

BRAINERS

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Introduction

Brain Network's flagship project **BRAINERS** is something that has been in development for almost a year, before we were able to start writing this Litepaper documentation.

We wanted to make it perfect before it gets introduced to the general public. Of course, it is still a work in progress as it evolves in parallel with blockchain developments and the wider adoption of Web3.

The idea behind the project is simple. With the advent of Web3 and the lessons learned from crypto projects and building social networks in the past we have identified a new niche in the public content market space.



Web2



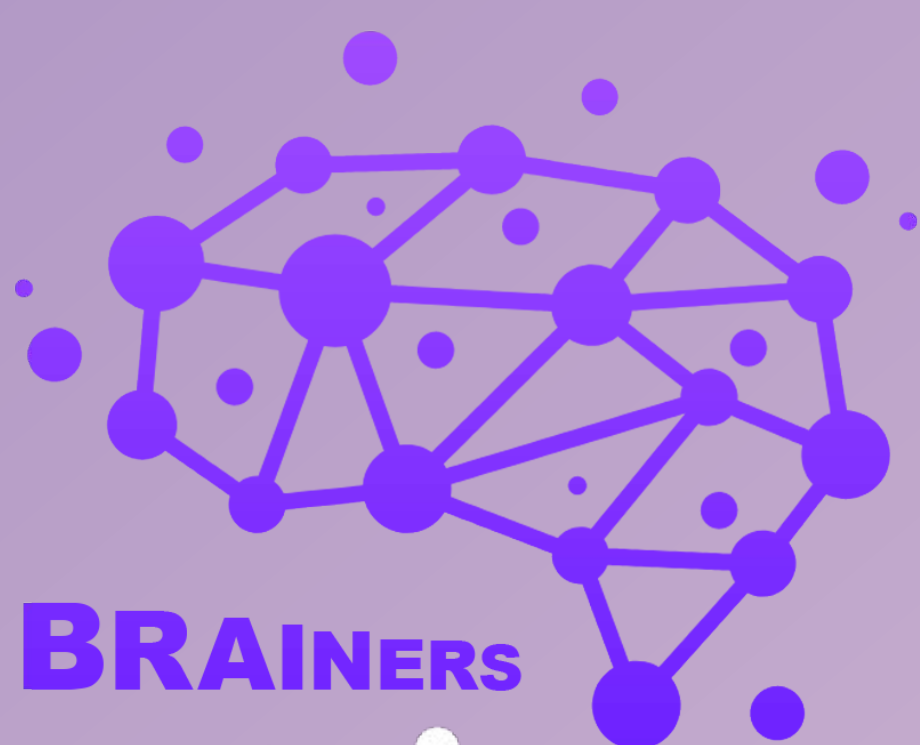
Web3

BRAINERS aims to revolutionize value creation with the next era of social content platforms where users are not only readers and writers of their content, but they are also the owners of them.

It is crucial to understand, that for two decades centralized Web2 platforms have been indeed conquering the digital world, but they did it for themselves. Social Networks weren't truly "social" in the sense of distribution. Data and content was owned and mandatorily shared with the platform owners, and they eventually became gigant monopolies in their respective fields.

Now, with the help of blockchain technology, we create a true decentralized Social system, where users not only own their own data, but they can manage to gain all the benefits that centralized social network companies kept for themselves and became digital superpowers with stellar wealth and influence.

Please read further to learn more about what is **BRAINERS** and why it will be a game changer.

