
Bringing trust to the web

White paper Imagjn

Author: Dr Mark van Rijmenam

October 2019

# Index


# Abstract

We live in a world where fake is the new normal, paywalls stop innovation and online accountability is non-existent. Now, imagine a world where fake news, click farms or bots are no longer a problem, knowledge is open and accessible to anyone and where anonymity is still possible, but accountability a given. Does this sound like a utopia? Probably it does to you, but it does not have to be. We are building a platform that offers trustable Open Impact Factors for content, users and organisations; with fair rewards for all stakeholders thanks to reputation-based advertising.

We have looked closely at the academic publishing world, because unfortunately, scientific knowledge is locked behind closed doors and the current academic publishing system is fundamentally flawed. It is slow, bureaucratic and requires academics to give away their copyright. Above all, it is very expensive. However, there are also some good aspects of it, one being the scientific method, where peer reviews ensure high-quality content. Changing the academic world is very difficult, we have found out. Though everyone is aware of the need for change, actually changing it is very difficult. Therefore, instead of trying to bring academic publishing into the 21st century, we are bringing the scientific method to the non-academic publishing world, because it has multiple merits that the online web could benefit from.

Imagjn will be a reputation-based content ecosystem. We are not only focusing on academic content, but also on other long-form content such as grey literature and investigative journalism. In addition, we will also focus on short-form content such as blogs, comments and tweets.

Instead of focusing on where someone publishes, we focus on what someone publishes. We have created the Open Impact Factor, which provides its owners with the ability to take full control over their online achievements. The Open Impact Factor is determined by, on the one hand, AI and, on the other hand, the crowd. What you publish matters and directly affects your online reputation. It will be completely open source, and, in the future, other platforms can tap into it.

An Open Impact Factor not only solves the problem of fake news and lack of accountability (while ensuring anonymity), but will also enable a new form of advertising: privacy-compliant, reputation-based advertising, where advertisers no longer pay for ads next to low-quality content (a $235 million problem a year) but also no longer have to pay for clicks by bots (a problem of $51 million a day - or $18 billion a year - now and a $44 billion problem a year in 3 years' time). With the Open Impact Factor, we can guarantee advertisers in the Imagjn ecosystem, so not only on the Imagjn platform, that their ads appear along high-quality content and are only clicked on by humans. They only pay for a click by a human, potentially only one with a certain Open Impact Factor.

We have a balanced team of developers, strategy and operations. We are working with several partners and have strong advisors supporting us in our vision. Currently, the Datafloq platform is at a Technology Readiness Level (TRL) of 9. The first phase of Imagjn will be launched on Datafloq.com as a browser plugin. This will allow users to rate content across the web based on quality, fake news and plagiarism, resulting in an Open Impact Factor for articles and authors. In addition, authors that publish articles on Datafloq will also receive tokens depending on the quality of their article and their reputation. Finally, our new search engine will allow users to find articles, or authors, based on

quality, fake news probability or plagiarism probability. A novelty for the web. The plugin is the first phase of the Imagjn platform, the second being a WordPress plugin. This will make the plugin features native to thousands of WordPress websites, will put copyright on the blockchain, will reward authors and website owners with tokens and will allow users to publish anonymously while remaining accountable.

The Imagjn WordPress plugin will be launched in Q1 2020, thereby significantly growing the reach of the platform and the Open Impact Factor. When launching the Wordpress plugin, we will separate the browser plugin from Datafloq and make it solely available as an Imagjn tool. Following steps include the launch of the API for non-Wordpress websites and adding multiple features including paying for content behind paywalls with the Imagjn token.

If our vision appeals to you. please get in touch with us. Let's change the rules of online publishing together and get rid of fake news and bots while at the same time opening knowledge and ensuring online accountability. Thank you.

# Background

In 2014, Datafloq was launched, as a one-stop source for big data. The platform offers information, access to vendors, jobs and events within the big data space. Over the years, we have shifted to emerging technology and we offer individuals and organisations insights and opportunities to drive innovation with emerging technologies. The platform has grown significantly over the years and has a loyal community interested in emerging technologies due to the focus on high-quality content, with approximately 400 authors contributing content to the platform.

In 2018, we decided to move into the blockchain space. After having published about it for years, it was time to become a decentralised platform ourselves. Therefore, we decided to develop a Proof of Concept focused on high-quality content, rewarding content creators and providing authors with their Open Impact Factor (OIF). The higher the Impact Factor, the more reputable an author is. The Proof of Concept consists of a browser plugin that can be downloaded for free. The Datafloq Plugin allows users to rate written content across the web. Content can be rated manually based on the quality and relevancy of the article as well as the probability of Fake News and/or Plagiarism can be signalled. As a reward for rating content, as well as creating content on Datafloq, users receive FLOQ tokens, which can be exchanged when Imagjn will launch a token in the future.

Now, it is time to move this project to the next phase. Therefore, we have developed **Project Imagjn**. Project Imagjn consists of expanding the Open Impact Factor and bringing it to written content in general and to the academic world, journalism and short form content specifically. We aim to bring the scientific method to the 21st century by moving away from a Journal Impact Factor and moving to an Open Impact Factor for authors (academics, journalists and bloggers), content (long-from content such as academic papers, news or grey literature as well as short-form content such as thoughts, questions and comments) and organisations (universities, newspapers, think tanks and organisations). We believe that by creating an Open Impact Factor protocol, we can contribute to solving problems such as fake news, click farms, paywalls and lack of accountability. This white paper discusses the details of Project Imagjn, from here on simply called Imagjn. Imagjn will be open source the Open Impact Factor code, so that anyone can analyse and improve the Open Impact Factor protocol.

We hope you share our vision of a world a world where fake news, click farms or bots are no longer a problem, knowledge is open and accessible to anyone and where anonymity is still possible, but accountability a given. Do not hesitate to contact us if you believe you can help to achieve our vision by either contributing to building the platform or investing in it.

# 1. Introduction

The web is broken. One of mankind's greatest inventions - the web - is fundamentally broken. On the web, fake is the new normal, paywalls continue to stop innovation and accountability is non-existent.

A decentralised web was how the web was originally envisioned, but somehow in the past 25 years, it ended up in the hands of a few very powerful companies. As Sir Tim Berners-Lee said during the Decentralised Web Summit in 2016[1]

> *"The web was designed to be decentralised so that everybody could participate by having their own domain and having their own webserver and this hasn't worked out. Instead, we've got a situation where individual personal data has been locked up in these silos."*

There is a serious problem with content creation and distribution on the web. Often, content creators are not rewarded fairly, let alone instantly for their work. Copyright infringement is a daily practice, costing society billions of dollars. Too often, consumers become the victim of malpractices of large organisations, not taking care of the customers' data, leaving their customers vulnerable. In addition, non-democratic governments use this centralised web to censor freedom of speech on a daily basis. On a regular basis, countries block important websites such as Wikipedia because there is an article they do not like. Unfortunately, that is not all. We have identified three major problems of the web:

## 1.1 Fake is the new Normal

There is a strong trend towards clickbait and fake news because this 'content' brings in the most advertising revenue for platforms such as Facebook. Fake news has become one of the greatest threats to democracy, free debate and capitalism. Unfortunately, for many, fake news is not a problem at all. It is even Trump's favourite topic. But above all, there is disagreement about what constitutes as fake news, how big the problem is and what to do about it. And that is a very dangerous situation to be in.

Normal fake news is already dangerous and has the potential to influence elections as we have seen with Brexit and the US elections. AI-powered fake news such as deep fakes will be infinitely more dangerous as it becomes increasingly difficult to tell the difference between what is fake and what is real. Within any society, that is very disturbing.

Next to fake news, there is the problem of bots and click farms. Reviews are fake, followers on social media are fake and ad clicks are fake. Click farms cost advertisers $51 million per day – or $18.6 billion per year - which is expected to increase to $44 billion per year by 2022.

[1] https://archive.org/details/DWebSummit2016_Keynote_Tim_Berners_Lee

## 1.2 Paywalls stop Innovation

Access to scientific papers is limited and expensive thereby limiting access to knowledge that is created with public funds. This knowledge should be available to the public. On the other hand, increasingly articles from high-end newspapers end up behind a paywall. If you want to stay up-to-date, you would require multiple subscriptions with various newspapers. Every large publisher currently has a paywall and only offers a few 'free to read' articles per month. Though a paywall for high-quality content is understandable, requiring multiple subscriptions for different websites quickly becomes expensive and annoying.

However, the problem of expensive paywalls is most noticeable in the academic publishing world. The moment a scientific paper has been accepted by a journal, it disappears behind an expensive paywall. Journals charge on average $30 per article for access[2] to the paper, none of which is paid to the authors of the paper. In addition, universities have to purchase expensive subscriptions to obtain access to the papers required for their academics (staff and students). On average, universities pay several million per year to obtain access to these papers. Money that is often paid for by a government. Another problem with these high fees is that the corporate world, as well as non-academics, do not have access to this knowledge. If they would, it could significantly spur innovation in the world.

Journals do allow academics to make their articles publicly available for free. However, this comes at a significant cost: It costs on average $904 per article (up to $3900)[3], to be paid for by universities, to make an article open access. This means that universities pay for research and also have to pay to make that research publicly available. There is a trend towards more open access papers, which means that publishing becomes very expensive for universities. If there would be a system that would make peer-reviewed papers publicly available, it could save universities a lot of, public, money.

## 1.3 Accountability is non-existent

Unfortunately, there are no repercussions for fake news or click farms. Anyone can write anything, pretty much without any consequences. The anonymity of the internet has resulted in all kinds of nasty behaviour, while a fully transparent society created in China, using the social credit score Sesame Credit, is also not the solution due to the lack of privacy and the complete government surveillance as well as control. As a result, there is a flood of fake news (directly impacting elections around the world and, nowadays, even in the academic world), there are harassment and online threats (especially visible in comments on social media or underneath articles) and plagiarism of content happens all too often.

[2] https://scienceblogs.com/digitalbio/2012/01/09/how-much-does-it-cost-to-get-a

[3] https://onlinelibrary.wiley.com/doi/abs/10.1002/asi.22673

## 1.4 There is a Trust problem

As a result, the internet has a problem. The internet has degraded trust among individuals and organisations. The anonymity of the internet has resulted in all kinds of nasty behaviour. It means that we have a trust problem, or as the World Economic Forum puts it:"

> *"Trust is a social, economic and political binding agent. A vast research literature on trust and social capital documents the connections between trust and well-being, collective problem solving, economic development and social cohesion. Trust is the lifeblood of friendship and care-giving. When trust is absent, all kinds of societal woes unfold, including violence, chaos and paralysing risk-aversion.*
>
> *There is considerable concern that the way people use the internet is degrading trust. The fate of trust and truth is up for grabs. On one hand, many worry that the fake news ecosystem preys on deep human instincts. Preferences for convenience, comfort, and information that reinforces their views make people vulnerable to the ways new tech tools can identify, target and manipulate them."*

The problem lies in how the web and the internet were developed. When the internet was created, the original creators did a lot of things really well. They created standards such as TCP/IP, DNS, HTTP, etc. However, unfortunately, they also forgot two important standards: an identity protocol to use your offline identity online and a reputation protocol, to be reputable and accountable online, even when you are anonymous. They forgot this, simply because when the web started, only trusted actors had access to the network.

The online publishing world has its problems and challenges. The world of online publishing needs to be disrupted to bring it up to par with other industries. The technology to achieve this is there, but there is no easy-to-use solution available for academics, journalists, organisations and internet users. Many other industries have already evolved and changed their practices using the latest technologies. Now it is time to do the same for online publishing.

Technological advancements in areas such as big data analytics, Blockchain and AI have made it possible to come up with new, radical, solutions to today's problems. The speed at which these technologies are being developed enables us to look at existing problems from a different perspective and propose radical solutions. Across the globe we see new startups combining these technologies in innovative ways to build solutions for a better world. The configuration of new technologies, as well as the intent of the platform, determine how it can contribute to improving today's world.

## 1.5 The Scientific Method

We have looked closely at the academic publishing world, because unfortunately, scientific knowledge is locked behind closed doors and the current academic publishing system is fundamentally flawed. It is slow, bureaucratic, nepotism thrives and requires academics to give away their copyright. Above all, it is very expensive and academic publishers have a rent-seeking position without adding any value.

