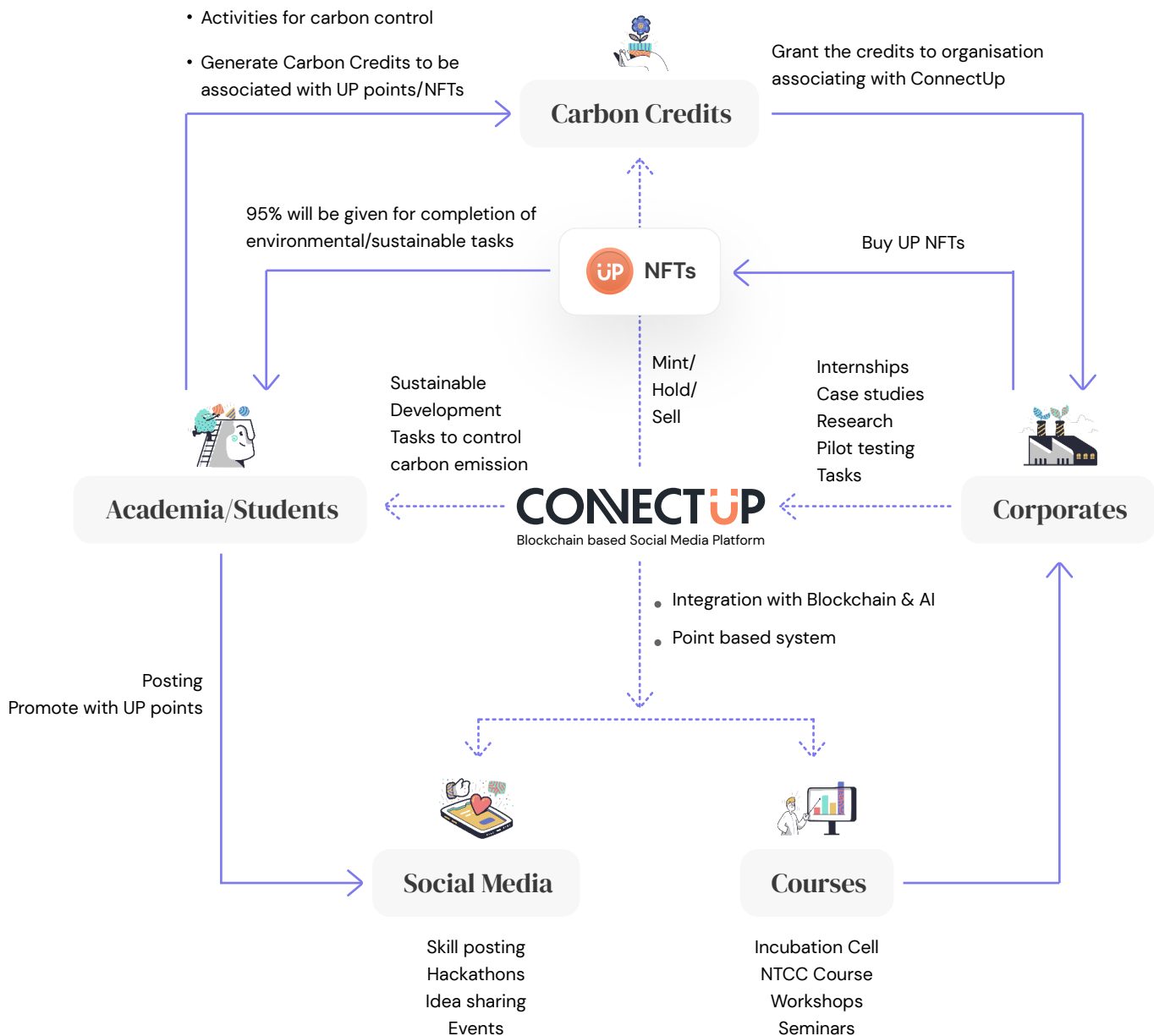
| Token Allocation               | Number of Tokens | Total Supply (Percent) | After TGE once Token is listed on Exchange | Cliff Period (Months) | Vesting Period (Months) |
|--------------------------------|------------------|------------------------|--|-----------------------|-------------------------|
| <b>Private</b>                 | 5 Million        | 1.67                   |  | 06                    | 12                      |
| <b>Presale</b>                 | 5 Million        | 1.67                   |  | 09                    | 18                      |
| <b>IDO</b>                     | 5 Million        | 1.67                   |  | 12                    | 24                      |
| <b>Token sold against OMI</b>  | 9 Million        | 3                      |  | 06                    | 24                      |
| <b>Game Operations</b>         | 60 Million       | 20                     | 12   |                       | 3 (20% quarterly)       |
| <b>Liquidity Pool</b>          | 45 Million       | 15                     | 9  |                       | 3 (20% quarterly)       |
| <b>Community Airdrop</b>       | 6 Million        | 2                      | 1.2  |                       | 3 (20% quarterly)       |
| <b>Marketing &amp; Rewards</b> | 15 Million       | 5                      | 3  |                       | 3 (20% quarterly)       |
| <b>Team &amp; Advisors</b>     | 60 Million       | 20                     |  | 18                    | 36                      |
| <b>Company Reserve</b>         | 90 Million       | 30                     |  |                       | 36                      |
| <b>Total</b>                   |                  | <b>100</b>             |  |                       |                         |

| Rounds         | Supply of Epiko Tokens                    | Vesting Period |
|----------------|---|----------------|
| <b>Private</b> | 0.10 cents (500k USD = 5MN Epiko Tokens)  | 1 Year         |
| <b>Presale</b> | 0.20 cents (1MN USD = 5MN Epiko Tokens)   | 1.5 Years      |
| <b>IDO</b>     | 0.30 cents (1.5MN USD = 5MN Epiko Tokens) | 2 Years        |

### 4.3. Use of Proceeds



# 5. ConnectUp Business Model



The ConnectUp model has been strategized to offset carbon footprint by bringing together community, Students, environmentalist, industry experts, and educationist.

