

WHITE PAPER

www.myLOGOS.io



A Decentralized Galaxy Where Activists Unite

“If you can dream a better world, you can create a better world.”

There is currently no social network exclusively for activists.

Yet, the 21st century is the era of the activist. They are not just angry about societal problems, they harness that energy to develop and advance solutions. These bold and defiant individuals are unsuspecting superheroes who use their talent and skill to benefit humanity and bring forward much needed change. It is no exaggeration to say that today, real impact and meaningful paradigm shifts are being affected by these disruptors all across the world.

“Let us make our future now, and let us make our dreams tomorrow's reality.” - Nobel Peace Prize Recipient Malala Yousafzai

FOLIO

- 3 Abstract
- 6 Introduction (Problem, Solution)
- 9 Commercialization (Revenue Model, Competition)
- 12 Disrupt. Innovate. Activate. (Tokens, Users, Persona, Fandom)
- 16 Team (Advisory Board)
- 20 Roadmap

ABSTRACT

LOGOS is the first social platform for activists, regardless of their cause, movement, or geography.

We leverage blockchain technology to deliver a secure, protected network, ensuring trolls are barred and provocative works are not censored.

The void of a dedicated social platform for activists is not without consequence.

Currently, activists engage on Facebook and Twitter hoping to break through all the noise and reach like-minded individuals. But they often end up battling trolls, fake profiles meant to discredit them. And if their content or data is too provocative for broad audiences, they may be censored.

LOGOS is a decentralized community for the disruptors and revolutionaries who dare to dream a better world.

We seek to draw out the person inside the activist armor. Their advocacy may shift overtime but their burning desire to leave the world better than they found it will endure.

There are various platforms that promote causes, advocate for issues, or connect individuals with movements.

LOGOS is different!

"We have a government that is anti-poor, anti-Dalit, anti-student and anti-thinking. We will expose them." - Shehla Rashid Shora, leader in India's millennial resistance

LOGOS is uniquely focused on individuals. We get to know the leaders actively working to make a difference who won't quit. These dragon slayers vary:

- Some prefer to slay Goliaths under the radar, without fanfare
- Others have large social media followings
- Many prefer to operate in small clans in order to deliver optimal impact that is measurable
- Some lead major movements
- A few like to battle one on one
- Others enjoy celebrity status

At LOGOS, we love them all.

LOGOS is a galaxy where these disruptors can unite, commune, fellowship, convene, simulate, and even turn up.

"Agora! is a diverse movement of young adults committed to open ideas and debate. We are a bridge between one of Brazil's greatest generations who fought long and hard to restore democracy and a new digitally empowered one." - Ilona Szabó de Carvalho, Activist & co-founder of Agora! in Brazil

Activists already have robust organizing tools and grassroots networks. LOGOS activates another level of impact.

'Activist to activist' engagement is a deeper dimension for these disruptors with the burden of saving the world, their community, their people.

LOGOS is a space where they can be their whole selves. Their contemporaries won't be shocked by radical and bizarre ideas,

viewpoints, or solutions. They can debate each other to the death and know it's not personal - it's just passion on steroids. They can commiserate, seek advice, have pity parties, and lament about the heartache of losing, again. They finally have access to others who understand, even if they disagree vehemently with their position.

This unique peer to peer experience empowers activists to reach contemporaries globally, develop meaningful connections, and access new innovative tools.

They can also form new alliances, build inclusive coalitions, share cross-border best practices, and foster catalytic thought-leadership.

Central to the mission of LOGOS is to create a unique user experience that captures the unwavering conviction that drives change agents. The origins of our name reflect this.

- LOGOS (logic) was Aristotle's favorite of his three modes of persuasion.
- The Gospel of John references LOGOS as the word of God.
- Sci-fi junkies know LOGOS is the fastest ship in the *Matrix* movie.

For the founding team at LOGOS, it's all that! The platform encompasses the zeal of all these genres.

We are excited to create LOGOS with you. And we look forward to introducing the crypto space to activists, disruptors, revolutionaries who are typically late adopters.

INTRODUCTION

PROBLEM

For activists, traditional social media has been a key vehicle to disseminate information and reach large audiences.

But it is also crowded, making it difficult to form the right connections.