In fact, the scientific publishing process is ripe for disruption. Although the scientific method has proven itself over the centuries, the publication of scientific papers is flawed. The $32 billion market is controlled by just a few large scientific publishers who demand all copyrights to be transferred to them, require expensive fees for access, while returning none of it to the original authors (resulting in a 37% profit margin for them, which is significantly higher than Google). In addition, the process is slow, not transparent and no longer encourages radical new ideas that could advance our knowledge. In general, there are three problem areas, each with multiple problems:

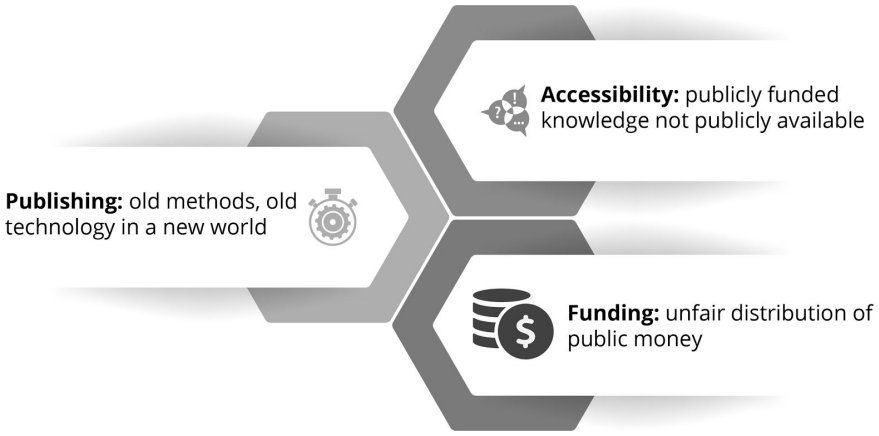


*Figure 1: Publishing Problems*

However, there are also some very good aspects of it, one being the scientific method, where peer reviews ensure high-quality content. To understand how the scientific method works, let's dive into it briefly:

> Science's primary activity is discovery. Its aim is to explain how the world works and use that knowledge to improve the world. To do so, over the centuries, the scientific method was developed and it has proven its value. It helps us answer practical, but often important, questions. Discovery is done through observation and what researchers discover is written down, which we call data. This data can reveal structure (describing an object numerically) or behaviour (written descriptions about an organism or object). These observations are not the end-goal. To understand what is going on, researchers need to analyse the data and generate generalisations based on the observations. These generalisations help to make predictions, which are then tested through carefully controlled experiments to see if they stand firm. The objective is to prove or disprove the original hypothesis and with that answer the original question. The results are shared through scientific papers, which are presented to the academic world for thorough scrutiny.
>
> The scientific process has to be systematic, which means that other researchers should be able to repeat the test to verify the results. It is therefore important that the data remains available after the initial experiment. Once a finding has been presented, other researchers not only aim to verify the results but also aim to falsify the statements made. Falsification means the act of trying to falsify a statement, hypothesis or theory. The more falsifications fail, the stronger the original statement, hypothesis or theory. This can be summarised as

the scientific method: ask questions, make hypotheses and collect observations to test those hypotheses.

The scientific method is based on observations and tests and it has led to a collaborative endeavour resulting in ever incremental knowledge. As such, a crucial component of the scientific method is to share the observations and tests with the rest of the world through scientific papers. Often, our knowledge can be advanced the most when someone presents a radical new idea, which is subsequently published and verified, resulting in a new branch of knowledge that can bring new opportunities.

An important aspect of the scientific method is anonymous peer reviews. Where peers anonymously review a paper and give constructive feedback to improve the paper and help in making it ready for publication. Unfortunately, there are also some challenges to this process as the work of peer reviewing does not bring the academic any rewards (no monetary rewards, job promotions or impact).

The scientific method is one of mankind's greatest inventions as it helps to advance our knowledge of the world. Therefore, we want to bring the scientific method to the world of online publishing, while simultaneously fixing some of the current problems associated with the scientific method.

## 1.6 The time is now

It may be clear, the online publishing world and scientific method have its problems and challenges. The world of (scientific) publishing needs to be disrupted to bring it up to par with other industries. The technology to achieve this is there, but no easy-to-use solution is available for academics, journalists, organisations and internet users. Many other industries have already evolved and changed their practices using the latest technologies. Now it is time to do the same for (academic) publishing.

Technological advancements in areas such as big data analytics, Blockchain and AI have made it possible to come up with new, radical, solutions to today's problems. The speed at which these technologies are being developed enables us to look at existing problems from a different angle and propose radical solutions. Across the globe we see new startups combining these technologies in innovative ways to build solutions for a better world. The configuration of new technologies, as well as the intent of the platform, determine how it can contribute to improving today's world.

Imagjn aims to apply these technological advancements to ensure open and trusted knowledge and develop an Open Impact Factor. We will simplify the act of writing, citing, reviewing publishing and sharing long-form content (scientific papers, grey literature, investigative journalism, etc.) and short-form content (thoughts, questions, comments). We believe that content creators should be in full control on how, where and for how much to share their work. We aim to do so, by building a new solution, to improve the scientific method and expand it to the non-academic world.

# 2. The Solution

Imagjn aims to apply technological advancements such as Blockchain and AI to ensure open and trusted knowledge and develop an Open Impact Factor for internet users. We will simplify the act of writing, citing, reviewing publishing and sharing long-form content (scientific papers, grey literature, investigative journalism, etc.) and short-form content (thoughts, questions, comments). We believe that content creators should be in full control of their data and privacy and on how, where and for how much to share their work. We aim to do so, by building a new solution, to improve the scientific method and expand it to the non-academic world.

## 2.1 Imagjn's vision

Imagjn envisions a completely re-engineered publication process of online content, bringing the scientific method to the web. We aim to give back full control to content creators, being academics, journalists, companies or consumers. To do that, we have to change the rules in how we judge impact and online content. We should no longer focus on where someone publishes. Instead, we should focus on what someone publishes. Therefore, we want to move away from a Journal Impact Factor (used in the academic world) to an Open Impact Factor, controlled and owned by the authors. We develop a platform that simplifies reviewing, distributing and following long-from and short-form content, making knowledge easily available to anyone. Once content creators have control over their Open Impact Factor, they can monetise it through new opportunities.

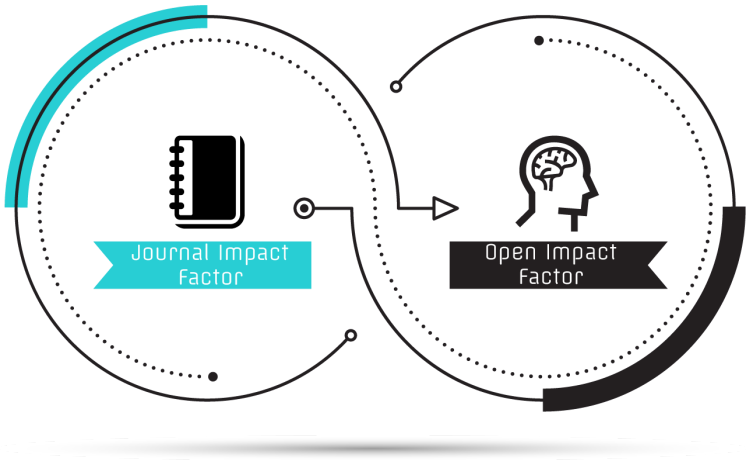


*Figure 2: Open Impact Factor*

To achieve our vision of free knowledge for all, we will offer academics, journalists, organisations and internet users an improved way to review, publish and follow content, which significantly reduces the time-to-publication and gives authors full control over their work. Imagjn will not focus on developing another publishing platform. Instead, Imagjn will allow users to remain in full-control when publishing their content on various platforms, offer quick turn-around peer reviews (which will contribute to a user's Open Impact Factor, thereby ensuring high-quality peer reviews) and offer the tools to discover and follow high-quality content while making fake news transparent.

From the start, Imagjn will focus on rating long-form content (including scientific papers, grey literature and investigative journalism articles) and short-form content ( articles/blogs, tweets, Q&As or comments) on the various associated publishing platforms. In addition, Imagjn will assist academics and journalists to peer-review their articles. As such, academics and journalists have to be verified to be able to publish academic papers or investigative journalism articles on associated websites. When these actors rate articles, their ratings will have more weight than others.

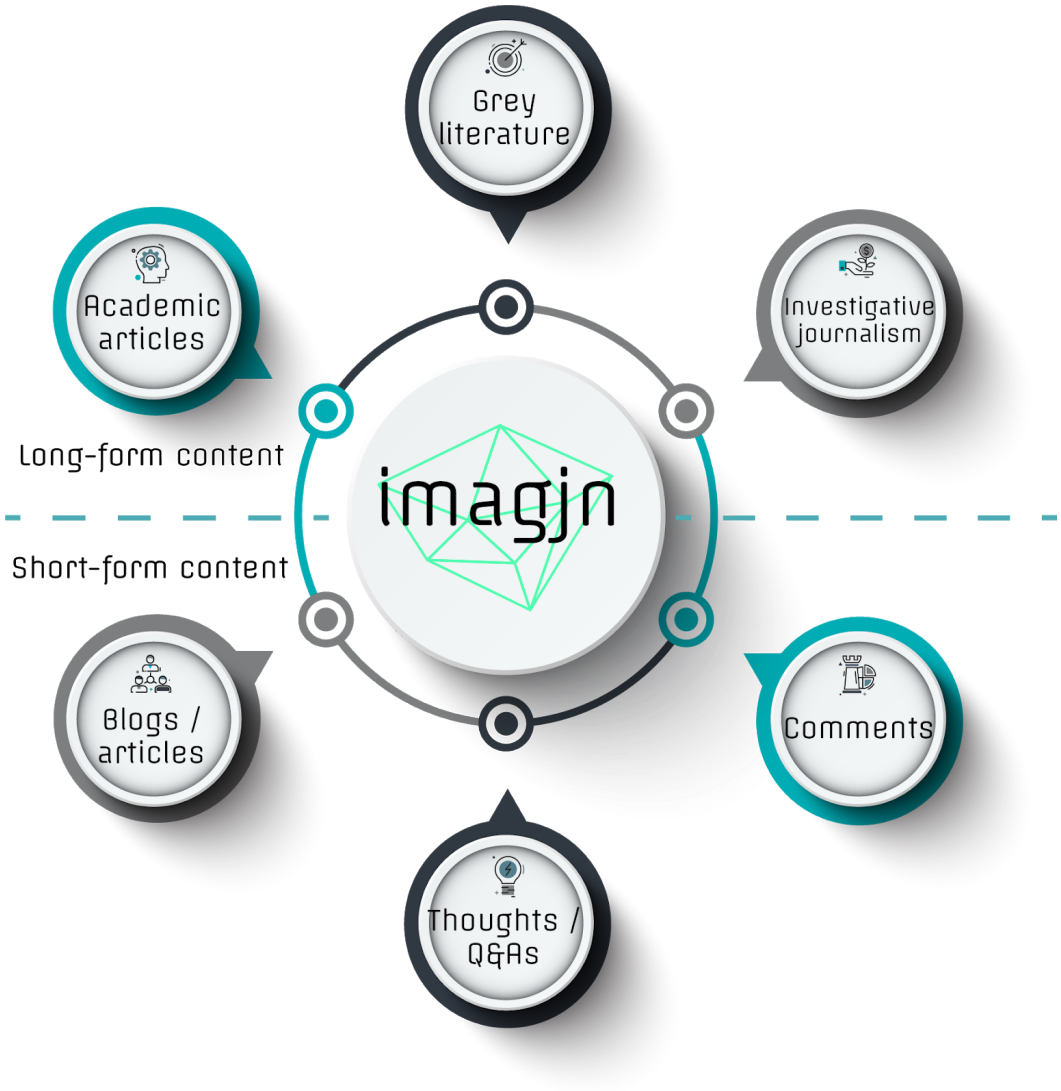


*Figure 3: Content in the Imagjn ecosystem*

By allowing any type of content in the Imagjn ecosystem, we can ensure accountability on the web, while preserving anonymity for certain content. For example, investigative journalists should be able to publish anonymously to protect them. However, publishing anonymously should not render reputation useless. We believe in a world where authors can publish anonymous when necessary but are held accountable at all times. This should prevent the production of fake news. Therefore, all aspects of the scientific method will be available to non-academic content, see table 1.

| Type of content | | Anonymous | AI-quality check | Peer review | Crowd control | Quality mark content | |
|---|---|---|---|---|---|---|---|
| Long-form content | Academic articles | ✗ | ✓ | ✓ | ✓ | ✓ | Open Impact Factor Author |
| | Grey Literature | ✗ | ✓ | ✓ | ✓ | ✓ | |
| | Investigative journalism | ✓ | ✓ | ✓ | ✓ | ✓ | |
| | | | | | | | |
| Short-form content | Blogs / articles | ✓ | ✓ | ✗ | ✓ | ✓ | |
| | Thoughts / Q&As | ✓ | ✓ | ✗ | ✓ | ✓ | |
| | Comments | ✓ | ✓ | ✗ | ✓ | ✓ | |

*Table 1: content and the Open Impact Factor*

On Imagjn, we will allow authors of long-form content to have their content peer reviewed. This will be available for free for verified academic authors (as this is part of their job) and to be paid for by non-academic authors.

In addition, similar to ensuring ease of citations within academic articles, we will recommend articles that can be relevant when writing non-academic long-form content. The same recommender systems will be used to recommend new articles from across the web based on a user's activity, the ratings of articles and his/her interests. Upon publication, authors can determine whether their content is available for free or to be paid for (the higher the Open Impact Factor of the author, the higher the price that can be charged).

Each piece of content published through Imagjn on any of the associated platforms will receive an AI-quality check. This means that we will use AI to give the piece of content a quality score. In addition, the crowd is able to rate an article and the combination of AI score and crowd score results in a quality mark of a piece of content. All quality marks of all pieces of content produced by an author, contribute to his or her Open Impact Factor.

Harassment, online insults in, for example, comments, plagiarism or fake news will result in a lower Open Impact Factor for the author. Negative actions, such as creating SPAM, violating someone's copyright, distributing malware or criminal activities will contribute negatively to someone's reputation. Once a user has a negative Open Impact Factor, the user is no longer allowed to publish content and the user enters a 'cooling-off'. This means that, slowly the user's Open Impact Factor will return to 0 (zero), after which the user can start publishing content again. The more often a user receives a negative Open Impact Factor, the longer the cooling-off period will be.

