CBerry (CBY) WhitePaper

Contents

Introduction

CBerry is a content sharing system on the Binance Smart Chain. Users are rewarded with CBY and CBR and can be tipped in BNB, CBY and CBR for quality contents shared.

CBerry also integrates DeFi Swap and Loan infrastructure to create a solid content creation and reward ecosystem.

CBerry has the sole goal of becoming the most rewarding and stable content creation reward system on the Blockchain.

Problems

The most successful content sharing platforms are the non Blockchain related social ones like Twitter, Facebook, YouTube, Tiktok and others. These platforms are better called social platforms. They reward only users that have amassed a massive number of followers and content view. Guided by strict rules that sometimes tag Cryptocurrency related contents as illegal which prevents full Cryptocurrency expression by enthusiasts on those platforms.

The only fully Blockchain and Crypto related is Steemit. It will be interesting to note that Steemit isn't the only project that as popped up in this sector, in fact numerous others have, but have only run out of business in a short time. This is because content sharing and reward system is difficult to maintain especially when you want it to be more rewarding. There have been some problems with those platforms that make them unable to maintain the system
• Poor funding is one such problem, to maintain a rewarding platform for content creators, the project must be well financed. A solid financial backing will ensure successful implementation of the project and ecosystem.
• Poor management is another. Building a content reward platform requires devotion as a sustainable ecosystem must be carefully drawn out and implemented. Poor management is already a sack letter to the platform.
• Poorly designed ecosystem is a major problem too. Rewarding users with real money is a strain on the sustainability of the project.

On all existing systems, there is an issue of new users getting little or no reward at all, that's because the systems are all based on recognition, so users with many followers get rewarded but new users don't get recognized easily.

Solutions

CBerry incorporates a solid ecosystem that will deliver the best and most rewarding content creation reward platform on the Blockchain and has a rigid insulation against reward depreciation and long term operation difficulties that has plagued other such platforms.
The CBerrry protocol was designed after studying the problems with other platforms and then examined by experienced stakeholders so that the best possible platform will be delivered.

Key Points

• CBerry system will reduce dependence on the recognition system so that users and content creators are rewarded appropriately, this will be achieved by using secondary activities to assist recognition of new users.

• CBerry will leverage the DeFi protocol of Swap and Loan system to deliver in trend services to users and by that ensure stability and solidity of the CBerry system.

• CBerry payment tokens will be highly developed and maintained, many solid partnerships will be achieved for the tokens to ensure liquidity, usability and real value.

• The platform will not be sector biased, so legal contents will be allowed and all benefits of decentralization enjoyed by the users.

• All content types will be supported, this will include; text, audio and video.

• CBerry will integrate two tokens to power the whole ecosystem, CBerry token and CBerry Reserve token to help mitigate minting and market effect on each token.

In-Dept

After registration, users can make a post. The more likes gotten on the post, the more the user earn USD reward on the post, the reward is paid in CBY and CBR. The total amount will be distributed to both the Author and those who like the post after 7 days of post creation. Unlike other platforms within the sector, the post author can then be tipped with CBY, CBR and BNB tokens after the 7 days, so that the Author can continue to earn on the post as long as it exists on the Platform.

When a user makes a post, other users can like or dislike the post. Liking a post will allocate some USD amount to the post earnings, Disliking the post will remove some USD amount from the post earnings. Author and Likers share the total amount earned on the post after 7 days.

NOTE: Like and Dislike won't deduct any amount from the person who like or dislike the post, the amount to give the post will be allocated from CBY and CBR supply.
The calculation on what a post get on a like or lose on a dislike will be explained. The calculation is however based on the liker and disliker's CBY balance.

Users can always tip the post even after the 7 days earning distribution. In the case of a tip, the amount will be deducted from the user that tipped the post and sent directly to the Post Author.
There is a limit to the number of Posts, Likes and Dislikes a user can execute in a day. The limit is calculated from the user's CBY balance and the calculation will be explained.