With revelations about widespread fake news, scam profiles, data breaches, privacy breakdowns - trust has been broken.

The response by the heads of traditional social media who control these platforms has been a one-size-fits-all policing tactic with censorship as a blanket solution.

So, of course activist content is on the chopping block, adding to their dissatisfaction.

Users, however, are not taking this lying down.

In July, Facebook lost over \$130 billion in market value when it was reported that active user engagement and revenue growth are slowing down significantly.

An [LA Times article](#) notes, "although Facebook is still growing – its second-quarter advertising revenue surged 42% from a year earlier – its revenue and average daily visitors fell short of analysts' projections, which was attributed partly to disenchantment with the public scandals over privacy and content that have enveloped Facebook in recent months." ¹

¹ LA Times Article, July 2018, www.latimes.com/business/la-fi-facebook-tech-stocks-20180726-story.html%3foutputType=amp

Despite these systemic problems, social media is still popular.

According to a series of Global Digital reports for We Are Social ² and Hootsuite, “the number of people around the world using social media grew by more than 100 million in the first three months of 2018, reaching almost 3.3 billion by the end of March....390 million new users signed up to a social platform in the twelve months to the end of March - that’s 8% faster than the same growth trend this time three months ago.”

Globally, people want to connect beyond geographic borders. So we see a real need for a new kind of social network without the nuisance of trolls or censorship.

SOLUTION

Blockchain is technology through which information can be verified and value exchanged without taxing third-parties.

It is much more than simply a database. It is a decentralized, distributed, peer-to-peer network that is open, neutral, borderless.

The possibilities for this innovation that no one controls and resists censorship is exciting to contemplate.

There are many protocols and applications to leverage depending on the problem to solve. The features most appealing to activists include open source, censorship-resistant, permissionless, non-discriminatory participation, community owned (not controlled by a few).

This is timely.

² We are Social Campaign, <https://wearesocial.com/us/blog/2018/04/social-media-use-jumps-in-q1-despite-privacy-fears>

According to Freedom House's 2017 report, social media content is a big target. "Unlike more direct methods of censorship, such as website blocking or arrests for internet activity, online content manipulation is difficult to detect. It is also more difficult to combat, given its dispersed nature and the sheer number of people and bots employed for this purpose. The effects of these rapidly spreading techniques on democracy and civic activism are potentially devastating."³

"Ethereum is a decentralized platform that runs smart contracts: applications that run exactly as programmed without any possibility of downtime, censorship, fraud or third-party interference." (www.ethereum.org)

We are using blockchain because it empowers users and offers significant protections.

LOGOS is being built on ethereum using solidity.

A priority for the founders of ethereum is global social impact. There have already been a few real world use cases. Recently, Chinese activists engaged in the #MeToo movement were able to circumvent government censorship by leveraging ethereum. "By sending themselves infinitesimally small amounts of Ether and attaching written memos to their transactions, they were able to permanently imprint their stories on a globally managed ledger, easily viewable with a variety of block

³ Freedom on the Net 2017, Manipulating Social Media to Undermine Democracy, <https://freedomhouse.org/report/freedom-net/freedom-net-2017>

explorers—websites that display blockchain transaction information...” notes a Fortune article.⁴

COMMERCIALIZATION

Since January 2018, we’ve built a community of 4,000 through targeted e-marketing, industry events, and broad distribution channels. This includes a weekly e-news, a podcast, a speaker series at Microsoft, and a robust social media messaging campaign.

We are leveraging the freemium subscription revenue model, curating solutions for users.

It will be free to join LOGOS. Interactions and contributions will be rewarded with tokens. And users will receive customized peer to peer matchmaking recommendations.

We will also offer a premium option at a fee of around \$7.99 per month for benefits beyond those in the free option. This will include a special token reward structure, access to marketplace features, advanced search and communications capacity, and customized analytics.

Additionally, we will form strategic partnerships with large impact organizations to gain access to their membership and convene innovative events for LOGOS users.

“We believe that progress happens by bringing together people from all walks of life who have the drive and the influence to make positive change.” - World Economic Forum

⁴ Fortune, July 2018, Blockchain Could Be the Savior of Free Speech, <http://fortune.com/2018/07/26/blockchain-technology-cryptocurrency-ethereum-censorship-free-speech/>

Prospective partners include organizations like Aspen Institute and World Economic Forum. These organizations are structured like global forums for the exchange of ideas and values-based leadership, which strongly aligns with the vision for LOGOS.