## 2.2 The Open Impact Factor

The key component of Imagjn will be the Impact Factor Protocol (IFP). This protocol offers every stakeholder (author, peer reviewer, company, content, etc.) an Open Impact Factor that is personal (it is related to the academic or paper involved), persistent (it cannot be changed without your consent), private (it is controlled by the actor involved), portable (the actor can take it with him/her when switching between companies or platforms) and protected (it cannot be stolen). It offers internet users a unique reputation that brings empowerment. The Imagjn Impact Factor Protocol will be:

$$IFP = \%\ (n)$$

The Open Impact Factor provides its owners with the ability to take full control over their online achievements, while protecting their privacy. For each stakeholder, it will be calculated in a slightly different way. The % refers to the Impact Factor and the n refers to a number:

- Content: % (# citations, quality score by AI & the crowd, # annotations, etc.)
- Authors: % (# papers, # and quality of peer reviews, quality score articles, engagement with community, etc.)
- Publishers, companies and universities: % (Open Impact Factor of associated authors)
- Translators: % (# translations, quality of translations)
- Peer reviewers: % (# reviews, quality of peer review)

We aim to give users a dashboard that provides full insight into his or her impact and that will help the stakeholders improve their Open Impact Factor.

This means that a user can have multiple Open Impact Factors; one as an author, one as a peer reviewer and one as a translator, which combined will lead to an overarching score. The higher the score, the better the reputation of the stakeholder. The reputation will be immutable, verifiable and traceable and as such, the stakeholder can be held accountable. The reputation is built up by all the different actions a stakeholder performs. Positive actions, such as creating high-quality content or providing a valuable peer review contribute positively to a reputation. Negative actions, such as providing abusive comments or violating someone's copyright will contribute negatively to someone's reputation. Which variables contribute to the Open Impact Factor protocol will be completely transparent and the protocol will be open source. This will give users full control in knowing how to improve their impact. There is a logical order in the Open Impact Factors:

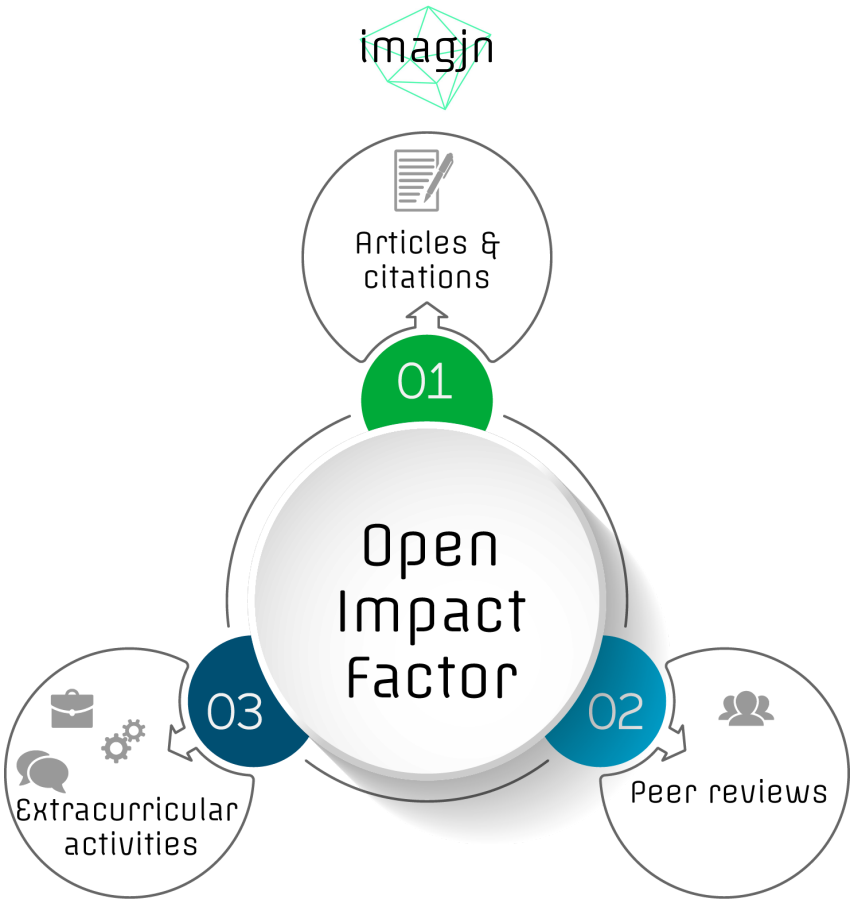


*Figure 4: Open Impact Factor Components*

For example, the Open Impact Factor of a paper is created by the quality of the paper (determined by both the community and AI) as well as the number of citations a paper has received, the number of peer reviews and the Open Impact Factor of the peer reviewers as well as the amount of discussion that revolves around a paper. The Open Impact Factor of an author (academic) is created by the average Open Impact Factor of the different papers combined with the interactions performed on the platform (such as being an active contributor on the Imagjn Forum). If an author is also a reviewer, the peer reviews also influence the Open Impact Factor. The reputation of a university/company/publishing platform is made up of the different Open Impact Factors that are affiliated with the organisation as well as reviews provided by users on the Imagjn platform (such as students or readers).

The higher the Open Impact Factor, the bigger the financial incentive on Imagjn: thanks to tokenising online payments, the higher an author's or website's reputation, the more money can be charged to read an article.

The Open Impact Factor protocol will be accessible through four different tools: the web/app of Imagjn, the browser plugin, the Wordpress plugin or the API. Each of these tools offer different features, but in general their are XXX protocols that together will makeup the Open Impact Factor protocol:

These three categories will be made possible by six different components that will be part of the Open Source platform:

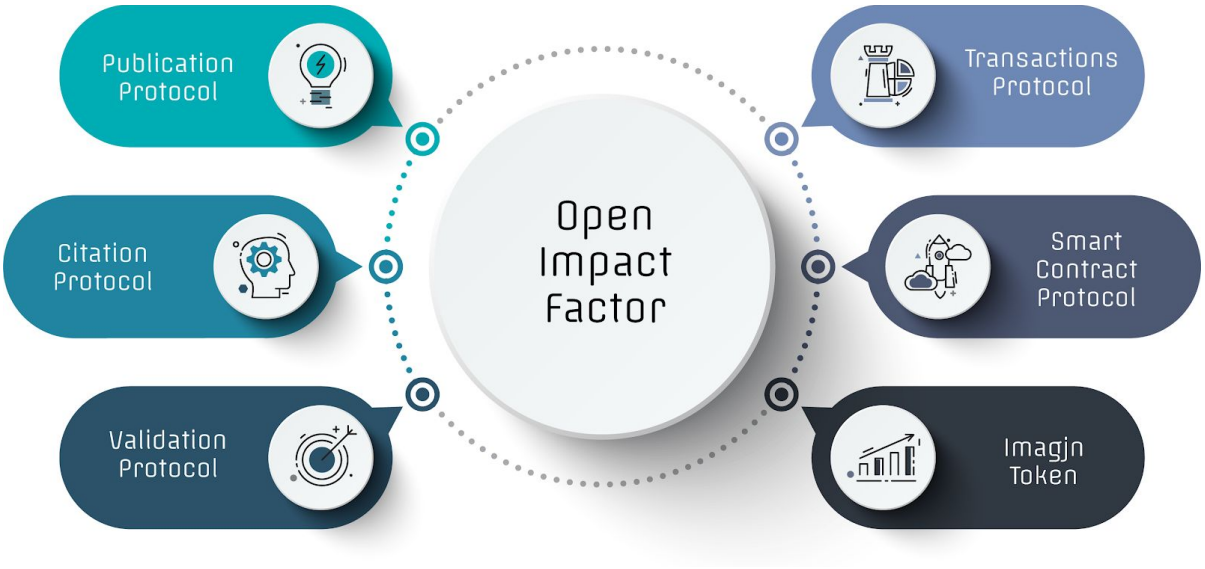


*Figure 5: Imagjn's Impact Factor Protocol*

The Open Impact Factor is the means to achieve our vision of Trusted Open Knowledge. We believe that knowledge should be open, governed by trustable Open Impact Factors with fair rewards for all stakeholders. The variables that constitute the Open Impact Factor are always known to anyone, so that users know how to improve their reputation.

Initially, any content (written and visuals) will be stored centralised. Only the various Open Impact Factors, copyright information and token information will be stored on a blockchain. Later, we will move to offer decentralised content storage with the objective to prevent censorship. We expect to move towards decentralised content storage within three years of the launch of Imagjn.

- **Publication Protocol:** the publication protocol will enable internet users to easily read, review and annotate content and even translate content to any language. Any relevant change will be tracked and traced on the blockchain, see section 2.3.
- **Citation Protocol:** the citation protocol will track how content is linked to each other and by whom, thereby automatically contributing any citation to the Open Impact Factor once published. The citation protocol will also enable users to find relevant content to be integrated in new content. See section 2.4.
- The **Quality Validation Protocol**. Any contribution on the platform can be rated, reviewed and commented on by any user. The higher the Open Impact Factor of a user, the more impact the user's action will have. In addition, artificial intelligence will also rate a user's actions on the platform, also contributing to a user's Open Impact Factor, see section 2.5.
- The **Transaction Protocol**. Imagjn will use distributed ledger technology to store decentralised the proof of copyright, time of publication, quality scores, Open Impact Factor scores and token balances. For more information on transactions, see section 2.6.
- The **Imagjn Smart Contract Protocol** will allow actors to easily create smart contracts when collaborating with each other. Being a simple 'drag-and-drop' feature, any smart contract can

easily be made by any actor. Once the smart contracts are deployed on the Blockchain, the actors involved can easily adjust any parameters if required. An example of a smart contract can be how payment for content (in IMGN tokens) is shared between the author and the publisher). For more information on the Imagjn Smart Contract Protocol, see section 2.7.

- **The Imagjn Token**. Imagjn will launch the IMGN token. It will be used to enable authors to monetise their Open Impact Factor. Tokens are minted by creating content, with early adopters receiving a higher reward than late adopters. For more information on the IMGN Token, see section 2.8.

## 2.3 Publication Protocol

The publication protocol will be the first component of Imagjn that will be available to our users. It will solve the many problems currently involved with writing, citing, reviewing and publishing articles. The first part of this protocol is the browser plugin, as discussed in section 6.

### 2.3.1 Publishing an article

Once a users wants to publish content, it can do so on any of the associated publishing platforms. The API or Wordpress plugin will determine the AI quality score upon publication, will store the copyright of the article on the blockchain and will reward the author with IMGN tokens (depending on their Trust score and Open Impact Factor score).

users that want to publish using Imagjn need to have obtained a minimum level of the Imagjn Trust Score. This Trust Score, which is also included in the first phase of Imagjn currently being developed, verifies a user. The more information is provided, the higher the Trust Score. In addition, the article needs to have a minimum AI quality score. The protocol will offer tips on how to improve an article if the AI quality score is too low.

Any article that has just been published starts with an Open Impact Factor of 0. When it comes to academic articles, the author's names will remain hidden until an article has been peer reviewed. This is done to prevent bias in the peer-review process. During this process, the article is shown as 'under review' on Imagjn. Non-academic content does not have to go through this step.

Before publication, the contributing authors can ask the system to determine the order of the authors (depending on their actual contribution). Of course, this can be adjusted if all contributing authors agree. Any changes made will be stored on the blockchain and in a smart contract to share future revenues automatically based on contribution.

The authors will always retain the copyright of the article, although it can be shared with an affiliated publisher/university/organisation if necessary, thanks to private smart contracts.

### 2.3.2 Reviewing

Authors of long-form content can opt to have their articles peer-reviewed using the Imagjn ecosystem. Academic articles can do so free of charge (as it is part of their job), while others need to pay the peer reviewer in IMGN tokens (the higher the Open Impact Factor of the peer reviewer, the higher the price). Based on the input given by the authors (such as keywords) and a semantic analysis using AI, Imagjn will automatically select the most appropriate users from the database.

These academics/journalists/users will receive an invitation to peer review the article. Peer reviewing will be done strictly anonymous.

Invited academics have 1 week to accept the request to peer review. If less than 3 academics accept an invitation within one week, 10 new academics will be invited to peer review the article. Academics are encouraged to peer review articles and each peer review that has been considered useful to the authors will result in an increase in the Open Impact Factor of the academic. Only academics can peer review scientific papers and a minimum Trust Score is required.

Once an academic has accepted to peer review an article, he/she has four weeks to do so. All comments, annotations, markings or feedback that is provided while reviewing will be made available to the authors and will be stored in the cloud. Peer reviews can be done on any device and will sync instantly.

Once the peer review is finished, the authors will be notified and see the comments provided. At this moment, the comments are only visible to the authors. The author(s) is/are requested to make changes to the paper if the review has been deemed useful. To speed up the process of reviewing, the author has four weeks to do so. All changes will be tracked, and the reviewer will automatically see the changes made based on the comments given. After the changes are submitted, the reviewers will be notified to make a second review and to provide some additional feedback.

The authors can request up to 10 peer reviews. Each reviewer will share in any future revenue derived from the article. Once the peer review process is completed, the article can directly be published on any of the associated platforms (whether Open Access platforms or other publishing platforms). Readers can always view the peer review comments given, but the names of the peer reviewers will remain hidden, using zero-knowledge proof cryptography. If they want to, they can credit the peer reviewers for a good review (thereby increasing their Open Impact Factor).

Also non-academic content can benefit from a peer review process. Those users who have indicated to be open to review long-form content can be invited to peer review an article. The process will work the same as for academic article, though users will be paid to peer review an article, by the author of the article under review. The higher the Open Impact Factor of the reviewer, the more money the user can charge to peer review.

