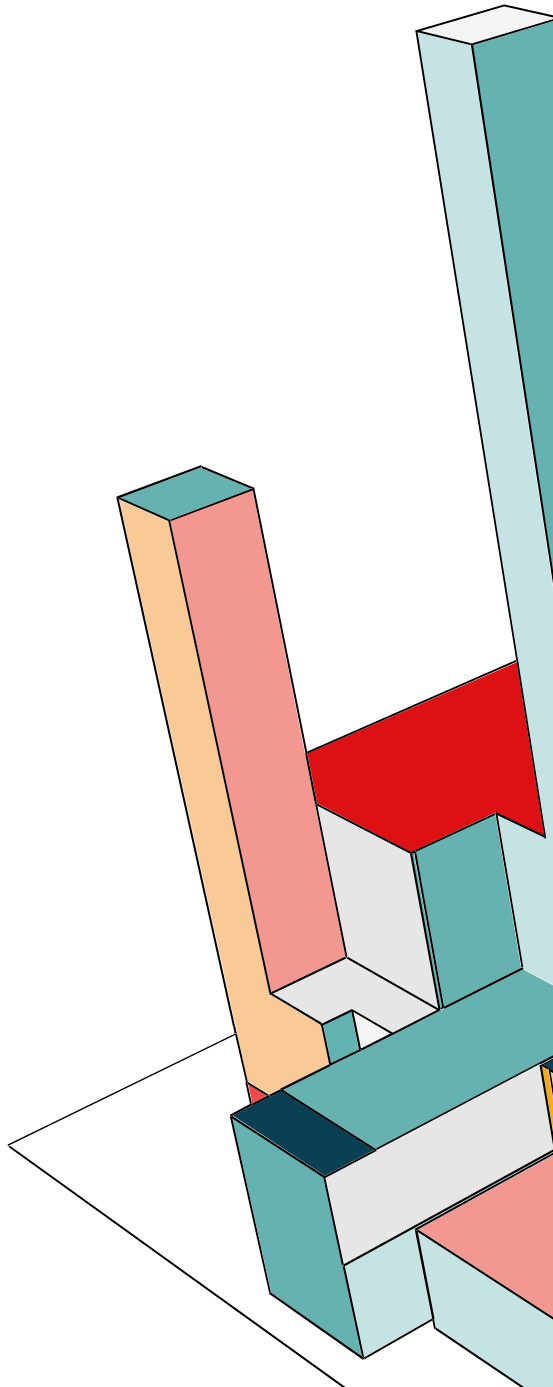
WATCH-TO-(L)EARN

A WEB3 CRYPTO MEDIA SHARING MODEL AND PLATFORM FOR ACADEMIC OUTREACH

#BENBEN DEV

ITEMS

- Problem
- Solution
- Framework of the Platform
- Reward Mechanism



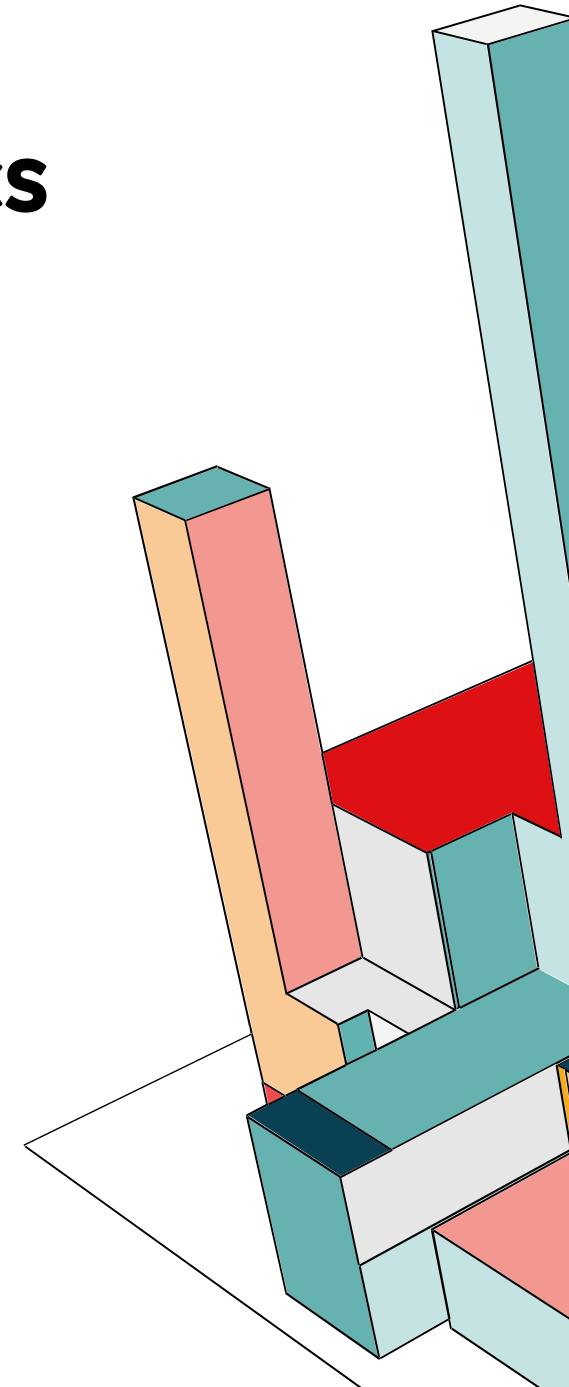
PROBLEM

WEB 2.0 – TRADITIONAL CURRENCY ECONOMICS

In Web 2.0, users generate content that big platforms monetize to generate revenue and profits for the company. Content creators receive only partial rewards, while audiences and readers gain no benefits despite investing significant time in watching ads and consuming content. Influencers typically prioritize their own gains by utilizing their substantial subscriber base, leaving subscribers with little to gain.

