WELCOME TO SPKZ

web3 Community Platform Protocol

Light Paper

by Arianee Team

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ABSTRACT

Everywhere in the crypto universe, people are united around common interests symbolized by the digital assets (cryptocurrencies, tokens) they own. While the essence of these communities lies in decentralization, the way we exchange, publish, and access content has not evolved. All communication we are conducting is based on centralized platforms disconnected from the crypto world. We enjoy Twitter, Wechat, Signal, Discord, Telegram et al. for being convenient, but the time has come for a new way of communicating: one that protects members from fraudsters, does not collect personal data of users, and provides features explicitly made for token hodlers.

On-chain exchange of information brought a new paradigm to the world: privacy, security, transparency, auditability, interoperability, and more. Now that a critical mass of token holders is distributed and strong communities are developing, it is finally time to introduce a web3 native solution for communities to regain control over the infrastructure they use to communicate.

Introducing SPKZ - the first decentralized web3 community platform where your bio and your credentials are what you choose to hold in a wallet. Unlike other message boards, every message is signed with a wallet. With SPKZ, tokens and wallets are the new social graph.

This document serves to outline the vision underpinnings, technical foundations, and potential benefits of SPKZ for creators and communities.

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01 INTRODUCTION

CURRENT CONTEXT: THE RISE OF DIGITAL ASSETS COMMUNITIES

The last 18 months have seen two consecutive waves of web3 adoption that resulted in coalescing communities of token holders.

2020's DeFi Summer revolved around the idea of governance tokens managing decentralized protocols via Decentralized Autonomous Organizations (DAOs). The lending protocol Compound launched the trend in June 2020 when it announced its liquidity farming program to distribute COMP, the governance token of the Compound Protocol. Liquidity farming quickly became a way for DeFi protocols to kickstart their adoption by incentivizing usage of the protocol and it was adopted by a wide range of DeFi protocols such as Sushiswap, Curve and Balancer. These communities of token holders share a common goal of increasing protocol usage and they collaborate to determine the necessary upgrades to achieve this goal.

The second wave of web3 adoption came thanks to the NFT frenzy of 2021. NFTs have been around for a long time with projects such as RarePepe which introduced the idea of digital collectibles built on Counterparty. However it took the advent of Ethereum for projects such as CryptoPunks or CryptoKitties to take full advantage of public blockchains. While these early projects met hype that rapidly died down, the current NFT wave has managed to build on top of an ecosystem of marketplaces that enabled a new generation to join the ranks of crypto enthusiasts. This new wave started with "art NFTs" by artists like Beeple, Lirona and Dario de Sienna. It found a second wind with "gaming NFTs" of which Axie Infinity is the best example. However, it truly reached its full strength with the PFP (profile picture) craze which harnessed the power of community. Major PFP projects such as Bored Ape Yacht Club, Cool Cats and Pudgy Penguin, found staying power by becoming native digital brands with committed fans.

These two waves are prime examples that tokens can effectively organize communities. Shared ownership in a project via a token strengthens the ties between holders. Acquiring a token and holding it allows one to enter new communities. From the first holders of Bitcoin to the last NFT drop, token holders build connections and look to engage with their fellow holders. The rise of NFTs and DeFi DAO boosted the adoption of web3 wallets which has created a critical mass of engaged users capable and willing to interact with decentralized architectures.

SHARED OWNERSHIP IN A PROJECT VIA A TOKEN STRENGTHENS THE TIES BETWEEN HOLDERS.

ACQUIRING A TOKEN AND HOLDING IT ALLOWS ONE TO ENTER NEW COMMUNITIES.

OPPORTUNITIES: A WEB3-NATIVE COMMUNICATION PLATFORM

NATIVE WEB3 CONNECTIVITY ENRICHED WITH COMMUNICATION CAPABILITIES & SECURITY

The communities of fans which gather around NFT projects and DeFI protocols have quickly come to look for solutions to create exclusive communication channels. Mass message boards such as Telegram or Whatsapp have traditionally been the place where such informal communities have congregated. However, these tools lack any native web3 connectivity and are therefore not suited to the way these communities are starting to organize themselves.