Our go to market strategy is to launch targeted marketing campaigns, including event sponsorships, LOGOS pop-ups, and activist forums.

There are various conferences, marches, rallies, and festivals targeting activists throughout the year. We will identify a few to engage with and explore becoming an event sponsor or organizing a LOGOS pop-up to create momentum and register new users. Further, we will continue to host signature LOGOS events to get the word out and acquire and convert users.

The Subscription-Model Economy: The subscription revenue model will not only help us grow the LOGOS community, it is also a pathway to profitability.

According to a 2018 study by McKinsey & Company,⁵ internet users are embracing this approach at higher rates than before. “Subscription e-commerce services offer these consumers—often younger, affluent urbanites—a convenient, personalized, and, often lower-cost way to buy what they want and need.”

The blockchain economy is also adopting this approach. Leaders at Consensys introduced a new ERC-948 protocol proposal,⁶ which

⁵ McKinsey Insights, February 2018, <https://www.mckinsey.com/industries/high-tech/our-insights/thinking-inside-the-subscription-box-new-research-on-ecommerce-consumers#0>

⁶ Consensys Media, April 2018, <https://media.consensys.net/subscription-services-on-the-blockchain-erc-948-6ef64b083a36>

“provides an opportunity for developers to build a platform off of which companies can leverage an economic model that has proven valuable in the retail and software economy in the past decade.” They note that “B2C subscription businesses attracted more than 11 million customers in 2017, and more than 2,000 B2C subscription companies existed as of the end of the year. Since 2014, visitation to subscription company websites has increased more than 800%, with 37 million visitors.”

COMPETITION

There is limited competition. A few projects focus on promoting causes and hot button issues but there is no platform customized specifically around the identity of the activist.

LOGOS fills this gap. Here’s what sets us apart:

- We focus on individuals - leaders, doers, creators, thinkers.
- Users engage on a network without the nuisance of trolls or censorship.
- Our global ecosystem is secure, which is important when you consider that some activists face danger in many parts of the world.
- We provide a peer to peer matchmaking algorithm that goes beyond like for like.

“We are going to be the kids you read about in textbooks. Not because we're going to be another statistic about mass shooting in America, but because, just as David said, we are going to be the last mass shooting. Just like Tinker v. Des Moines, we are going to change the law.” - Emma González, March for Our Lives

- We deliver a level playing field for activists to unapologetically debate, disagree, and disrupt.

The long-term possibilities are limitless when you consider what can happen when LOGOS integrates artificial intelligence, machine learning, augmented and virtual reality tools in the future.

DISRUPT. INNOVATE. ACTIVATE.

Activists walk to the beat of their own drum and at times feel misunderstood or disconnected. On LOGOS, they can find their people - the ones who really get them!

On LOGOS, users will be able to customize affinity groups, add alerts, and search profiles.

The "Galaxy" will serve as the real time feed.

Blockpods will function as a user's profile dashboard and serve as their studio where they can host hangouts and meetups.

There will be a few options to choose from to design a blockpod.

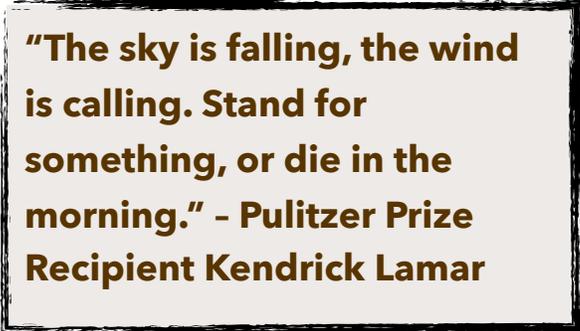
Here are a few features of a user's blockpod:

- Use imprints and frames to highlight past/current movements
- Share list of entities and things they are currently boycotting
- Publish their manifesto
- Broadcast videos, photos, rants, and other content

- Post biographical info

There will be other activations, such as a special process for broadcasting an APB to the Galaxy. Here are a few examples:

- Invitation to activists who ran #BringBackOurGirls campaigns to report on findings during anniversary forum in Nigeria.
- Open call to activists who led efforts during the Occupy movement to register for a reunion during the Aspen Ideas Festival.
- Request for case studies and best practices regarding empowering women farmers in Asia for an upcoming book or study.