Reward

User's like and dislike power is calculated based on the user's CBY balance locked on the Platform. The calculations are discussed below.

Calculation

When a user like a post, an amount is added to the post earnings. When a user dislike a post, an amount is deducted from the post earnings. The calculation is based on the CBY balance of the user who like or dislike the post.

Amount Added for like:
Current USD value of 0.2% of liker's CBY balance

Amount Deducted for dislike:
Current USD value of 0.2% of disliker's CBY balance

NOTE: This amount is not deducted from the liker or disliker's CBY balance, the balance is just to calculate what to give to the post, the amount given is allocated from CBY and CBR supply allocated to the Platform.

Reward Distribution Structure

After 7 days, the post reward will be distributed to the Author and Likers of the post.

Author: Gets 80% of the total Earning.
Likers: Share 20% according to the percentage of each user's CBY balance at the time each user liked the post.

The total USD reward is distributed in CBY and CBR tokens according to their market price at the time of distribution.

To reduce minting effect on market price the main payment token will vary according to market situation at the time of distribution as stated below:

- When both CBY and CBR are in normal or bullish situation, the USD reward will be
paid as;

Author: 50% in CBY and 50% in CBR
Likers: 100% in CBR

- When CBY is in normal or bullish situation but CBR is in a bearish situation, the USD reward will be paid as;

Author: 80% in CBY and 20% in CBR
Likers: 100% in CBY

- When CBR is in normal or bullish situation but CBY is in a bearish situation, the USD reward will be paid as;

Author: 80% in CBR and 20% in CBY
Likers: 100% in CBR

-When both CBY and CBR are in a bearish situation, the USD reward will be paid as;

Author: 50% in CBY and 50% in CBR
Likers: 100% in CBR

Tip for posts and comments

Users can tip posts and comments on CBerrry platform. Posts can still be tipped even after 7 days and the reward has been distributed.

This is so that content creators can continue to earn on their contents even after years of posting it and to enable reward for useful comments because comments can sometimes be even beneficial then the original post.

Tip can be in CBY, CBR and BNB tokens. In the case of tip, the token will be directly transferred from the balance of the user that tip the post of comment to the balance of the post of comment author.

Platform Limits

User's power [posting, like and dislike right and limit] on the platform is based on the amount of CBY tokens the user has locked on the platform wallet. This is one of the user cases of CBY token, it powers the CBerry content sharing platform.

Limits calculation

Daily Post Limit: 0.05 * CBY balance
All users get 1 free post allowance daily
Daily Like Limit: 0.1 * CBY balance
All users get 1 free like allowance daily

When the user exhaust his or her daily post and like limit in a day, the user won't be able to post, like or dislike posts until another day except the user deposits more CBY to his/her platform wallet to increase the limit.

Services for easy Recognition

To reduce to the minimum a situation of a where a good content creator is new to the platform and doesn't have enough followers and so may not be getting a worthy reward for contents posted, the platform is sandwiched with various activities to assist new users in getting recognized easily so that they can get worthy reward even in early days.

Some of the activities include;

• There will be a daily review by our editorial team to pick out new and unrecognized users posting quality contents with less than 50 followers. Selected users will be published on the platform and across CBerry social media outlets.
• Monthly competition for users to submit new and unrecognized users posting quality contents. 5 users will be picked based on voting and they will be published on the platform and across CBerry social media channels.

CBerry Business News

Writers will be hired to deliver breaking news and articles on a dedicated section on the platform.
The section will not allow random post by users, only hired writers will be allowed to contribute daily Crypto and general business news on the section.