When we move from centralised content storage to decentralised content storage, we will operate a hybrid chain. The complete process of writing, citing and reviewing will be recorded on a side chain. Once the article has been processes and is ready to be published, the end result will be recorded on the public chain for everyone to see.

### 2.3.3 A Strong Community and User's Feed

Authors have an incentive to create high-quality, relevant long-form and short-form content, resulting in a strong community.

Useless comments or insults will be ignored and will negatively affect the Open Impact Factor of the user, directly impacting any revenue they can make on the platform. In case a user has a negative Impact Factor Score score, the creator needs to pay for actually submitting content on the platform. This will reduce the amount of SPAM and Fake News on the platform since it will become expensive

to submit such content to the platform. Scientific papers will be made available for free, and are supported by relevant advertising, which is based on content and not the context of the user.

Users on the Imagjn platform can follow other users and their content will be made available in a personal feed. However, to prevent bot-follows, following a user costs 1 token. This token is paid to the user that you want to follow. In addition, users can require a minimum Trust Score or Open Impact Factor of the follower and users can filter authors based on their Open Impact Factor to find interesting authors to follow.

In addition, contrary to centralised platforms, on Imagjn the user has full control over the algorithm that determines their feed. The user can adjust this algorithm at any time, changing from most recent content, highest-rated content, highest Open Impact Factor of the author(s) to content based on interest, type of content (only academic articles or only short-form content) or a combination of it. This algorithm will be made open source for everyone to contribute to and improve it. At any time, the user is in full control of their feed.

### 2.3.4 Translating articles

A lot of content is published in only one language. Making this content available to the global community can contribute significantly to global innovation. Therefore, any user can contribute by translating available content. In order to start translating, a user first needs to peer review three translations to build up an Impact Factor. Users who translate an article will receive a percentage of future revenues or are paid to translate articles. The higher the Open Impact Factor of a translator, the more revenue that can be made. Translations will also be used to train an AI to assist the translator in doing the job.

## 2.4 Citation Protocol

Imagjn will develop a citation protocol that will track and trace how content is cited and by whom. An article cited in a high-quality article will see an increase in its Open Impact Factor. The opposite won't be the case as otherwise it would be simple to reduce an article's Open Impact Factor.

More importantly, with the citation protocol, it becomes possible to refer to a particular paragraph within a different paper or website. Once the article is published, a user can quickly read through the referenced paragraph without the requirement of opening up a new paper or website and looking for the source. If the reader wants to read the entire article, with one click it can be opened and saved to the user's library/feed. In addition, the citation protocol will offer a novel way to directly copy text from an article. If a user copies text from an article hosted by Imagjn (or from a Wordpress website that installed the Imagjn plugin) and includes it in an article using Imagjn's Publishing platform, automatically it will be viewed as a citation. The text is shown as a quote and a reference is included in that section, which cannot be undone unless the copied text is changed.

Once an article is published, automatically all articles that are cited will see an update in their Open Impact Factor. This only applies to long-form content. Authors of those papers are notified that they have been cited with a direct link to the article. This will increase engagement on the platform.

Finally, users can benefit from crowdsourced annotations. Just like on a Kindle or on Medium, Imagjn allows users to highlight text and users will see the top highlights and the top sections cited

within an article (regardless of the publishing platform). This will help readers to quickly understand the important parts of a paper or article. Imagjn will develop a new way to seamlessly read, highlight, annotate and cite papers on any device.

## 2.5 Quality Validation Protocol

To contribute to Imagjn, any user has to be validated according to KYC/AML processes and build up a Trust Score. This is required as at some point in the future, Imagjn will enable users to earn money using the IMGN token. Imagjn will require academics to register with a university email address and/or link their ORCID.org account. Non-academic users will need to verify their account using multiple social networks, email and phone number. Users that are verified using a government-issued identity will be marked for anyone to know that these are real users. This system is currently being integrated into Datafloq.com to be tested for users who want to contribute to Datafloq. The more information is provided, the higher the Trust Score. The Trust Score has a direct negative influence on the Open Impact Factor unless there is a 100% Trust Score. Without a government-issued identity a user can never reach 100% trust score. Of course, the actor remains in full control of any data and can remove any connection at any given moment.

Apart from the Trust Score, the Open Impact Factor of content and the number of articles, the Open Impact Factor is also affected by a user's actions on the Imagjn platform. Any other contribution on the platform, such as comments on articles on any of the associated platforms, can also be rated (a simple 1-5 star review), reviewed and commented on. The higher the Open Impact Factor of a user and the closer the user is linked to the topic, the higher the impact the user's action will have. The quality of an article will become relative to the quality of other articles on the platform, potentially even differing per type of content and/or industry/topic.

Comments and actions that are well-received by the Imagjn community will have a positive effect on the user's Open Impact Factor. However, negative actions such as SPAM or offensive comments will negatively affect the Open Impact Factor. What is deemed inflammatory comments is determined by the community and AI. AI will only focus on the obvious cases, while the community determines the rest. In addition, we will also use AI to rate a user's actions (such as the articles published or the comments given) on the platform, which will also contribute to a user's Open Impact Factor. As such, a user's Impact Factor is no longer only determined by writing papers but also by his/her interactions on the platform and in the wider ecosystem. Currently, the forum is completed and to be integrated in the Datafloq platform. On Imagjn it is only possible to publish with your real name.

## 2.6 Transactions protocol

Any content published through Imagjn will be store centralised on the server of that particular platform. This has several advantages (faster development, deployment and better scaling) but also some disadvantages (receptive to censorship from certain countries). We anticipate offering fully decentralised content storage in the next few years. This will allow authors to also select the option to store content decentralised when publishing it. Imagjn will them make this content available to access from anywhere in the world. However, from the beginning we will use distributed ledger technology to store decentralised the proof of copyright, time of publication, quality scores, Open Impact Factor scores and token balances.

We will incorporate divisible non-fungible tokens to allow content owners to share ownership, sell that shared ownership or allow users to invest in future content projects. Each piece of content created will be linked to a Non-Fungible Token. This will allow users to sell ownership of their content and it can be used to trace back ownership over time to ensure a kick-back fee is paid to those originally involved in published research.

We will work with specific organisations to ensure a sufficiently distributed blockchain and have enough nodes running at all times. Each participating node will contribute to a stable ecosystem. The node selected to validate the transactions will be selected via various combinations of random selection in combination with the node's Open Impact Factor. Every participating publishing platform will need automatically host a node to operate the platform.

Within three years, we will ensure decentralised content storage. Once that is operational, users will have full control over their own data. To accommodate this, any user active on the Imagjn platform will have their own server (whether centralised via platforms such as AWS or decentralised using platforms such as IPFS, SWARM or using a Solid POD). The data stored decentralised on the user's server will be the master version. Any subsequent version, slave versions, will be stored decentralised, with the other actors not knowing which node is the master node and which are the slave nodes. If the master version is deleted from the master node, which can only be done by the content creator, the slave versions will be automatically deleted from all slave nodes. In case a paper has multiple authors, a smart contract governs that all authors have to agree to delete data. Users can delete content at any time, but before content is deleted, it will first be archived. This is to prevent excessive computation power when many articles are deleted at once, affecting all stakeholders' Open Impact Factors across the network.

If requested, the actor can store a highly encrypted backup of the master version on the centralised data warehouse, to be used in case the master node unexpectedly crashes. This means that the content creator will be solely responsible for the content and data if the decentralised platform is used. As such, we will create a decentralised and distributed database that prevents censorship, puts the actor in full control of the data and allows advanced search capabilities.

## 2.7. The Imagjn Smart Contract Protocol

Smart contracting is effectively event-based processing. Smart contracts are an important actor of the Imagjn platform. They automatically execute tasks upon input of value X. It could also include taking remedial action if an update to correct a factual error on the blockchain, could itself trigger (using smart contracts) a remedial action to repay any party that had suffered from the error. Smart contracts are deployed on the Imagjn blockchain, and it is crucial that they are correct and bug-free to prevent disasters such as The DAO in 2016.

The Imagjn Smart Contract Protocol enables actors to easily deploy smart contracts through a drag-and-drop interface, whereby actors have complete flexibility to design the smart contracts by adjusting the corresponding parameters. An example of a smart contract will be the contribution of authors on a paper determines the advertising revenue earned with that paper. Before smart contracts are deployed on the network, the flexible parameters have to be determined by the actors.

These parameters can be changed if required if all the actors involved in the smart contract agree to it.

## 2.8 The Imagjn Token

Although Imagjn will have a token, the IMGN token, it will not become publicly available in the beginning. At first, the token is only given to reward content creators to join the platform, to complete a profile and upload content. At first, these tokens will have limited use. Only when we will enable users to trade tokens and to require payment for content or other activities, the tokens will become publicly available and an important aspect of the platform.

From the start, Imagjn will offer a DN8 button. This DN8 button is similar to a “Like” button and functions as a tipping system. Users can "DN8" to a piece of content, effectively rewarding the content creator with a micropayment. Once a user clicks the DN8 button, then the content will be saved as an article in the user’s feed and the Open Impact Factor of the article slightly increases.

In the long run, articles available on Imagjn will be available for free and supported by reputation-based advertising or are behind a paywall and require a micropayment to read. Whether the content is free or paid for is up to the author(s). To read an article that is not available for free, users pay for content the moment they start to read it. However, the abstract is always available for free. At first, all articles will be for free and only when we will make the IMGN token publicly available, authors will have the opportunity to require a payment. The revenue that can be made is determined by the Open Impact Factor of the authors.

Any revenue from articles (whether through reputation-based advertising or sales) is shared among the contributors, the affiliated organisation and/or platform as well as Imagjn. Everyone who publishes articles on Imagjn will be rewarded with new IMGN tokens. The number of tokens received is directly influenced by the Open Impact Factor. The higher the Open Impact Factor, the more tokens are received. A fixed number of tokens will become available over the lifetime of the platform, thereby rewarding early contributors to the platform.

Imagjn will not hold a Token Generation Event or do an ICO or STO. However, the token does form an important part of the platform. The IMGN token will be a utility token and, eventually, cater for a means of transacting value (although until the token becomes publicly available, the value will remain the same). There are several ways how actors can obtain IMGN tokens:

1. Join the Imagjn platform, whether as an academic, a non-academic or an organisation. Tokens are given for joining, completing the profile and uploading content.
2. Publish new long-form content on the platform. The higher the Open Impact Factor, the more tokens are received.
3. Receive tokens that are donated to the user via the DN8 button or when a user decides to follow an author.
4. As part of the monthly subscription fee for a premium profile, a fixed number of tokens is received, until the tokens have been depleted.
5. By contributing to the platform, such as by providing peer reviews, being active on the forum, review/editing/translating content. As long as there are tokens available, actions are rewarded with tokens based on their Open Impact Factor.

6. Once the IMGN token will be publicly launched, the IMGN token can also be purchased on one of the cryptocurrency exchanges that offer the IMGN token. These tokens are offered by other Imagjn users and are not offered through the Imagjn Foundation.
7. By being involved as an author on Datafloq.com platform. Authors on Datafloq will earn FLOQ tokens, depending on their Open Impact Factor, which can be exchanged 1:1 once the IMGN token is launched.
8. By being affiliated to Imagjn as employees, advisor, investor or owner prior to the launch of the Imagjn token. Depending on the time affiliated with Datafloq, the work done and the investments made a number of Imagjn tokens will be set apart. Any tokens held by these stakeholders will be vested over multiple years, based on predefined milestones and activities, with no liquidation in the first 2 years of the launch of the Imagjn token.

The number of tokens minted when joining, publishing articles or using the monthly subscription fee will halve every X months, depending on the popularity of the Imagjn platform. This gives an incentive for actors to start joining and using the Imagjn platform. Once all IMGN tokens are minted, the reward will cease to exist. However, by that time the Imagjn platform should have global traction to sustain itself without new tokens minted.

The IMGN token can be used in a variety of ways:

**Before the public launch:**

1. To reward authors of articles through the DN8 button. Users can donate as many tokens as they want.

**After the public launch:**

1. To reward authors of articles through the DN8 button. Users can donate as many tokens as they want. In addition, users need to pay to follow users.
2. To purchase articles in order to read and use the articles, whether through (bulk) licensing contracts or pay-per-read. Any article that is paid for will remain available indefinitely.
3. At some point in the future, Imagjn could launch additional features and services on the platform that enable users to monetise the Open Impact Factor. Payment for those services will then be done using the IMGN token.
4. We will launch the Imagjn Appstore, where developers can offer additional applications on top of the Imagjn platform. These applications will use the Imagjn token.

Payment of any content or service will be frictionless and governed by smart contracts. Once the token becomes publicly available, users can store their tokens in a variety of ways, using a variety of exchange platforms.

Imagjn will develop its own wallet to store the tokens, either on the Imagjn platform, on a user's own computer or to store the tokens offline. This part of the platform will meet the highest security standards to prevent hackers from stealing the tokens that are in the wallets of the different universities and users.

The IMGN tokens will be incorporated in the Datafloq plugin currently under development. Within the plugin, the tokens are called FLOQ tokens, but users will be able to convert them 1-to-1 to IMGN tokens once the IMGN token becomes available.

## 2.9 Imagjn's Actors

There are a number of actors within the Imagjn Ecosystem. Most of the stakeholders have an Open Impact Factor. We have identified the following actors on the platform:

1. **Authors:** Users who create long-form content or short-form content. Among the long-form authors we can distinguish normal authors, academics or journalists. Academics are users who are affiliated with one or more universities. In order to obtain an academic account, a user has to register with a university account as well as link one or more platforms such as ORCID or ResearchGate. Academic users can peer review papers and publish scientific articles. Academic users can import their H-index to have a starting OIF.