Some notable exceptions are:

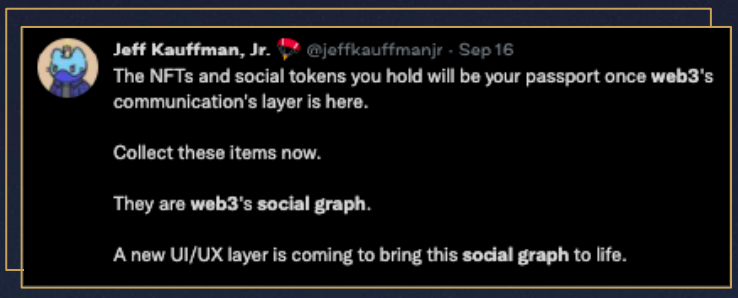
SNAPSHOT

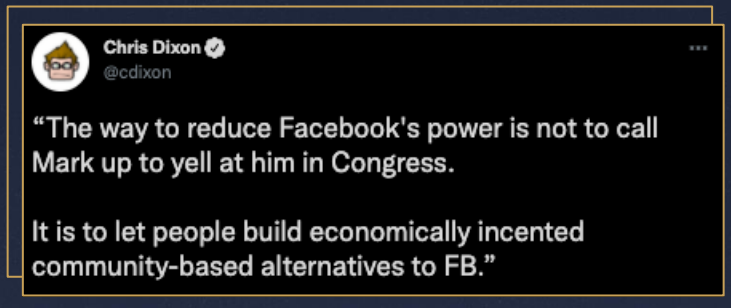
Snapshot built by Balancer enabled DeFi communities to organize governance votes and create a map of token holders at a given time to determine the voting power of each holder according to each wallet's holdings. Snapshot has become a core tool of DAOs, but still lacks a communication solution to debate proposals put to a vote.

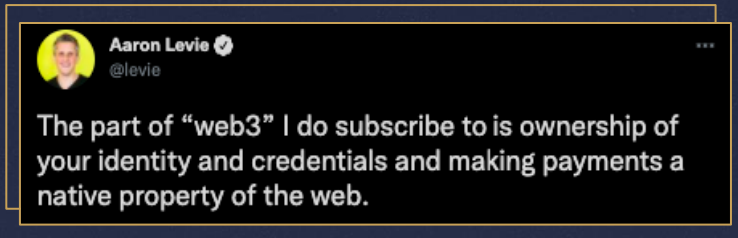
COLLAB.LAND

Collab.land and Discord integration brought a layer of web3 verification to a widely used communication platform. This enabled many projects to create separate channels for verified users. However, Collab.land is more of a hack than a real web3 solution. This has led to many abuses, spam and the eponymous syndrome called Discord Fatigue.

Beyond Discord fatigue, a key issue with the communication platforms currently used is that they are still centralized. Across Twitter, there are burgeoning conversations signaling a demand for a new communication platform, one with the same level of decentralization we have come to expect from exchanges such as Uniswap or Suhiswap and NFT projects such as Cryptopunks and Bored Apes.



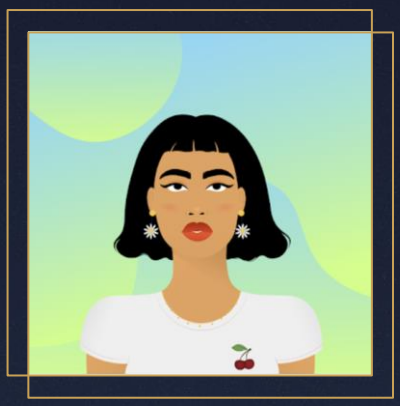




GET THE MOST OUT OF NFTS

While communication is a first step in organizing an NFT community, most of these communities are asking themselves how they can deliver more value to their members. A key question for most of those communities is “what can I do with my NFT beyond just holding it?”.

Here are some ways popular NFT projects have attempted to answer this question:



World of Women is about empowering women, promoting diversity in the NFT space, and giving back to community. As a matter of fact, 15% of all primary sales will be reinvested in cryptoart, while 2,5% will be donated to charitable causes.

Wicked Cranium has also been quite innovative with product collaboration with SkullCandy to create limited edition headphones and is now working on a comic book featuring specific PFPs of their collection.

BAYC organized a treasure hunt, organized two limited merchandise drops, opened a Decentraland exclusive space and much more.

BAYC also has this unique culture called #ApeFollowApe where members set their avatars as Apes, swap their socials, and help each other out. With an Ape on their profile pictures, people could really feel the instant respect and support they are given online. In this case, the NFTs have become the "business card" for holders to connect and bond with each other.