WEB 3.0 – TOKEN ECONOMICS

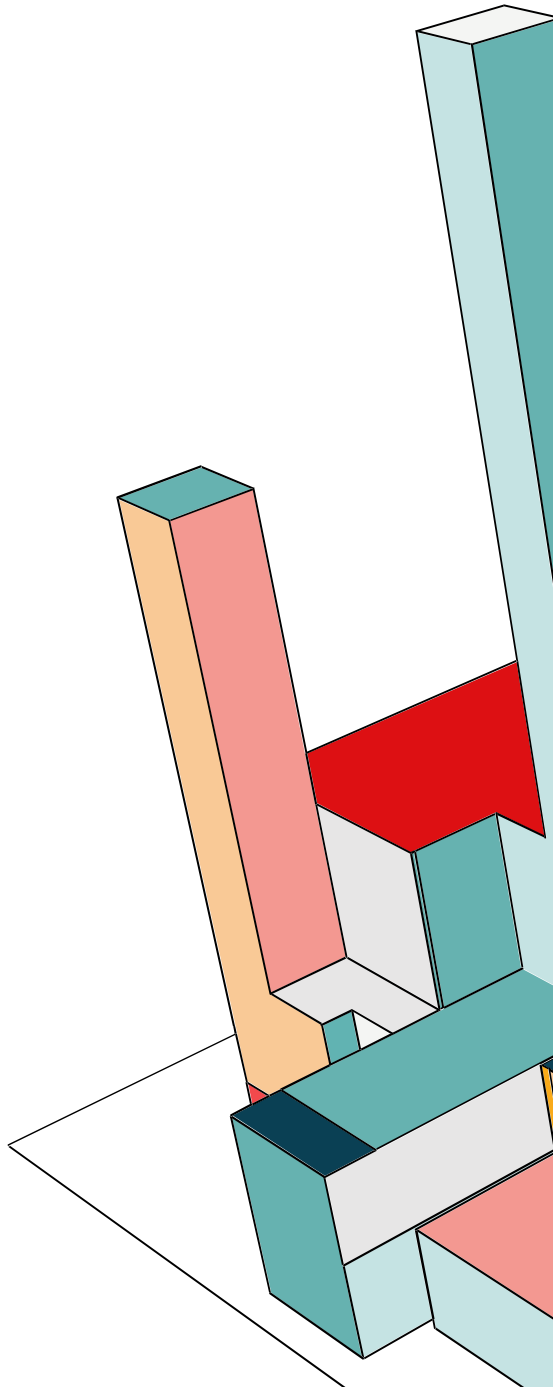
Token economics is an essential component of Web3 applications. It's the only way for Web3 to reach critical mass and serves as Web3's core competitive advantage. This means more power and more benefit to the user. It is not only a technical feature; rather it’s a fairer and more equal system.



SCIENCE OUTREACH

Science, technology, and innovation are cornerstones of the American economy. They are also dominant forces in modern society and international economic development.