   Journalists are accredited journalists only. This means they need to be verified as journalists and associated with an existing newspaper. Journalists are the only users that be publish long-form content anonymously, to protect their identity while doing their work. Though they publish anonymously, their work still contributes to their Open Impact Factor.

   Finally, other authors are users who are not affiliated with a university or newspaper but want to contribute to the platform by writing and publishing grey literature and/or who want to read content on the platform. Non-academic users cannot peer review scientific papers or investigative journalism articles, but just other grey literature.

   In case of death of an author, any future revenues will belong to the heirs of the author. Heirs would have to claim this. If this is not done within a certain time frame, any future revenues will fall to the Imagjn Foundation.

   **Benefits:** users benefit from Imagjn as they retain their copyright on their articles, instead of having to give it away (in the case of academic papers). In addition, they will be able to monetise their content directly or indirectly. Finally, Imagjn will enable them to write articles faster due to streamlined tools and publish faster due to an improved peer review process.

2. **Organisations:** (academic) organisations that want to share content. We have identified multiple types of organisations including universities (sharing academic papers), well-known media publishers (they can benefit from reputation-based comment system), unknown blog websites (using the Imagjn Wordpress plugin they can benefit from all Imagjn has to offer) and governments/enterprises (sharing insights on Imagjn). Organisations pay a monthly fee to setup a company profile and benefit from services such as reputable comments, free job posts, brand-page, etc. allow their staff to use the platform. Organisations can decide to be co-owner of content (using divisible non-fungible tokens). Organisations (including universities) have an OIF and a detailed profile that allows them to promote their organisation.

   **Benefits:** organisations benefit from Imagjn as they will see more articles published faster, which benefits the organisation's reputation. They will retain copyright of those documents and will obtain better insights into the performance of their staff. In addition, in the long run, they can save millions of euros on the spending of commercial licenses for access to

academic papers as that will become no longer necessary and universities will only pay for what they actually use.

3. **Long-form and short-form content**: high-quality content can be seen as a separate stakeholder and they have an OIF. Content can be free of charge (and supported by advertising) or, at a later stage, to be paid for (using the IMGN token). Scientific papers are clearly marked as academic content and investigative journalism articles are clearly marked as such..

   **Benefits**: articles benefit from a large audience that will have access to these articles. Currently, scientific papers are predominantly read by academics, while corporates could also benefit from these articles. Imagjn will also enable better research discovery, since existing paywalls preventing the public from searching academic databases. Those with access have to use poor search engines that make knowledge discovery difficult as well. On Imagjn, anyone has access to all available papers and we offer the best AI to find the knowledge required. Copyright of research that is funded by research councils will remain with the academic and university, instead of being owned by the academic publisher.

4. **Analytics**: premium users and organisations will have access to detailed analytics that can help them in writing better papers and knowing which staff to hire or promote.

5. **Translators**: Anyone who wants to translate articles on Imagjn can do so. This will enable scientific content to become available to a wider audience. At first, the authors may invite translators to translate their document and pay for this, in the future it may be possible that translators can decide themselves which articles to translate and to receive a percentage of revenue generated by those translated articles.

   **Benefits:** additional work for translators that they can completely self organise.

6. **Datafloq**: Datafloq BV is the organisation that owns Datafloq.com, which will serve as a test case for any new features developed by the Imagjn platform. Datafloq BV is also the company that builds the initial version of the Imagjn platform on behalf of the Imagjn company (the browser plugin).

7. **The Imagjn Foundation:** a not-for-profit organisation that will be responsible for the Imagjn token.

8. **Advertisers**: Companies can advertise through the Imagjn network based on the Open Impact Factor. We call this Reputation-based advertising. The advantage is that advertisers no longer risk seeing their advertisements placed next to bad quality or harmful content nor do they risk paying for clicks by bots. Imagjn can guarantee advertisers that their ads appeared only next to high-quality content written by authors with a high Open Impact Factor and that they are only clicked on by humans.

Any stakeholders can work directly with any other stakeholders on the platform. Smart contracts will benefit the actors to easily work together.

# 2.10 Business models

Imagjn will offer four different tools with multiple features, which will offer multiple business models:

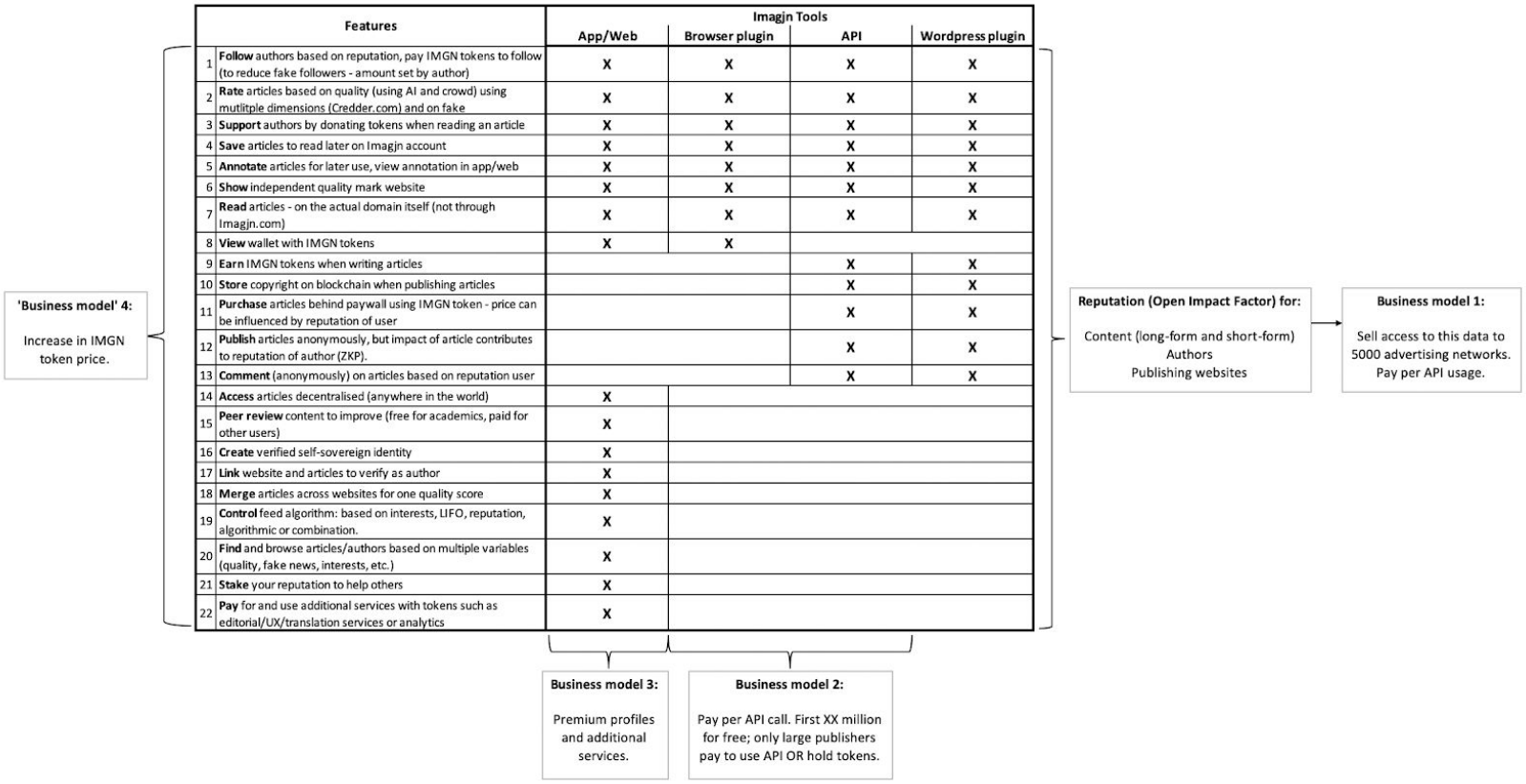


*Figure 6: 22 features, 4 tools, 4 business models*

## 2.10.1 Reputation-based advertising

A reputation protocol for the web has some additional advantages - apart from fighting fake news, opening knowledge and holding users accountable. It allows advertisers to only publish ads with high-quality content (and avoid fake news or hate content) and on high-quality publication platforms. In addition, a reputation protocol could ensure advertisers that their ad has been clicked on by a real human (with a certain Open Impact Factor score and Trust score) and not by a bot or a click farm.

Therefore, Imagjn's main business model will be selling access to anonymous data of Open Impact Factors to advertising networks, which they can subsequently offer to their advertisers.

As such, Imagjn will allow advertisers to use reputation-based advertising. This means that advertisers can opt for only showing their advertising along high-quality content (articles with a

minimum quality score of, for example, 70%, written by a reputable author that has an Open Impact Factor of, for example, 90%). Advertisers will also be able to determine which publishing platforms they want to show their advertisements on (for example, only platforms that have an Open Impact Factor above 70%). This will prevent ads from appearing next to low-quality content, fake news or hate content (a problem that is estimated to be $235 million per year).

Reputation-based advertising has a second advantage: it will guarantee advertisers that their ads have been clicked by real people (without revealing their identity. This will be done using Zero-Knowledge proof). We would even enable advertisers to pay only for clicks by users with a minimum Open Impact Factor. Of course, the higher the required Open Impact Factor, the higher the price per click. This would solve one of the biggest problems in online advertising: click farms. Click farms cost advertisers $51 million per day – or $18.6 billion per year - which is expected to increase to $44 billion per year by 2022.

Access to the data will be sold on a pay-per-use basis using an *overage model*. Advertising networks will pay a fixed amount for a fixed number of API calls, with additional pricing for every additional API call.

### 2.10.2 API access large publishers

The second business model will be large publishers who pay for API access. The usage of the Imagjn API and WordPress plugin will be free for most publishers, except for the largest publishers who will need to pay to regain access above a certain threshold.

### 2.10.3 Premium user profiles

The third model will be premium user profiles, where Imagjn users can purchase a premium account for additional services, including for example better filtering, more analytics, content better searchable etc. The exact features will be determined at a later stage.

### 2.10.4 IMGN Token price

Imagjn will not perform an Initial Coin Offering - or a Token Generation Event or Security Token Offering for that matter. Tokens will be minted by creating content. A small amount of tokens will be pre-minted to exchange the FLOQ tokens into IMGN tokens and to reward founders, advisors and early adopters. We do expect the token price to increase in value over time. Although we will not sell tokens for money, we will comply with all available regulation.

# 3. Key platform functionality

As seen in 2.10, the platform will consist of different functionalities that will all contribute to developing a decentralised system that enable open knowledge, remove fake news/bots and ensure accountability, governed by the Open Impact Factor, while preserving data ownership, privacy and security. Smart contracts will run the platform and based on a variety of templates offer users an identical experience across different channels (desktop, phone, application, etc.).

The ecosystem consists of the Imagjn platform and a commercial appstore for additional services.. Imagjn will also own, build and run the Open Impact Factor, the code of which can be scrutinised by anyone.

Users do not publish their content on Imagjn, but can do so on any associated platform such as Open Access academic platforms, WordPress websites or large publishers, which can require a minimum Open Impact Factor or other requirements (for example: being a verified journalist):

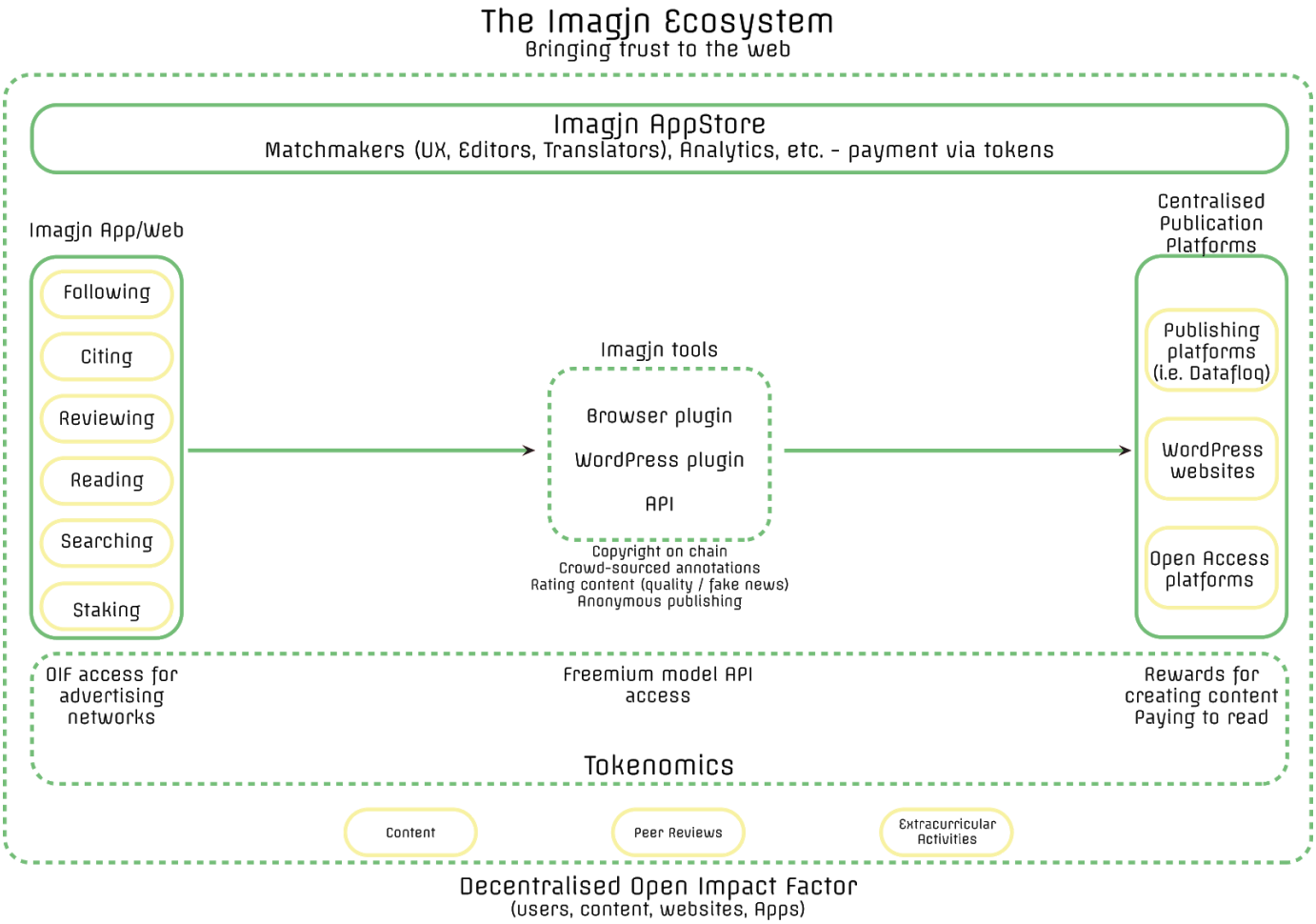


*Figure 7: The Imagjn Ecosystem*

# 4. The Technology

Imagjn will be future-proof and will be built using the latest technologies.