## 1. Tasks:

### • Carbon Credits:

With ConnectUp EdTech model, the project also aims to focus on the pain point of carbon offset through Blockchain. The world is working towards the carbon neutrality at a fast pace. In this scenario including people from ground level and balancing them at each level is difficult. This is when ConnectUp comes into picture where Government can list some sustainable projects related to environment development like planting trees, harvesting rainwater, use of solar power and more. These projects can then be picked up by different institutions and universities where students will directly work on them.



Organisations can invest with \$CUP Token and sponsor these projects. 95 percent of the funds will directly go to the development of the project, 3 percent will be given to the students and 2 percent will be used for the development of ConnectUp ecosystem.

The sustainable activities done at the ground level by students will bring new innovations and ideas to effectively conduct a project and will generate 'Carbon Credits'. These carbon credits will then be assigned to organisation directly proportion to the investment they are doing with \$CUP Tokens.

Since the project is based on blockchain technology the duplicity of carbon data can be stopped, it will bring transparency to the project, and directly associate students in sustainable development which can go to long term skill development.

- **Other Tasks:**

Apart from sustainable projects students will also get a chance to connect with organisations through different projects. A company can come onboard with ConnectUp and list their projects with us. These projects can include development of websites, design projects, content development, video making and more. Interested and capable students can then apply to these tasks and conduct it. The selected student/work will then receive the stated value against the work done. This will also give companies access to data of capable students who can be hired in future.

## **2. Social Media:**

ConnectUp's Social wall allows users to post their thoughts, events, Hackathons, ideas, and collaborations. With tags and easy way of posting it makes everything very simple and clear for the users to understand platform. Social media channel gives a chance to all the stakeholders to connect with each other and supported by blockchain it keeps fraudulent profiles in check.

## **3. Learn:**

In today's world where everything is changing with a speed of light keeping oneself up to date with latest information and skills. In scenario like this the question will be is chalk-&-board studies enough? No, today one cannot gain holistic training only through traditional methods. Therefore, ConnectUp is introducing Learn section where users can get access to experience based material to learn from.

These courses will be designed and curated by industry experts sharing real life case studies whether it is tech, design, marketing, or entrepreneurship. Users will be able to unlock these courses through UP points which they have earned while engaging on the platform.

Overall, ConnectUp ecosystem will allow users to engage, learn and earn in a secure network.

## 6. Community

ConnectUp invite all students to join the community of the India's first EdTech Blockchain based social media platform. All benefits of the ecosystem will be available to the community through ConnectUp applications and Web platform.

While still in early-stage testing ConnectUp has globally collaborated with 50 plus universities, trained 150 plus students, conducted approx. 100 workshops & seminars and sponsored multiple teams for different events and Hackathons.

We believe to bring right opportunities to the students and connect them with right industry professionals to enhance their careers and skills. Unlike other social media platforms, community members investing their time, and efforts at ConnectUp platform will benefit by gaining resources to advance on platform. The platform will unlock various assets like premium memberships, courses, access to companies and more for its community which will allow them to make progress on the platform.

Further, the community can gain additional resources/ UP points through different campaigns such as:

- **Gamification:** ConnectUp values its community, the gamification programs will incentivise users with \$CUP Token . These programs will be regularly announced on ConnectUp application with all the details about the registration, activities, and benefits. The participants will be expected to carry out activities such as register on the application, download the application, engage on platform, create content and more. \$CUP Tokens will play a key role in these programs as it will be used for prizes.
- **Hackathons/ Events:** Every year ConnectUp will organise a Hackathon on international level which will allows users to participate and bring out their best ideas in front of the world and a chance to win big prizes along with \$CUP Tokens.
- **Token Drops:** special drops will be arranged for the community members to welcome in the ecosystem by giving them \$CUP Tokens and an opportunity to build their profile within the platform.

Bringing engagement to the platform and sharing ideas will strengthen the community, giving them a chance to earn \$CUP Tokens and reap the benefits of ConnectUp ecosystem.

# 7. ConnectUp Ambassadors

ConnectUp will offer an exciting opportunity to students to become part of the campus ambassador program. These ambassadors will be given special responsibilities to grow the community and bring out leadership skill in a participant. It helps us to bring on board passionate students. Becoming part of this ambassador program will bring its own benefits in terms of certificates, recommendations, internships, \$CUP Tokens and more.

One of the first benefits of joining this Campus Ambassador Program is a good peer group that is all willing to learn and achieve something big. Leadership, a positive attitude, and good communication skills are also some important skills that one will learn while being a part of this program. Along with all these, there can be some of you who perform exceptionally well in these programs and get direct internship.

The programs enable one to gain and polish professional skills such as community building, community management, event organisation, public speaking, social media management, content development and promotion along with other technical skills. Ambassadors will also get a chance to develop connections that would be helpful for the professional career.

## 7.1. Engage to Earn

Engaging if fun, with ConnectUp Engage to Earn!

With every engagement a user brings to the platform he earns badges and UP Points. As explained before these UP points can be redeemed for platform benefits or can be exchanged with \$CUP Tokens.

The purpose of this model is to allow users to have fun and earn while investing their time in engaging.

As more users join the platform it will bring more engagement within the system. Thus, assisting it to become leading social media platform around the globe. Collecting points, participating in events, and activities are the key areas which will strengthen the community, giving them a chance to earn and reap the benefits of the ecosystem.

# 8. What ConnectUp means to different Stakeholders