Science outreach (promote the value of science to the general public) is more crucial than ever, yet there is a gap between its intended goals and its real-world effectiveness.



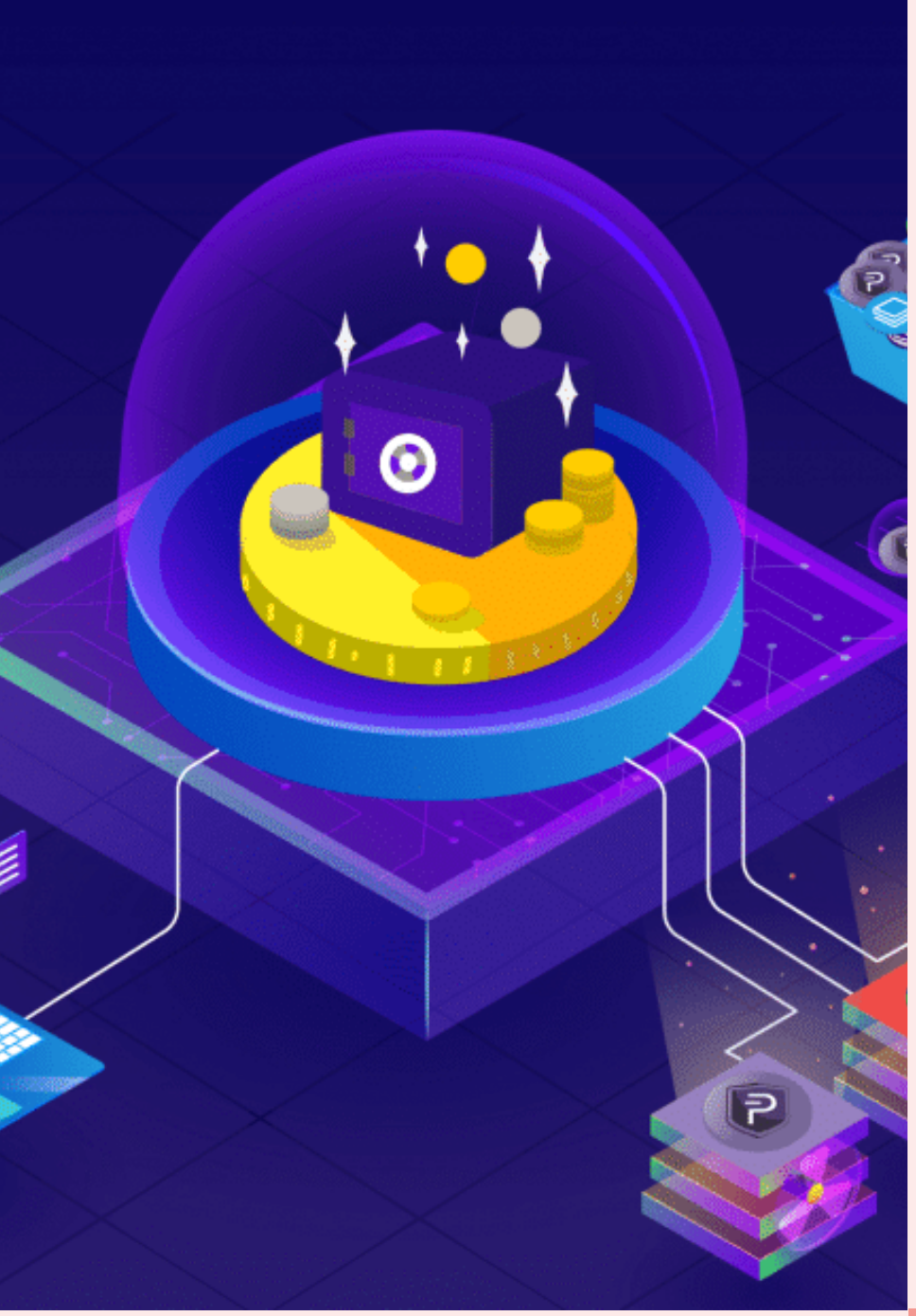
SOLUTION

REWARD MECHANISM: PUBLIC INVOLVEMENT AND INCENTIVE

To encourage the public to take a more active role in science outreach and education, we need not only to tell engaging stories about scientific knowledge but also to implement reward mechanisms to motivate their sustained and active participation, increasing engagement. In the Web 2.0 era, apart from a few influencers, most users do not receive rewards while acquiring knowledge online.