"The sky is falling, the wind is calling. Stand for something, or die in the morning." - Pulitzer Prize Recipient Kendrick Lamar

Tokenized Galaxy:

- All users will receive tokens for interactions and engagements.
- A user who earns enough tokens may be able to use them to upgrade to the premium subscription option.
- Through partnerships, it may be possible to redeem tokens for the registration fee of a partner sponsored forum.
- Periodic token airdrops will occur to help grow the community.

USERS

Our primary audience is Generations X, Y, Z. Specifically, we will engage females and males ages 18-49.

There are an estimated 1 billion activists across the world. We plan to target 50 million.

In the U.S. alone, tens of millions of Americans joined protests and rallies in the past two years, according to a Washington Post-Kaiser Family Foundation poll.

They are engaging in social, political, hashtag, issue, consumer activism and others.

Some of these activists are also creatives who use their mic, words, beat, canvas to shine light on the ills of society. Others use their code, theory, and philosophy to call for change.

LOGOS is the galaxy for this new breed of agitators fighting power, privilege, and the status quo.

PERSONA

Felicia, an 18 year old member of GenZ, subscribes to LOGOS as a free user and registers as a Sentient (Unapologetic rebel). While she is widely known for her role in the gun control movement, she has also expressed interest in LGBTQ issues and activism in Cuba, her family's native land. Felicia can bring her full self to LOGOS, as she continues to fight the good fight in the world. She will use the social platform to recharge, connect, and get to know fellow change agents. On LOGOS she can

learn who is involved in the causes that matter to her, browse profiles, share ideas, and even make plans to socialize.

FANDOM

During the Beta, we will test a fandom component where users can take a 5 question survey to determine their revolution ethos. This gamification option is based on a theory that activists fall within three distinct personas - Utopians, Oracles, Sentients. For instance, an activist may learn that they are 25% Utopian, 25% Oracle, but 50% Sentient. So, they would add Sentient to their blockpod.

What makes someone an activist, disruptor, or revolutionary?

Here's our theory.

85% of the world strives to make it through life peacefully and not rock the boat.

It is the 15% that create the wars, negotiate the peace, and spark movements.

The 15% represent three distinct categories.

- 5% are the unmovable purists on the left. (Utopians)
- The 5% in the middle are pragmatics. (Oracles)
- The remaining 5% on the right are unapologetic, by any means necessary rebels. (Sentients)

Let's illustrate this using the apartheid movement.

On the left was the ANC - the African National Congress. They refused to negotiate, collaborate, or cooperate with their oppressors. (Utopians)

On the right was Winnie. Her position was to blow it all up. (Sentient)

And in the middle was Nelson Mandela, the pragmatic who sought to compromise and to mitigate the goals of Winnie and the ANC by sitting down at the table with their enemy to find common ground. (Oracle)

The world is full of awesome possibilities for those who defy reality to reimagine tomorrow. LOGOS is a space to explore the evolution of our shared humanity and revolution of our quest for equity and justice.

TEAM

We have a great founding team and senior tech executives on the Advisory Board.

Cleve Mesidor, Founder:

Previously, Cleve was an Obama Presidential Appointee, working as Director of Public Affairs for the U.S. Department of Commerce's Economic Development Administration, where she was charged with promoting White House economic programs and national public-private partnerships to advance innovation and entrepreneurship.

Her acumen in public policy stems from her tenure on Capitol Hill as Communications Director for U.S. Representatives Betty McCollum and Barbara Lee, coordinating with Congressional leadership to launch major legislative initiatives. She recently served as a speaker discussing blockchain during the launch of Alpha Haiti, the first national tech

incubator. Among her activities, she is a creator on Steemit and was a speaker at the first Haiti Tech Summit. Cleve, a US citizen, earned a Master of Arts from Howard University. She started her career in broadcasting at CNN's Washington Bureau.