While it's true that web3 communities are born online, as they grow, their activities expand well beyond virtuality. These communities want to throw parties IRL, receive clothing drops, and personalized loot. In fact, if the definition of luxury is "*something that gives you pleasure or an advantage which you do not usually have*" (Cambridge Dictionary), then these web3 communities can envision themselves as the new generation luxury brands which revolve around exclusivity and culture. And as such, they deserve a platform that's on par with their status. A premium place with advanced technical capabilities to cater to their ever-evolving needs.

RESHAPE THE DISTRIBUTION OF REVENUE

Existing social networks are highly centralized and this is causing serious privacy problems. Behind the walls of FAANG or Big Tech and other adtech companies, we don't know exactly how much data is collected about us and for what purposes it is being used. In the centralized system, users are just cogs in the wheel of a lucrative business, generating data for the benefit of mega entities and earning no share of the revenue in return.

In stark contrast with existing networks, a decentralized platform allows for a Tokenomics where all users are de facto owners through the platform tokens. Community owners can earn a profit & make sure their members also receive a fair share of benefits for their contribution. This redistribution mechanism is new, and it should be the way forward for our users.

02

ARIANEE'S VISION

ARIANEE'S THREAD

Arianee started in 2017 with the simple idea that a Non Fungible Token (NFT) could become a direct link between projects, brands, and their communities. We used a reference to ancient Greek mythology; Ariadne's thread which led Theseus out of the Labyrinth. The name itself encapsulates our commitment to be the red thread guiding creators and communities through the maze of today's internet, which has become increasingly murky with conflicting interests, misinformation, and privacy pitfalls. Since day one, we have been big believers of NFTs for their ability to connect people without ever accessing or collecting their private data.

Long before the DeFi and NFT waves, it was our conviction that fashion and luxury could pave the way towards tokenization, starting with giving a digital life to every valuable object we own in the form of a Digital Passport. We created the Arianee protocol and have been working with multiple fashion and luxury brands to generate NFTs and distribute them to their clients.

The sneaker brand Satoshi Studio was one of the first to deliver an NFT with each one of their products and start communicating through this channel, regardless of whether they knew the owner or not. Since then, the watch brand Breitling integrated Arianee NFTs in their e-warranty solution, allowing Breitling owners to interact with customer service without giving any personal information. All they need to do is to submit a signed transaction with a wallet that holds a Breitling NFT. These NFTs are at the core of what Breitling calls its "anonymous clienteling" solution, offering the same outstanding level of service whether you login with personal information or with an anonymous wallet.

THE ON-CHAIN SOCIAL GRAPH

These first implementations with Breitling, Satoshi Studio and many others, show how NFTs can be something more than just a fun collectible novelty. We saw and still see tokens, whether fungible or non-fungible, as the base layer infrastructure or as Chris Dixon puts it, "Tokens are a digital primitive".

While this idea might have seemed like a far-off possibility only a few months ago, the DeFi and NFT explosion of the last 12 months has built a distribution of tokens which was necessary to create a critical mass of users. These tokens are the on-chain social graph which enable the creation of social networks that are truly decentralized, community owned and respectful of personal data by design.

The idea that your wallet and its contents could be the base to build social relations was a major one at EthCC 4. While Vitalik Butterin's idea of an Ethereum login as an alternative to Google or Twitter's centralized solutions is an old one, it now seems like an attainable goal very soon. This idea seems to have met its time. What we need now are interfaces.

While staying loyal to Arianee's core vision, we decided to repurpose our protocol to create a new relation solution for web3 communities.

TOKENS ARE THE ON-CHAIN SOCIAL GRAPH WHICH ENABLE THE CREATION OF SOCIAL NETWORKS THAT ARE TRULY DECENTRALIZED, COMMUNITY OWNED AND RESPECTFUL OF PERSONAL DATA BY DESIGN.

03

SPKZ: A WEB3 COMMUNITY PLATFORM PROTOCOL

SPKZ, pronounced *speakeasy*, is a web3 native platform for tokenized communities, bringing the much-needed blockchain-level privacy and security to online communication.

LOUNGES

SPKZ is organized around lounges. Lounges are servers accessible to any wallet that meets the requirements set by the room creator. Each lounge can be subdivided into sections with their own token-gating strategy. The default section is a message board where members can post messages.

However SPKZ does not stop at being a message board. Lounges are a full featured platform. At launch, it will enable the addition of sections integrating a web page such as the Uniswap analytics page of a token or apecloset.com, which allows you to customize your Bored Ape Yacht Club. Additional sections such as a store or a ticketing module will be added in the future (see section 6 Roadmap).