Revenue Distribution

There will be a monthly revenue distribution on the platform. The revenue will be profits from:

• AMA (projects will be allowed to host AMA on our platform)
• Twitter promotion (there will be occasional paid promotion for projects on CBerry Twitter platform)
• Sponsored posts (Crypto projects can pay for sponsored posts on the platform)
• Adverts on the CBerry platform

Method of sharing;

The total revenue will be calculated at the end of each month and distributed in BNB to all users on the platform based on each user's CBR balance at the time of distribution. Snapshot of each user's balance will be taken at the end of the month on distribution day and the revenue will be distributed based on the percentage of each user's CBR balance from the total CBR balance locked on the platform.

CBerry DeFi

CBerry will leverage DeFi system to empower and solidify the content sharing platform. CBerrry DeFi will include two prominent DeFi system:

• CBerry Swap
• CBerrry Loan

A detailed paper on the operation of the two systems will be released.
CBR token will power the CBerry DeFi platform.

DeFi Structure

CBerry Swap

CBerry Reserve Token Will Power the DeFi System

CBerry Loan
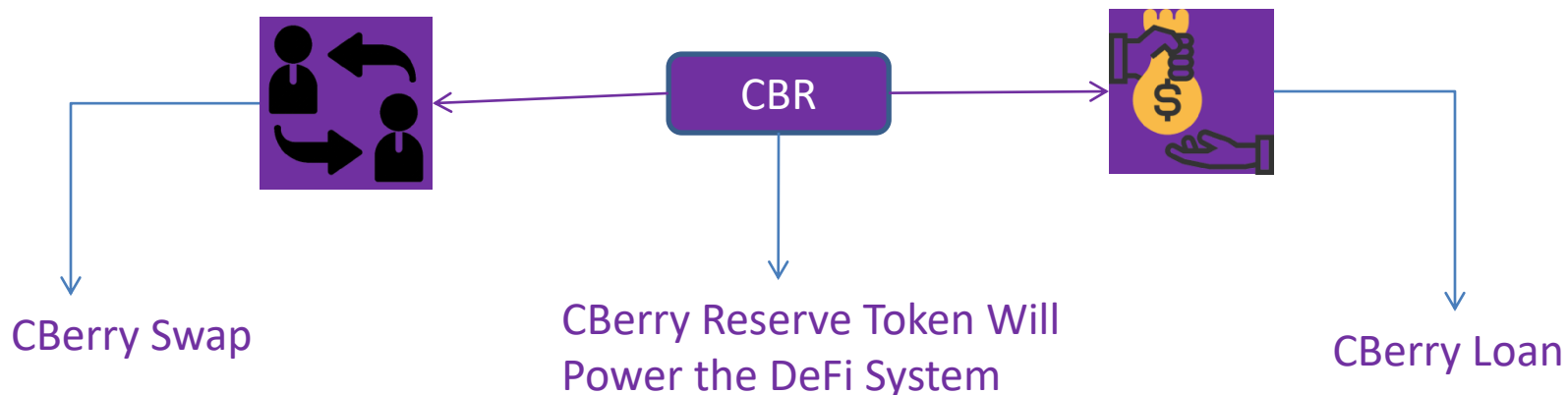
Tokens

This is one of the most important aspect of any content reward system. Payment is made with tokens and failure of the token system will mean failure of the whole system as reward won't be sustained and site usage will be affected.

CBerry has designed a solid system to help maintain the protocol's tokens.

• Efficient partnership will be formed with major exchanges and payment systems to maintain the token usability and value
• There will be two tokens for the ecosystem, first of CBerry token (CBY) second is CBerry Reserve token (CBR). The system has been built to use the two tokens for maintaining general platform stability.

CBerry token (CBY);

This token will power the content sharing system. A low supply token on the Binance Smart Chain, CBerry token will be the primary token of the ecosystem. Locking the token on the platform will determine posting, like and dislike activity rights on the platform, it is with this token that users have full access to all platform functions and benefits.