Sean Mesidor, Founding Team:

Sean is a skilled video producer and savvy content strategist with experience creating and distributing high impact videos. Often catering to dedicated fan bases of iconic brands in both the digital and broadcast industry, Sean has worked with household names, such as *Essence Magazine*, *World Wrestling Entertainment*, *People Magazine* and *Sports Illustrated*. With a unique perspective on video from his diverse portfolio, Sean has advanced into senior-level roles through innovation and understanding how to speak in an established brand's voice.

Advisory Board

John Karanja, Founder, BitHub Africa Blockchain Accelerator: John is Founder of BitHub Africa, a Blockchain Accelerator, and Director at Space Kenya Networks Ltd, a coworking space for businesses and startups operating in Nairobi.

He has been involved in a number of projects that involve the analysis of the social impact of ICT in Africa, as well as, projecting possible growth areas of ICT based solutions for the continent. He was awarded the Vision 2030 ICT Award 2011 for Innovation in Youth and Gender Sector by the Kenyan Government for a Whive SMS product. Space Kenya Networks Ltd was the First African Winner of the Nokia Open Screen Fund in 2009, as well as, a nominee for the Tech4Africa Innovation Award in 2011. John earned a Master's degree in Sociology from the University of Oxford,

England and a Bachelor of Business and Information Technology from Strathmore University, Kenya.

Ricardo Michel, International Finance Executive: Ricardo is an international finance and development professional with over 25 years of private and public sector experience. Most recently, he served as the executive vice president of AMEX International, Inc., an international development consulting firm. Prior to AMEX, Ricardo was a Presidential Appointee under the Obama administration and served as senior official at USAID. He was responsible for driving the Agency's strategic utilization of high-impact local and global public-private partnerships for accelerated sustainable development and leading the U.S. Global Development Lab as director of the Center for Transformational Partnerships. Additionally, he served as the director for the Office of Innovation and Development Alliances and as the senior advisor for economic growth and trade in the Africa Bureau.

Before his time with USAID, Ricardo served as senior project officer in the Project & Structured Finance Division of the Export-Import Bank of the U.S. and the international business development officer for Africa. He also worked for several years on Wall Street as an investment banker for JPMorgan Securities Inc. Ricardo received his MBA in finance and international strategic management from the Wharton School at the University of Pennsylvania, and holds a bachelor's degree in accounting from Temple University.

Sinclair Skinner, Founder, BitMari: Sinclair is co-founder of BitMari.com, a global bitcoin startup that leverages the lightning network for remittance transactions. BitMari is also operating a Zimbabwean women's farm accelerator using bitcoin as a digital coupon. BitMari's blockchain

activities will ultimately connect farmers to direct investment with smart contracts.

After he formed the 1911 United Political Action Committee in 2011, it became the first to accept bitcoins for contributions. A social entrepreneur and engineer, Sinclair's global investments are supporting development efforts in the Caribbean, Latin America, and Africa. Additionally, he has amassed over 20 years experience in leading movements that improve the lives of those who are disenfranchised politically.

Bruno Surpris, Senior Manager, Capgemini: Bruno has over 20 years of professional experience in the information technology field. He is a Senior Manager in the Financial Services Software Testing Practice at Capgemini, a major global IT consulting firm with over \$15 Billion in annual revenues. In this role, Bruno provides strategic and tactical software testing consulting services to major financial services firms. Prior to this, he was a Director in the IT Quality Assurance Department at Healthfirst, an \$8 Billion Managed Care Company based in New York City. He also served as the Assistant Vice President in charge of the Test Environment Management Group at Moody's Corporation.

He began his career at Deloitte & Touche where he implemented customized system solutions for various clients. He subsequently held various technical and leadership roles at McKinsey & Company, AIG, Fortress Investment Group, Barclays Capital, and JP Morgan where he was the Vice President of Private Equity Technology.

ROADMAP

INCORPORATION

LOGOS is a Delaware C-Corp. It is incorporated as 'My LOGOS, Inc.'

ALPHA/BETA TESTING

We are working on the MVP, a decentralized App. We will commence a private Alpha spring 2019 with a small group of early users. The public Beta launch to secure an initial 10,000 subscribers, test assumptions, and get feedback about the premium option, will occur summer 2019.

CONTACT

Cleve Mesidor, Founder

www.myLOGOS.io

202-277-7381, cleve@myLOGOS.io

PO Box 1969, New York, NY 10027