PRIVATE ROOMS

The second key functionality of SPKZ are Private Rooms. They work on the same principle as a lounge, but only allow for one-on-one communication between two wallets. These rooms are intended to be used for private communications while still enjoying the same level of anonymity and decentralization.

The creator of a private room can reach any person who has an Ethereum address. The creator mints the private room, an NFT, and then sends it to the wallet of the person they are trying to get in touch with. This NFT acts like an invitation card which can only be used by the owner of the wallet to which it was sent.

The private room NFT is visible in all NFT platforms such as OpenSea, Rarible or Cargo.build and includes a link to the private room in the public metadata, which means it is possible to get in touch with wallets that are not yet registered on the SPKZ platform.

WALLET LOGIN

Login on the platform is managed via a web3 wallet such as Metamask, WalletConnect, Coinbase Wallet, etc... Your web3 wallet is the sole login information required. The fungible tokens and NFTs you own as well as length of time a certain asset was held, is the only data point used for recommendations. No other data is needed nor collected, ever.

BENEFITS

Strong communities start with strong cultures. Strong cultures start with quality conversations. SPKZ minimizes the fake groups and scams probability, thus increasing the chance of building quality holding-based discussions inside a community.

Beyond security and privacy, another benefit of SPKZ is that community creators can now easily identify top followers by the token amount in their wallets, hodling time, or by community engagement, and create VIP treatments for them. Not only is this a fair and objective ranking system, it also becomes more rewarding to be part of a community.

On top of that, the fact that SPKZ is decentralized means there is no central management and nobody can shut down the system if there are people supporting it. In other words, on SPKZ there isn't a local server that stores a lounge. When people create a lounge, they own their infrastructure.

COMMUNITY CREATORS	TOKEN HOLDERS
Frictionless web3 login	Private by design
Verified token holders	No password
Member Identifying	Reduced Spam
One-stop platform	Provable origin of messages
Data ownership	Decentralized

While communication is a basic need for communities, we see SPKZ as more than that. SPKZ aims at becoming a complete community management platform.

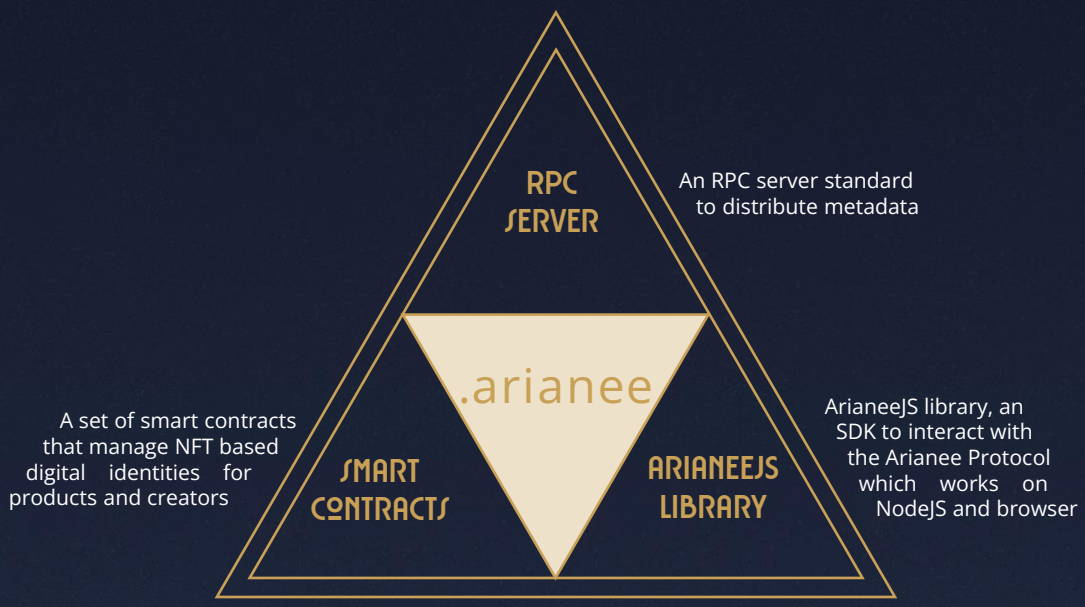
ON SPKZ THERE ISN'T A LOCAL SERVER THAT STORES A LOUNGE. WHEN PEOPLE CREATE A LOUNGE, THEY OWN THEIR INFRASTRUCTURE.

