

Social Networks have become a double-edged sword for the ordinary user. Issues about personal privacy, data protection and ownership of information have started to raise doubts on the user sharing its information with such platforms. Coupled with these issues are the concerns regarding (a) the authenticity of the information shared online and (b) the commercial exploitation of user data and sharing of the benefits extracted.

SOLUTION

Indorse proposes to solve these problems by leveraging distributed consensus and tokenized rewards.

Indorse allows its users to create their skill based profile which is then indorsed by a number of Indorse users on an anonymous basis. Through this mechanism the Indorse community / platform is built-up from ground-up based on the skills that every user has.

Indorse will reward its users for their participation by transparently sharing the revenue (less expenses) it earns from rendering services. Services include, traditional advertisement services and (in future) talent acquisition services (Indorse Services).

INDORSE TOKEN MODEL

Indorse is being built on Ethereum network and will have two ERC20 tokens (a) Indorse Token (IND) and (b) Indorse Score (SCR). Indorse will also have an internal reward points system: Indorse Reward.

IND

IND are the principal tokens of the Indorse Platform. Indorse services can be bought only through the use of the IND tokens.

Every user will be rewarded IND Token based on the Indorse Rewards earned by them (see below).

IND tokens will be tradable in nature and will be listed on crypto exchanges. Thus, each user will have a market to trade its IND tokens and benefit on account of participation with the platform.

SCR

These reflect the reputation that the user has earned on the Indorse platform on account of his / her activities.

INDORSE REWARD POINTS

This is the activity index of any user. The more the user interacts with the system, e.g. by putting-up a claim, indorsing other users' claims etc, the user will be awarded with an Indorse Reward.

TECH INTEGRATIONS

Indorse will also integrate the following decentralized applications:

- a) uPort: a self-sovereign identity system
- b) IPFS: a decentralized data storage system
- c) Spectrum: All-In-One Wallet
- d) Status: decentralized messaging system
- e) Truffle: Smart Contract development environment
- f) Attores: decentralized certificate issuance platform

TOKEN SALE

Indorse conducted a token sale of its IND tokens from 8 August 2017 to 7 September 2017.

Through its token sale, Indorse received approximately US\$9 million.

HIRING

Indorse is expanding its development team. Currently, The Blockchain Connector is helping us recruit a Blockchain Developer