REWARD MECHANISM: SCIENCE OUTREACH PROMOTERS

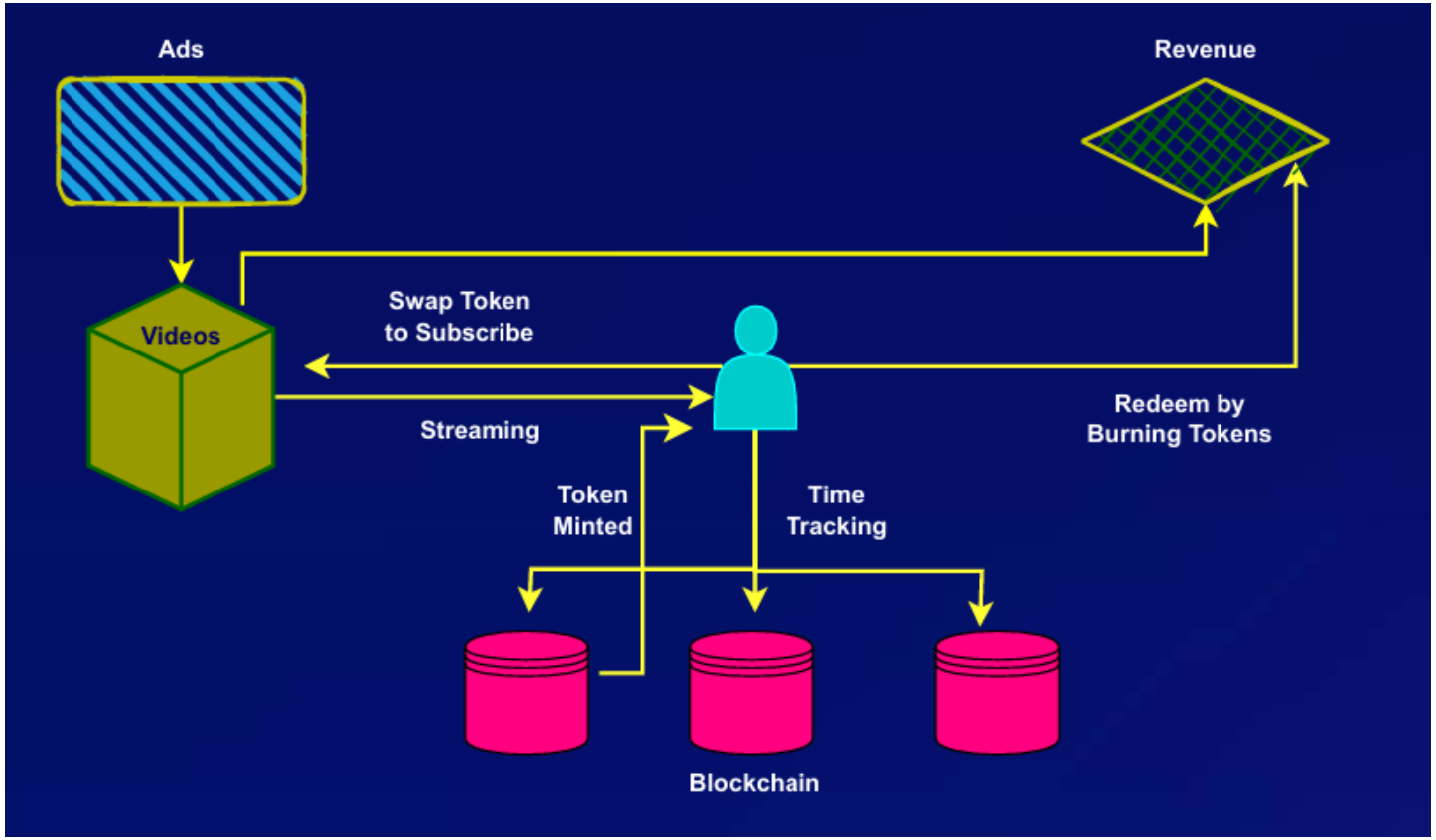
For academic scientists involved in science outreach, there should also be appropriate reward mechanisms to encourage their long-term and more dedicated efforts in promoting scientific knowledge. This would enable them to gain recognition not only within their immediate environments, such as within schools, but also from the broader public.