04 ARCHITECTURE

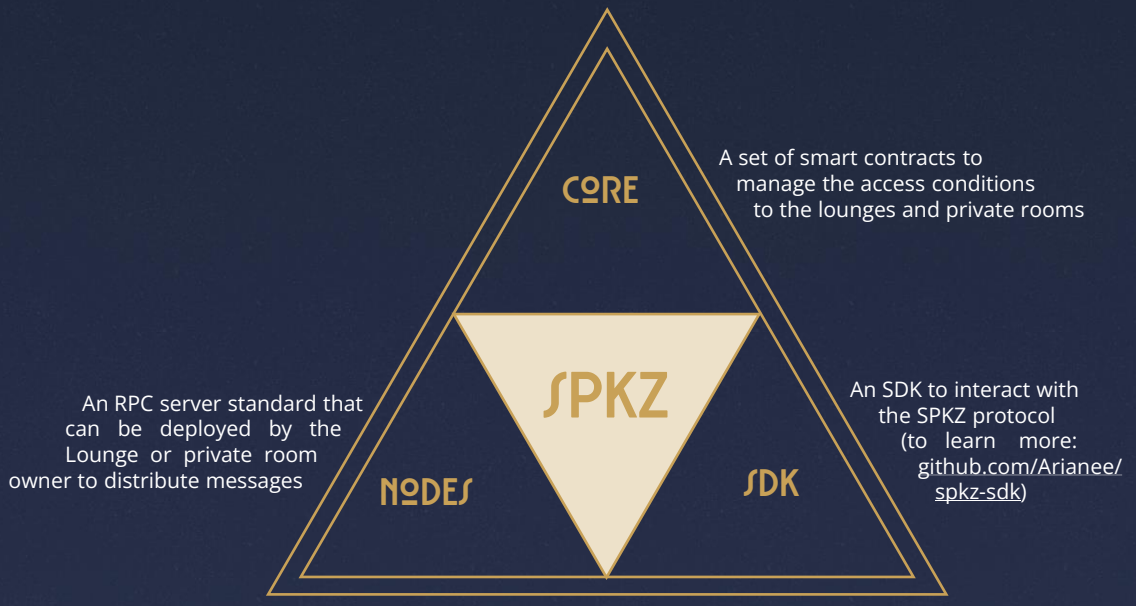
CORE TECHNICAL ARCHITECTURE

The SPKZ Protocol is a repurposed version of the Arianee Protocol (to learn more: https://docs.arianee.org/) deployed on the Polygon blockchain.

The Arianee Protocol consists of three core components:



The SPKZ protocol makes use of these components in the following way:



BLOCKCHAIN CHOICES

The SPKZ smart contracts that manage the overall room and private lounge logic are deployed on Polygon. The choice of the Polygon blockchain was driven by three key factors:

LOW TRANSACTION COSTS

While we try to reduce the need for on-chain transactions, they are still necessary to ensure decentralization. A community management platform could hardly justify high transaction costs for both room creators and community members. Moreover certain transactions should be subsidized and high transaction costs makes the required treasury difficult to justify.

DECENTRALIZATION

Sufficient decentralization is a must. We see decentralization as a spectrum rather than a binary. While Mainnet Ethereum is the most decentralized Ethereum Virtual Machine (EVM) blockchain, high transaction costs and variability make it hardly suitable. We had to select a Layer 2 blockchain.

WEB3 INTEGRATION

Because the SPKZ architecture leverages some of the integration of ERC721 and ERC20 tokens on NFT and DeFi platforms, selecting a blockchain already integrated on these platforms was a must. Polygon's integration with OpenSea, Sushiswap, Aave and Cargo.build were of particular importance in our choice.

While the protocol managing the lounge and private room logics is deployed on Polygon, the token strategies can be implemented with any ERC20 and ERC721 deployed on any EVM blockchain. At launch we will however limit these strategies to Ethereum Mainnet, Polygon, xDAI and POAnetwork. We will add more EVM blockchains gradually.

SPKZ SMART CONTRACTS

The SPKZ smart contracts are the on-chain registry of Lounges and Private Rooms. A SPKZ Lounge or Private Room is an NFT with linked metadata that sets its structure. This metadata is formatted as a JSON. The JSON template can be found here and contains four main categories of information:

LOUNGE OR PRIVATE ROOM GENERAL INFORMATION

This basic information contains a title, a description, a logo, an image and a custom link, which in the case of a private room will link directly to the room itself to facilitate access via OpenSea and other platforms that display token metadata.