Core principal values for the development of Imagjn:

- Agile software development
- Modular development and not bound to any programming language
- Modules that are not part of the core platform can be coded by anyone, anywhere
- Continuous development and continuous integration
- All (external) APIs are public and secured
- Outstanding UX through top-notch User Interface (UI)
- Zero Knowledge Proof as a key enabler to ensure privacy

The User Interface builds up dynamically depending on who the user is and what the user intends to do on the platform. User experience (UX) is highly ranked, and therefore the platform will be built in such a way that the UI is kept as simple as possible at all stages but can become complex yet intuitive based on the user and its intended actions. As such, there is a single UI, with different views depending on what role the user has active.

## 4.1 The platform's core

Imagjn is a combination of several modules and technologies that enable us to build a platform with data stored in both centralised as well as decentralised entities. Core paradigms are Blockchain, Big Data, Artificial Intelligence, Machine Learning, Security.

The Web Platform utilising HTTP/2, HTML5, ES6 and CSS3 will serve as a foundation enabling an API driven network for real-time data exchange, platform-independent computing and broad-spectrum dissemination of information. With blockchain, the platform will facilitate transactions creating an immutable, traceable, verifiable and non-repudiated record. We will most likely adopt a blockchain architecture to function as our distributed ledger.

Artificial Intelligence will initially base itself on Bayesian Networks including usage of the Bayesian inference algorithm, the expectation-maximisation algorithm, decision networks dynamic Bayesian networks and also hidden Markov models as well as Kalman Filters.

Big Data Analytics will initially utilise the following principal architectures, technologies and algorithms: Apache Cassandra, Apache Pig, Apache Spark, ATLAS, FALCON, HDFS, Hive, Kafka, Mahout, YARN.

Imagjn will develop a private blockchain, which means that universities manage the decentralised network while any user that wants to contribute to the network has to be verified by Imagjn.

## 4.2 The ecosystem

Imagjn will develop two data warehouse solutions; one centralised and one decentralised. This will enable actors to choose where and how to store their data.

### 4.2.1 Centralised Platform

The centralised platform will be similar to Amazon Web Services (AWS), although at the beginning with fewer services. During the beta testing, the platform will run on AWS. The highest form of encryption will be offered to users using the centralised platform. Any non-user generated content data, such as data to run the Imagjn platform, will be stored, highly-encrypted, centralised. Any data will be quantum-computing resistant.

Users can opt to rent a distributed, centralised server to store their own content. Imagjn will not have access to this server, and it will be governed by Chinese walls. Only the content creator(s) will have access to this server. The content creator will pay for hosting the content by a percentage of the revenue made with that content or using monthly payments.

### 4.2.2 Decentralised Platform

The decentralised platform will enable users to store their content/data decentralised and distributed, preventing any censorship and giving full control to the creator. Storage of the content will be done using a technology such as or similar to SWARM, Interplanetary File System (IPFS) or using a Solid POD. Any metadata linked to content stored decentralised will be stored on the blockchain ensuring immutability and making the metadata verifiable and traceable.

When data is stored decentralised, the actor will also store a version on their own computer or server, which will be the master version. Any subsequent version, slave versions, will be stored decentralised, with the other actors not knowing which node is the master node and which are the slave nodes. If the master version is deleted from the master node, which can only be done by the content creator, the slave versions will be automatically deleted from all slave nodes.

## 4.3 The security

Imagjn will incorporate the highest security standards and encryption methods to ensure the data and the platform are secure. Although it is impossible to create a system with zero probability of being hacked, Imagjn will take all necessary measures that in case a hack takes place the customers will not become a victim of it and the damage will be limited.

Security will continuously be assessed and reviewed by both internal and external parties, and eventual improvements classified as a high priority on the product development roadmap. In the unlikely event that data is compromised the necessary measures will be taken to inform all relevant stakeholders (users, companies and if applicable governments).

The technical details related to the security of Imagjn will be available in the yellow paper.

### 4.3.1 Gaming the system

With any online platform, there are people who try to game the system. The same will apply to Imagjn. There are multiple ways how people could try to game the system, and for each possibility, Imagjn will develop the process to prevent this from happening:

- A user can ask friends to promote low-quality content and recommend it as high-quality content, thereby possibly promoting spam, fake news or clickbait. To prevent this, we will use artificial intelligence to monitor how certain content is being promoted across the network. Artificial intelligence can be used to discover patterns and determine the network of the creator, and if its entire network promotes content, while people outside his/her network denotes the content, it will be investigated manually by Imagjn.
- Content can always be copy-pasted by using the source code of the website. Consequently, users can copy content and publish it on their own website as their own. To prevent this, Imagjn will make it difficult to copy and paste content, even using the source code. In addition, we will have copyright algorithms which will check whether created or submitted content already exists on the platform.
- We have limited the possibility to rate content more than once and we use the Trust Score to determine the weight of a rating. Users with a low Trust Score (for example bots that only have a verified email address), will have a low weight in the overall rating. In addition, removing content will cost a user IMGN tokens. This will prevent users to create and delete content in order to gain IMGN tokens.

## 4.4 Decentralisation and governance

Knowledge should be open, anonymity should be possible, and accountability should be a given. Existing content platforms only allow for anonymity, but do not take care of holding users accountable nor do existing academic platforms encourage open knowledge. Imagjn will be a break from the status-quo of centralised control, lack of data ownership for users, privacy violation and lack of transparency in decision-making. Instead, the Imagjn platform will consist of many different functionalities that will all contribute to developing a decentralised system that allows users to collaborate on, create and publish content, governed by their Open Impact Factor, while preserving data ownership, privacy and security. Smart contracts will run the platform and based on a variety of templates offer users an identical experience across different channels (desktop, phone, application, etc.). Anyone can contribute to the development of Imagjn and all will be acknowledged and rewarded according to their work done (in terms of effort and quality).

Imagjn will apply game theory and incentives to encourage users to contribute to Imagjn, be it in content or code. In the first phase of Imagjn - the browser plugin - users will receive economic incentives to rate articles (a number of FLOQ tokens depending on their Trust Score) and economic penalties if they try to game the system. While within the first phase economic penalties consist of paying to delete content, in the latter version of the platform, trying to game the system will have more serious consequences. For example, harassment, online insults in, for example, comments, plagiarism or fake news will result in a lower Open Impact Factor for the author. Negative actions, such as creating SPAM, violating someone's copyright, distributing malware or criminal activities will contribute negatively to someone's reputation. Once a user has a negative Open Impact Factor, the user is no longer allowed to publish content and the user enters a 'cooling-off'. This means that, slowly the user's Open Impact Factor will return to 0 (zero), after which the user can start publishing

content again. The more often a user receives a negative Open Impact Factor, the longer the cooling-off period will be. This will be governed by smart contracts.

Accountability and privacy are key aspects of the platform. Therefore, Imagjn will allow users to remain anonymous while accountable. We will use zero-knowledge proof cryptography to do so. For example, academic articles will automatically be sent out for peer reviews. Based on the input given by the authors (such as keywords) and a semantic analysis using AI, Imagjn will automatically select academics from the database. These academics will receive an invitation to peer review the article. Peer reviewing will be done strictly anonymous to comply with the scientific method. Only academics can peer review scientific papers and a minimum Trust Score is required. Once the peer review is finished, the authors will be notified and see the comments provided. At this moment, the comments are only visible to the authors. The author(s) is/are requested to make changes to the paper if the review has been deemed useful. All changes will be tracked and the reviewer will automatically see the changes made based on the comments given. After the changes are submitted, the reviewers will be notified to make a second review and to provide some additional feedback. Each reviewer will share in any future revenue derived from the article. Once the peer review process is completed, the article will change status and the author(s) name(s) will become visible. Readers can always view the peer review comments given, but the names of the peer reviewers will remain hidden. If they want to, they can credit the peer reviewers for a good review (thereby increasing their Open Impact Factor). This means that peer reviewers remain anonymous but are held accountable (after all, a low-quality peer review also negatively affects the Open Impact Factor of the peer reviewer, without revealing his/her identity)

Also non-academic content can benefit from a peer review process. Those users who have indicated to be open to review long-form content can be invited to peer review an article. The process will work the same as for academic article, though users will be paid to peer review an article, by the author of the article under review. The higher the Open Impact Factor of the reviewer, the more money the user can charge to peer review.

Furthermore, by allowing any type of (written) content on the Imagjn platform, we can ensure accountability on the web, while preserving anonymity for certain content. For example, investigative journalists should be able to publish anonymously to protect them. However, publishing anonymously should not render reputation useless. We believe in a world where authors can publish anonymous when necessary, but held accountable at all times. This should prevent the production of fake news and should protect journalists.

## 4.5 Viability

Imagjn uses the Smilo blockchain, a hybrid, environmentally friendly blockchain. Through the unique Smilo BFT+ consensus mechanism and Smilo network protocol, we are able to offer very fast (3K+ TPS), infinitely scalable and highly secure (99,99% sibling attack proof) transactions that are also sustainable (highly efficient protocol through our networks in networks methodology plus no mining hence no energy waste). We offer negligible (and predictable) transaction costs which allows for large volume transactions in both the public and private domain.

In addition, we will enable free transactions on Imagjn using the Smilo blockchain. Smilo improved the Ethereum Gas mechanism after a thorough examination. With the implementation of these

improvements a few new features quickly presented themselves, one of which are free of charge transactions. The mechanism works as follows: each account has the right to use the network resources of the platform. If an account decides to broadcast a transaction, the mechanism governs the speed of the transaction response to repel any inconsistencies. Thus, the transaction will be free of charge and confirmed safely and without any hesitation. Due to the nature of Smilo's Gas mechanism it will be a straightforward process to calculate the running costs of using the Smilo network for your corporation or business. Since every transaction on the Smilo network will be free of charge, there will not be any uncertainty about the running costs.

# 5. Ethics

For years, organisations like Google, Facebook and Amazon have been building extensive profiles of internet users about who they are, what they have bought/liked/read and their preferences. In exchange for 'free' services such as Gmail or Facebook, these organisations use extensive profiles to generate revenue through advertising that follows users across the web. In the 21st century, privacy has taken a new meaning but that does not mean that consumers will accept this. We believe it is about time that consumers regain their control over their own data and that organisations start to respect the privacy of their customers. We aim to become a best practice in how to ensure user privacy and security. Therefore, Imagjn will adhere to six ethical guidelines:

Imagjn will be ***transparent***, so that European citizens (and other users of the platform) know what will be done with their data that needs to be collected to run the platform, today and in the future. We will keep our communication ***simple and understandable***, so that everyone, including digital immigrants, understand what is being done with their data. This means that we will simplify the terms and conditions to make sure that it does not read like the constitution. Imagjn will ensure that all data will be ***secured and encrypted*** according to the highest standards. The Smilo blockchain will ensure highly secure data and we will use quantum-resistant encryption to ensure Imagjn and users' data will be secure, now and in the quantum-era. Next, we will give back ***control*** of consumer data whenever possible. If the user created the data, the user owns it and will control it. Finally, Imagjn will be fully **GDPR-compliant** and ***privacy is part of our DNA***, so that all our employees understand the importance of it.