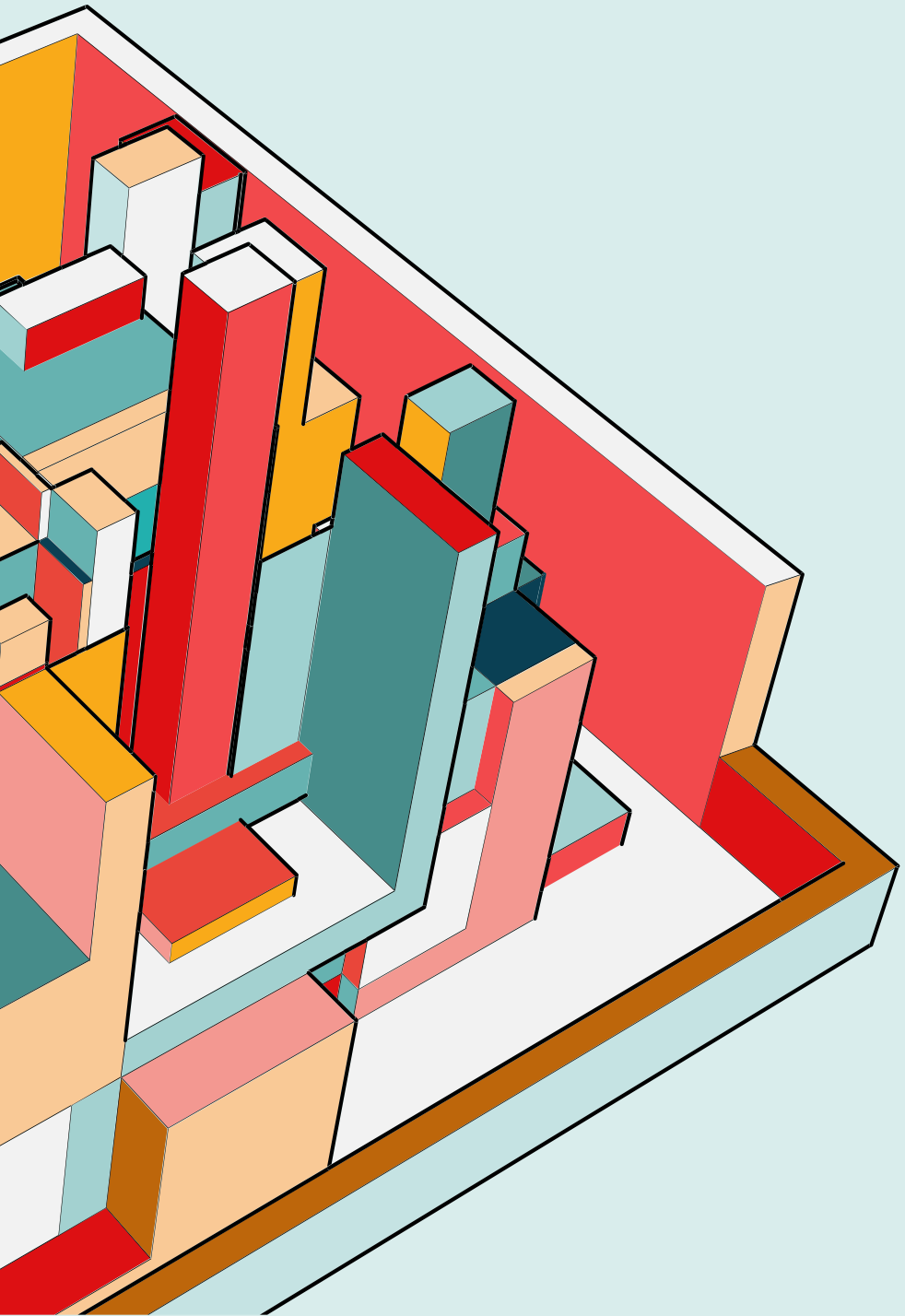


PLATFORM

WEB 3 VIDEO PLATFORM

1. Create a Web3 science video sharing platform
2. Partner with academic science communicators
3. Both science communicators and the public can receive token rewards on this platform.





REWARD MECHANISM

PUBLIC INVOLVED

The viewing time of the audience will be monitored by the platform and a blockchain, and rewards will be distributed accordingly.

Rewards will include revenue from ads associated with the content and crypto tokens minted based on the smart contract of the science communicators.

SCIENCE COMMUNICATOR

In addition to traditional ad revenue sharing, science communicators can launch their own smart contract tokens. Viewers can mint these tokens based on their engagement time, and the tokens can be traded in the market.