RPC ENDPOINT FOR SPKZ NODES

The RPC endpoint address points to the SPKZ node which stores and serves messages that must be stored off-chain.

NOTIFICATION ENDPOINT FOR SPKZ NODES

The notification endpoint is a websocket channel. It is used for real time communication and updates for rooms and user profile updates.

TOKEN GATING STRATEGIES

Token gating strategies are divisible in sections to enable the creation of sub-sections with differentiated token gating requirements. For instance, a “public announcement” section with only a low token requirement and a “VIP section” with a larger token requirement. These requirements define read and write access and can be called on ERC-20 and ERC-721 tokens on multiple EVM chains. Moreover, these strategies can use and/or logical arguments to create complex strategies spanning multiple tokens on multiple chains.

SPKZ NODES

Each lounge and private room is represented by an NFT. The metadata of the NFT defines the token gated strategies that define the conditions to access and write. While the structure of the room is stored on-chain, messages need to be stored off chain. The NFT defines an RPC endpoint redirecting to the server hosting the messages of the room. These RPC servers, or SPKZ nodes, can be self hosted by any lounge or private room owner.

When a node is self-hosted by the owner, nobody is able to read the content unless they meet the token requirements. SPKZ nodes are fully open-sourced and can be hosted on any hosting platform.

SPKZ nodes have different roles :

Check if a user meets room requirements: as a SPKZ node owner, you are sure that users meet requirements to read/write inside a room.

Manage communication flow: messages reception and broadcast.

Member lists: the global member list, per section, is managed node by node to guarantee full decentralization.

SPKZ SDK

LOGIN

Login is managed solely via web3 account management. Metamask wallet is integrated at launch but more wallets will be added gradually including WalletConnect, Coinbase Wallet and TrustWallet.

WALLET MANAGEMENT

In order to reduce the need for wallet signature, we generate a JSON Web Token (JWT) signed by your main wallet. This signature authorizes a temporary burner wallet to send messages on behalf of your main wallet. It cannot do any blockchain transaction. This burner wallet is only valid for a limited amount of time and a new burner wallet needs to be generated at regular intervals. At launch, this time period is set by default to 7 days but might be updated in the future.

USER PROFILE

Verified user profiles are a must for any web3 native platform. The SPKZ platform makes strong choices when it comes to user profiles. Custom profile pictures must be verified by an NFT on a compatible blockchain and custom profile names must be verified by an Ethereum Naming Service (ENS) NFT. Custom profile pictures and names are managed at the lounge and private room level so no more Bored Apes in Cool Cats lounges!