Tokenomics
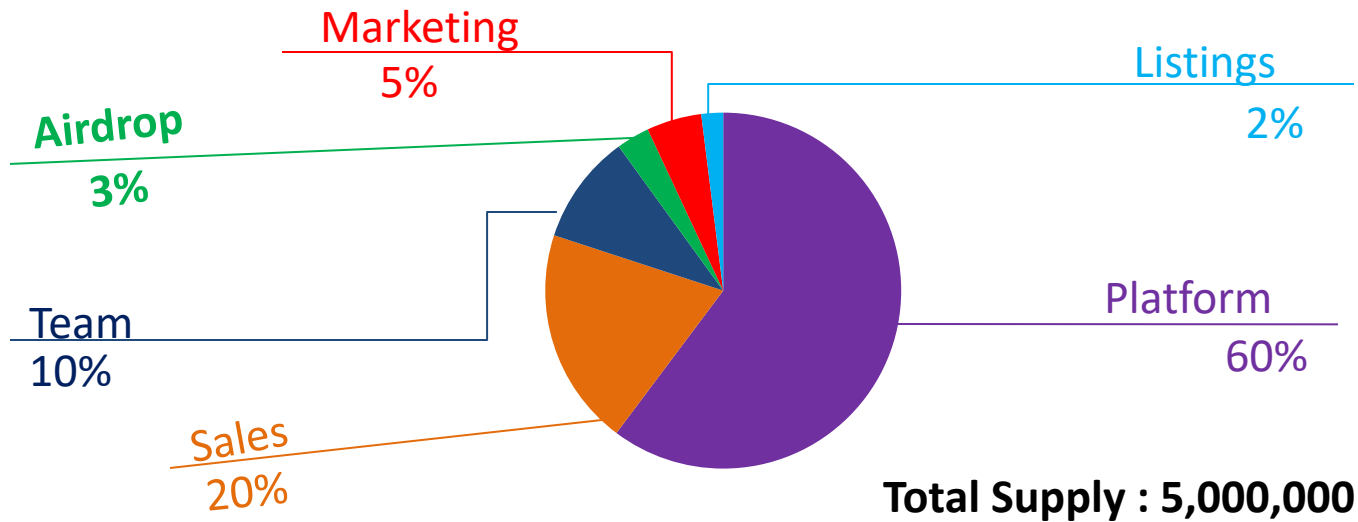
Marketing 5%

Airdrop 3%

Team 10%

Sales 20%

Listings 2%

Platform 60%

Total Supply : 5,000,000

Disambiguation:

Platform: minting for rewarding users on the platform

Marketing: this is a long term marketing plan that span up to 10 years

Team: locked for 2 years

Info:

Contract: 0xA667fe00E537673582cb703eCaeC7722dfB9a2E3

Name: CBerry

Ticker: CBY

CBerry Reserve token (CBR);

This token will power the CBerry DeFi platform. It will also be used to support CBY token on the content sharing platform. It is also used to determine the share of each user's reward on the monthly revenue distribution.

On creation, this token will be airdropped to CBY token holders on the CBerry platform.
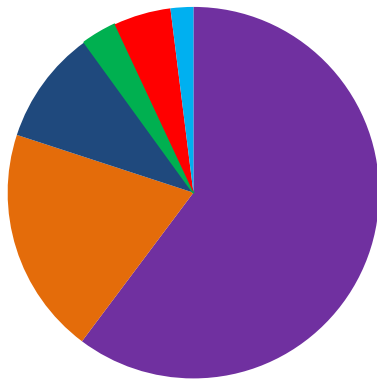
- **Platform : 60% - 300,000,000**
- **Sales: 20% - 100,000,000**
- **Team: 10% - 50,000,000**
- **Airdrop: 5% - 25,000,000**
- **Marketing : 3% - 15,000,000**
- **Listings: 2% - 10,000,000**

Total Supply : 500,000,000

Disambiguation:
Platform: minting for rewarding users on the platform
Marketing: this is a long term marketing plan that span up to 10 years
Team: locked for 2 years

Info:
Name: CBerry Reserve token
Ticker: CBR

THE END

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