These ethical guidelines are integrated in the blockchain technology that we use. The Smilo blockchain is a hybrid blockchain platform with a conscience. It offers seven clear benefits for the users of Imagjn and European citizens:

1. **Sustainable**: an eco friendly platform though the improved Smilo BFT+ protocol, which does not require Proof of Work and is, therefore, environmentally friendly;
2. **Transparency**: an open source environment which grants easy access for audits. The Smilo blockchain will be publicly available through the blockchain explorer. We see this explorer as a source of competitive advantage. Through this explorer transparency, efficiency and security are being warranted to all parties involved. It is the place where customers meet suppliers to validate their transactions, openly and transparently;
3. **Privacy protection**: Smilo is able to make certain smart contracts, transactions and decentralised applications anonymous, if the user so desires. This is achieved using hybrid, GDPR-compliant, transactions and smart contracts, enabled by zero-knowledge proof cryptography using the zk-SNARKs protocol and the Smilo Vault. The private smart contracts designed by the Smilo Platform facilitate GDPR compliances through side-chains between two or more parties. The execution and state of the contract will only be accessible by the owner and their permitted parties. By using a private side-chain, the state will not be saved on the main chain, although the state changes will be saved on the main chain. Thus, creating a secure environment for private smart contracts on side chains;
4. **Anti-corruption**: by making collective data publicly available irreversibly, whilst protecting individual data. This will make most middleman redundant and significantly limit the chance

of corruption, whilst simultaneously acknowledging the need to safeguard an individual's data

5. **Scalable and fast**: over 100 times faster than Ethereum and other platforms, achieving 3000 transactions per second over a long period of time, with instant block confirmation. The Smilo network uses the Smilo BFT+ algorithm combined with masternodes. Due to this advanced network topology, 99 percent of the transactions will receive confirmation within one single second, and the final transaction confirmation will only take up to three seconds;
6. **Security**: 99,99% secure through our improved BFT protocol. The Smilo Byzantine Fault Tolerance mechanism (SBFT) provides fast transaction verification times, demotivates most attack vectors and upholds a single blockchain version with no risk of forks or alternative blockchain records emerging — regardless of how much computing power, or coins an attacker possesses. The improved SBFT is a consensus mechanism that enables large-scale participation in consensus through Smilo Proof of Resources and Time (SPoRT). In addition, the Smilo blockchain is quantum-resistant. The current cryptography of Smilo gives every account a private key secp256k1 that controls it. The network will only accept transactions if the author of the transaction can sign a transaction with his private key. Smilo can handle encrypted keyfiles containing a single key, but this will soon be replaced by arbitrary accounting logic that can then be lattice-based.
7. **Affordable**: By holding sufficient Smilo over time, transactions will be virtually free and, therefore, affordable for anyone to participate in the network. The platform is 100% open to new participants, although verification is required to use Imagjn. Creating and publishing content on Imagjn is free of charge.

Imagjn will have an exclusive focus on civil applications and we will always put the interest of our users first. We will allow consumers, academics, journalists and organisations to develop their Open Impact Factor and feel comfortable when collaborating with each other.

# 6. Datafloq and the Datafloq Plugin

Imagjn is a new platform and the first tool will be tested on the Datafloq platform. Datafloq.com is a content platform for Emerging Technologies and allows users to create content, consume content, apply for jobs, find leads, search events and get in touch with other users through the Datafloq Forum. In addition, Datafloq has developed the Datafloq Plugin, which is the Proof of Concept of Imagjn's Open Impact Factor protocol, although for non-academic written content.

The Datafloq Plugin allows users to rate written content across the web. Content can be rated manually based on the quality and relevancy of the article as well as the probability of Fake News, or Plagiarism can be signalled. In addition, artificial intelligence is used to determine the quality of the articles that are read by the users who have installed their plugin in either the Chrome, Safari, FireFox or IE browser. A user who manually rates content using the Datafloq Plugin will receive FLOQ Tokens as a reward. FLOQ tokens can be exchanged for IMGN Tokens, once the IMGN token has been launched.

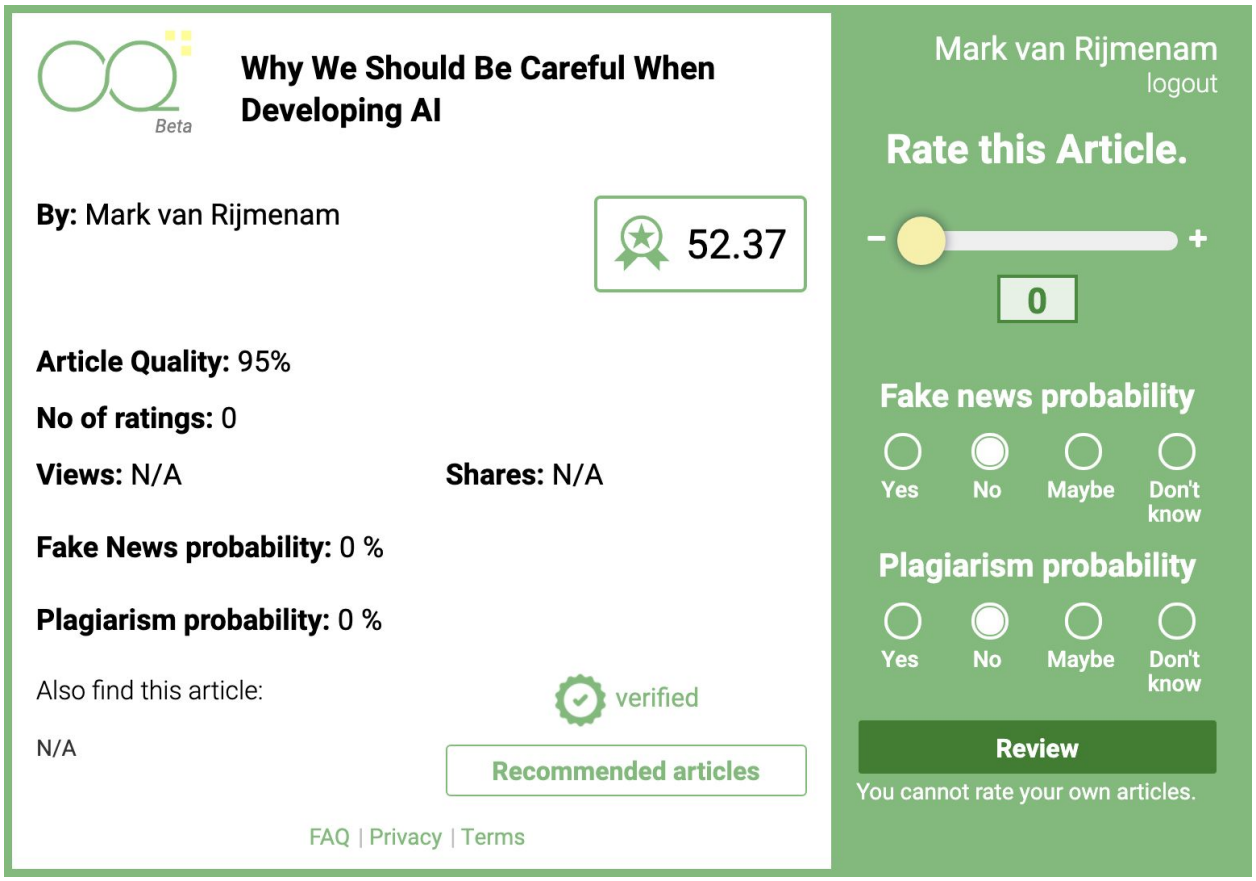


*Figure 8: The Datafloq browser plugin*

The quality of the articles influences the Open Impact Factor of the Author of those articles. Since it is common for authors to publish the same article on multiple locations, Authors can merge quality scores for articles distributed across multiple platforms. When they do so, the same Quality Score of

the article will be shown across different websites. Authors receive FLOQ tokens when merging articles.

In addition to the quality of articles, the Open Impact Factor of Authors is also determined by their Trust Score. This Trust Score is created when Authors, or Plugin Users, register on Datafloq and link one or multiple accounts to Datafloq as well as verify email address an/or phone numbers. The more data provided, the higher the Trust Score of the user. This Trust Score helps us determine the relevancy and quality of articles using artificial intelligence. At any time, users can ask to have their data removed.

Authors benefit from a high Trust Score and a high Open Impact Factor when they decide to publish articles on Datafloq. The Trust Score, the Open Impact Factor and the Quality Score of the articles published on Datafloq determine the number of FLOQ Tokens an author receives when publishing content on Datafloq.

Any article from across the web that is rated manually or automatically will be included in the new Datafloq Search Engine. This allows users to search articles based on Quality, Fake News probability, Plagiarism probability as well as based on the Open Impact Factor of the author. A novelty for the web.

## 6.1 The Open Impact Factor and the browser plugin

To calculate the reputation of a user from the user's articles, the system uses the following calculation.

**Open Impact Factor Datafloq User** = ((plugin_score + forum_score ) / 2) * trust_score / 100.

**Plugin score = Avg(overall quality score of articles) * trust score**

Article score = (1*AI Score) + (1*(average(Manual Quality score 1 + Manual Quality score 2 + Manual Quality score^n )))
AI score = ((1*Grammar Score) + (1*Syntax Score) + (1*Sentiment Score) +(1* Readability Score) +(1* publication location score))/5

**Forum score = (Questions total score + Answers total score) / 2**

Question score = (score from answers + score from votes) / 2
Score from answers = number of answers received (max being 5) / 5 x 100%
Score from votes = (No: of upvotes / (No: of upvotes + no: of downvotes)) x 100%

Answers score = (accepted answer score + score from votes) / 2
Accepted answer score = number of answers accepted (max being 5) / 5 x 100%
Score from votes = (No: of upvotes / (No: of upvotes + no: of downvotes)) * 100%

The trust score is the **base score for the users** and it ranges from **0% to 100%**. The initial score upon registration is 0. The trust score can be increased by completing a profile and the following

items offer the following points. When a user deletes a section of the profile, the points are deleted again.

- Email verification = 20%
- Mobile phone verification = 20%
- Listing interests and summary = 10%
- Adding skills and Technologies = 10%
- Connecting Social media networks, 10% per network, with a maximum of 50%
- If the user connects a network an verifies at least one article: 10%

If the score is less than 100 then Trust Score = Trust Score. If the score is more than 100 then Trust Score = 100

**In order to publish an article, participate in the forum or publish free job posts, users need to have a minimum Trust Score of 70%. Trust score will later be used as a prerequisite to follow user.**

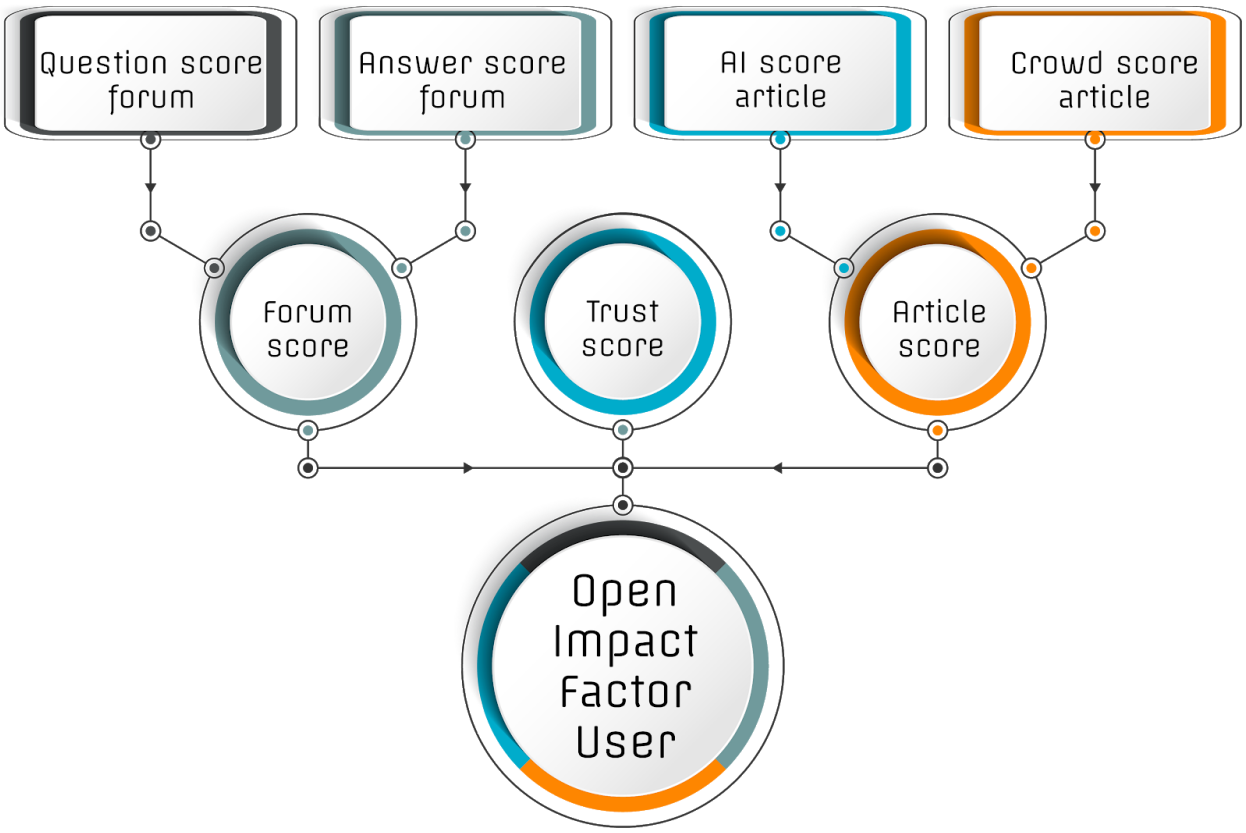


*Figure 9: Open Impact Factor and the browser plugin*

The Datafloq plugin will use the Smilo Blockchain to record important data on the blockchain to ensure immutability and traceability. We will store the following data decentralised:

- A user's wallet address, which is linked to user's profile on Datafloq.com
    - Hash of (verified) user + reputation score of that user (if author)

- Hash of title/author/metadata/URL of an article and individual scores related to that hash:
    - Quality (both AI score and manual score)
    - Fake news probability
    - Plagiarism probability
    - Ownership of an article (either on Datafloq or external - verified) = non-fungible token
- The FLOQ Tokens belonging to a user (with the user being a public address linked to a pub/private key) and the various transactions (increase and decrease of FLOQ tokens due to actions on Datafloq.com)

The Smilo Blockchain is a latest generation blockchain platform, based on the Smilo BFT+ consensus mechanism and the Smilo Network Protocol protocol (SNP), providing exceptionally secure, scalable and speedy transactions. We will use the ERC-721 protocol to create non-fungible tokens and the FLOQ token:

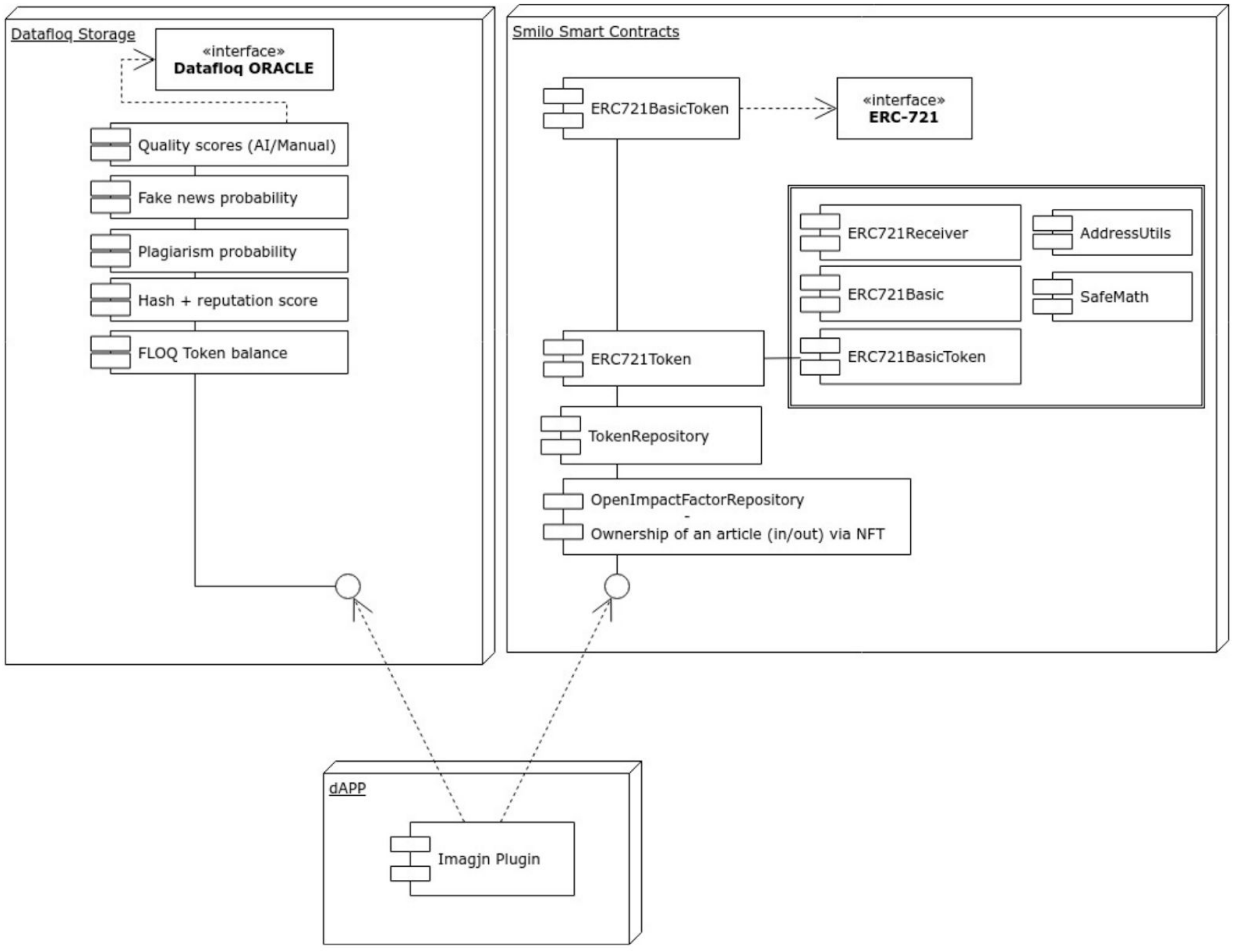


*Figure 10: Transaction flow*

With the plugin, we will also launch a new forum to encourage users to ask questions and interact with each other. Any activities on the forum contributes either positive or negative to the Impact Factor of the user, thereby directly affecting the number of FLOQ tokens that can be earned.

# 7. The Roadmap

Imagjn will be developed in different stages, that together will result in a strong ecosystem:

## 7.1 Launch plugin and test hypotheses

First, the existing Datafloq platform will be revamped and the Datafloq Plugin will be launched. The lessons learned from this platform and the data collected will be used to improve the Imagjn platform.

## 7.2 Launch the Imagjn company

Once the above features are launched and successfully tested and integrated in Datafloq, we will launch the Imagjn company and the Imagjn Foundation. The Imagjn Foundation will control the IMGN token and the Imagjn company will build and own the Imagjn platform, including the browser plugin, WordPress plugin, API and other tools. We will convert any FLOQ tokens to the Imagjn token once the next phase is completed. Since we will not perform a token generation event, we will ensure listing of the Imagjn token on multiple exchanges.

## 7.3 Launch WordPress plugin and Imagjn ecosystem

After launch of the Imagjn Foundation,, we will launch a WordPress plugin (to bring the features to all Wordpress website) and a mobile application (to give users the ease of rating content while reading their articles on the go). We will also launch reputation-based advertising on Datafloq and through the Wordpress plugin. We will also bring the browser plugin to Imagjn, separating Imagjn and Datafloq legally.

The WordPress plugin will allow WordPress website to benefit from the Imagjn platform. It will bring them reputation-based content on their own platform, copyright control on the blockchain, verification and quality control of articles and reputation-based advertising offering significantly higher fees than Google (up to 95% depending on the Open Impact Factor of the website).

We will then extend the platform by enabling users to annotate content across the web. Annotations will contribute to the Open Impact Factor of the article. We will then allow users to follow each other and develop a fully customizable user feed with the content they follow. The personalised user feed gives the user full control on the algorithm deciding the order: based on OIF, based on quality content, based on AI recommendations, latest or oldest, a combination of variables, etc.. We will continuously improve the user feed and the algorithms used.

We will then improve how users can produce content. We will give them the option to select between long-form content (academic papers, grey literature, news or other) or short-form content (thoughts, questions, comments or short blogs). All content will be regulated by a basic version of the Quality Validation Protocol. Those users wishing to produce academic papers or journalism will have to go through an additional verification, establishing them as academics or journalists. Once published, the readers can rate the content using the browser plugin, Wordpress plugin or mobile app. We will also link the new Creative Commons image repository so users can instantly add and credit the right image.

Finally, we will incorporate the background of users creating or rating content. Ratings and content created by users with a background in the topic of the article, will have a higher weighting than those without a background in that topic.

## 7.4 Open-Source and Expand the Open Impact Factor

Once Imagjn is launched, we will open source the Open Impact Factor. This will allow us to further expand the O.I.F. In addition, it will enable other application developers to integrate the O.I.F. in their applications. This will grow the community and the reach of the O.I.F.

In addition, we will enable long-form content creators additional services to interact with their users. This includes Podcasts, interviews, Q&As, etc. linked and available next to specific long-form content. These interactions directly impact the user's O.I.F.

## 7.5 Integrate Citations, Peer Review and Additional Services

The next step will be to integrate citations and enable peer reviews for academic papers and non-academic long-form content. We will develop AI to find and match the best peer reviewers based on O.I.F., background and skills. Academic peer reviews will be free of charge and publicly available (though anonymised) while non-academic peer reviews will be paid for and private.

We will develop additional services on top of the platform including matchmakers to find editors, UX designers or translators. We will allow organisations to find content creators based on their O.I.F. and allow them to collaborate. We will offer analytics to find (hidden) patterns in the content available through the Imagjn network.

## 7.6 Decentralise Content-Related Data

Once the above features are completed, we will develop decentralised storage solutions for content creators. This will enable content creators to be fully in charge of the content they created. We will develop a blockchain-based licensing system, ensuring that content creators can control which websites embed their content.

## 7.7 Continuous Development Imagjn

From here on, we will continuously develop and expand the Imagjn network. Additional features can be, but are not limited to, the following:

- Allow users to write and interact with each other using the mobile application;
- Integrate with other Open Access platforms to include those academic articles in search as well as in rating of those articles and contributing to their OIF. Develop API so that platforms can easily integrate with Imagjn. Allow academic users on Imagjn to directly publish their articles on associated Open Access publication platforms.
- Develop features to enable organisations to streamline their content production and sharing.
- And many more features depending on users' feedback.

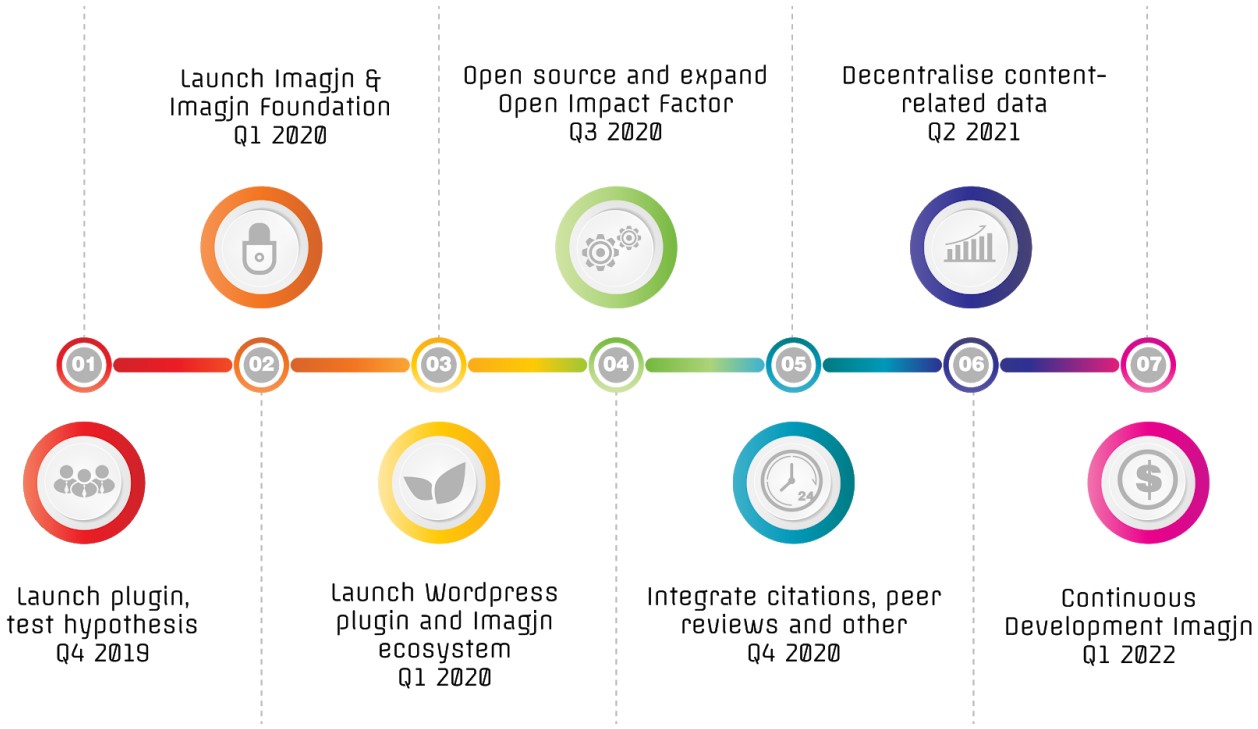


*Figure 11: Imagjn Roadmap*

The core teams are based in the same office, thus operating in a centralised structure. For any non-core modules, it will be possible to use a decentralised approach by opening up APIs and providing clear instructions of new components' functionality and expected performance. Additional modules can, therefore, be built by anyone, anywhere, and as such provide an organically scalable software development environment.

A detailed development agenda will be part of the yellow paper, which is currently being written.

# 8. The Conclusion

We live in exponential times, and it is key that the internet evolves to the new decentralised paradigm, where data is controlled and owned by the user, collaboration is key and artificial intelligence governs most of the online systems. For too long, the scientific method, which is the backbone of all the innovation in the modern world, has not evolved and remains tightly controlled by an oligopoly of scientific publishers. It is time for change.

Advances in technologies such as Big Data, Blockchain and AI have now made it possible to change the scientific method and bring it into the 21st century, giving back control and ownership to content creators and ensure free publication and access to academic knowledge while speeding up the process of writing, reviewing and publishing (scientific) knowledge and sharing that with the global public. A reputable content platform will reduce the effects of fake news and gives consumers the tools to detect and respond to fake news and plagiarism.

Imagjn aims to be the backbone of the improved and extended version of the scientific method, offering content writers an immutable, verifiable and traceable Open Impact Factor that they control, enabling them to effortlessly collaborate with each other across time and space, in a decentralised, secure and transparent way. This will foster innovation. Help us achieve this vision by supporting Imagjn.