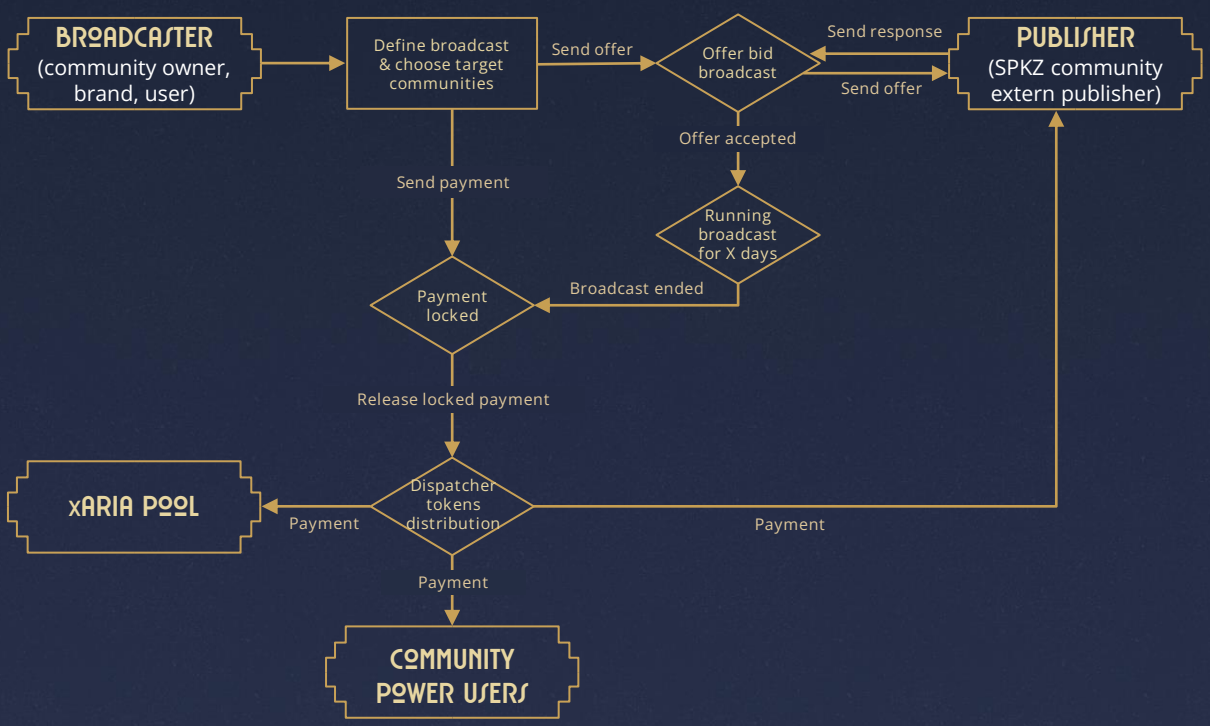
05 TOKENOMICS

SPKZ REVENUE STREAMS

On SPKZ, any community owner, brand, or user can propose to broadcast a paid message to other communities. However, unlike traditional advertising systems where revenues are managed by service providers with little accountability, the revenues from the broadcasting activities on SPKZ will be managed by each lounge according to their chosen governance. We strongly believe that the choice to monetize is the prerogative of the communities and no paid message shall be broadcast without the explicit consent of the community.

Besides the Broadcasting system, we are also working on additional models (e.g. Swapping, Shopping, etc.). Regardless of the model, we make sure community members are in control of this revenue stream. We believe that a transparent and community governed revenue sharing model can both increase community resilience and engagement.

Our revenue scheme represents an “engage-to-earn" model where for the first time ever, individuals can be rewarded for their contributions to the community. A good reward scheme would turn community members into stakeholders, and reinforce the ties that bond them together.

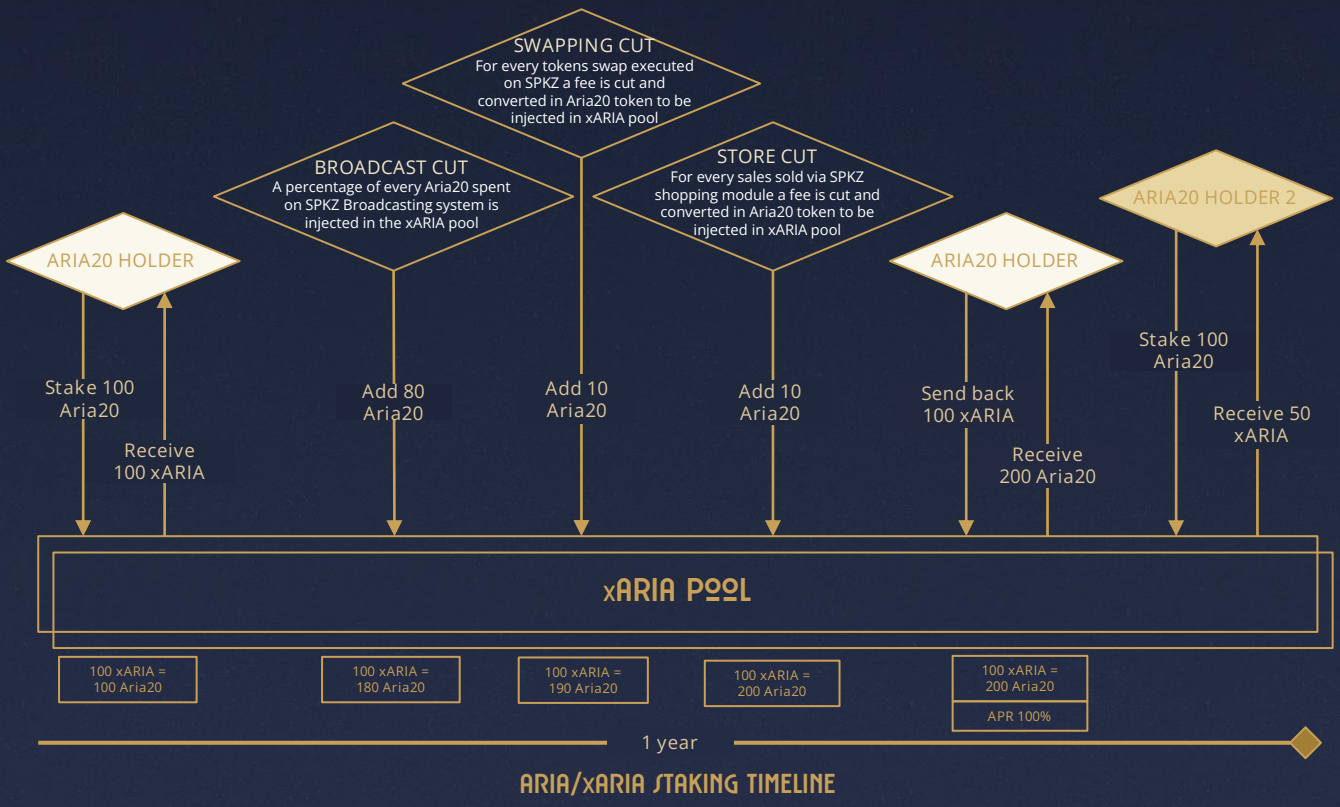


WHAT IS xARIA?

It is a core component of the Protocol's architecture and is essential to its proper operation. xARIA enables the economic incentives which reinforce the decentralization of the SPKZ Protocol.

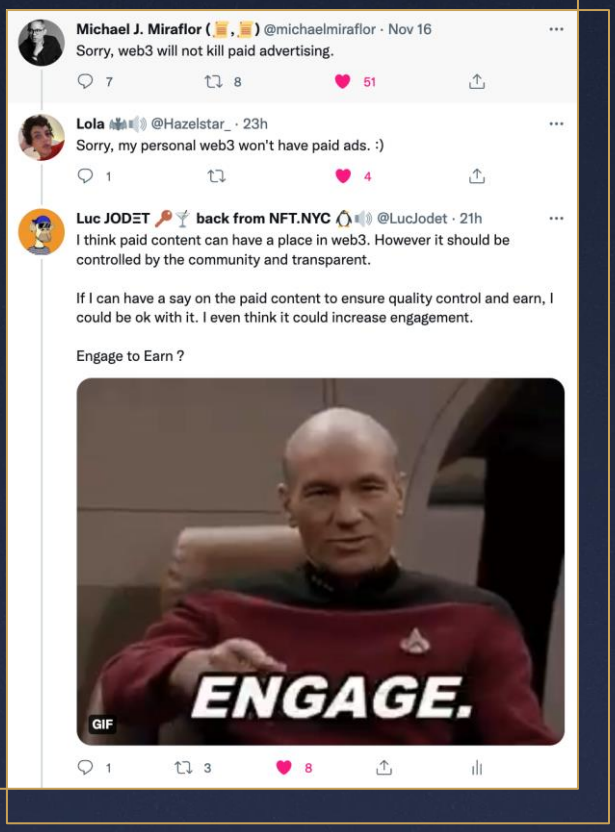
xARIA can be obtained by staking ARIA20. When your ARIA20 tokens are staked, you receive xARIA in return for voting rights. For every ARIA20 spent on SPKZ on every chain, a percentage of the amount is distributed as xARIA proportional to your share of the total xARIA stake.

Your xARIA tokens are continuously compounding, when you unstake you will receive all the originally deposited ARIA20 and any additional from fees.



ARIA/xARIA STAKING TIMELINE

"OUR REVENUE SCHEMES REPRESENT AN "ENGAGE-TO-EARN" MODEL WHERE FOR THE FIRST TIME EVER, INDIVIDUALS CAN BE REWARDED FOR THEIR CONTRIBUTIONS TO THE COMMUNITY. A GOOD REWARD SCHEME WOULD TURN COMMUNITY MEMBERS INTO STAKEHOLDERS, AND REINFORCE THE TIES THAT BOND THEM TOGETHER."



06 ROADMAP

SPKZ's ambition is to become a global full-featured web3 community platform. While wallet connect, message boards and embedded web pages are a first step, SPKZ is continuously developing new features to add value to token holders & communities.

FUNCTIONAL UPGRADES

- WEB3 PLUG INS
- DROPS AND TICKETING MODULES
- PRIVATE TRANSACTION ESCROW MODULE
- VOICE CHANNELS
- COMMUNITY PUSH INTEGRATION
- INVITATION NFT MINTING
- PINNED MESSAGE

INFRASTRUCTURAL UPGRADES

- ADVANCED LOUNGE ADMIN INTERFACE
- TOKENOMICS
- BROADCASTING
- NON EVM BLOCKCHAIN INTEGRATION
- MULTI-WALLET MANAGEMENT
- FULL ENS INTEGRATION
- ZERO KNOWLEDGE PROOF

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