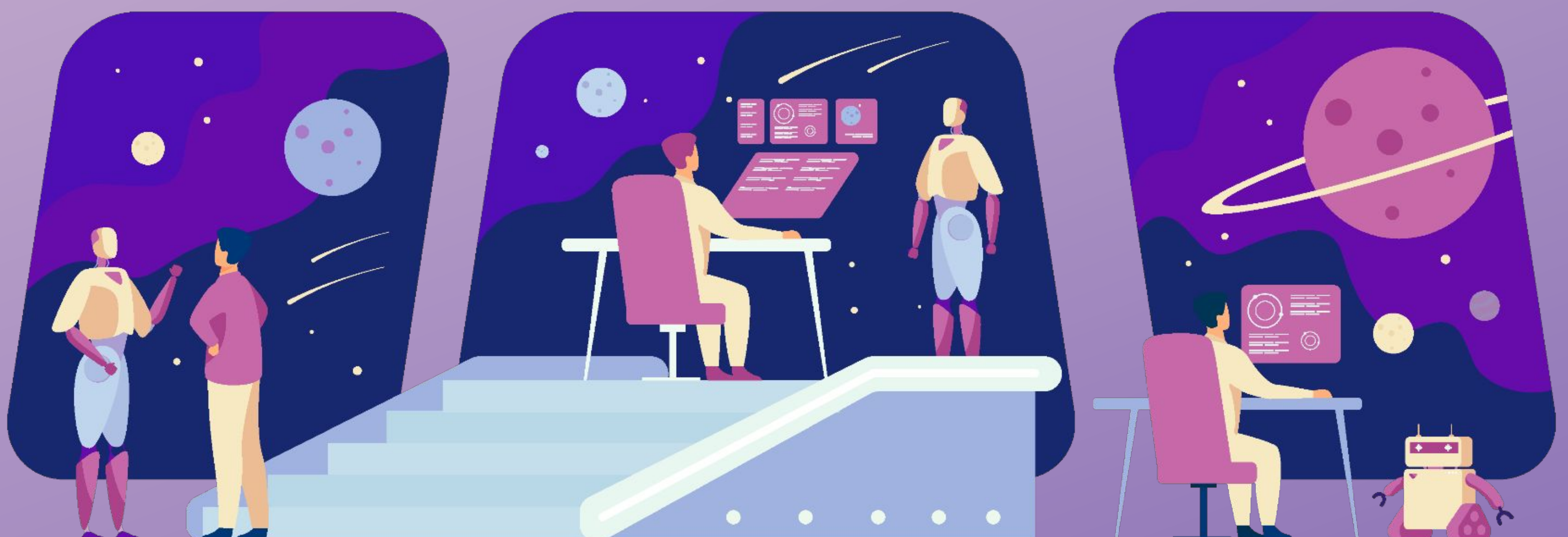


Mission

The exploitation of public content and private data has made some companies wealthy beyond imagination. The product they sold for good money was you.

BRAINERS enables public content to be owned by its creator, you. Or whoever you would sell, transfer or licence to the content. Yes, we are not only making a safer network that protects your presence, but we also reward you for it!

This is the age of Decentralized Finance, where the users define the market and their content drive its value. **BRAINERS** rewards intelligence, knowledge and whoever contributes to its society.



The mission we set for ourselves is to let the content creators of the internet realize they are probably exploited and need to rely on platform owners to succeed in what they do. As an instance, we would like to offer writers, reporters and researchers an opportunity to not only publish their articles themselves, but also own or sell it as they will.

The community of **BRAINERS** would consume their content, eventually reaching heights where contributing to the cause would not only gain a well deserved attention, but also reward the creators with cryptocurrency.

This is where the crypto of Brain Network, **\$BRAIN** comes in play. This is the key element that will provide access to content and what content creators would receive as rewards for their work.

This system relies on multiple monetary systems to be beneficial to both consumers and creators.

BRAINERS - Public Content as an NFT

Brain Network makes it possible to own your content you publish. Wherever you go on the internet to find information, you will see two types of content. Pay- and Free-to-Read. However, in the latter case you are most probably the product, and not the content you are reading. These sites exploit your data to earn profits, but this isn't really our main focus, even though we would solve this too.

BRAINERS will focus on the "paid-to-read" aspect of content sharing. Currently, the most trusted mediums are inaccessible to regular users without subscriptions. One needs to pay even to read a single article or research, but where does this money go? Well, to the company that's running this centralized platform, and if the content creators are lucky, some also goes in their pockets. Sadly, especially in the case of Journals and Research Publishers, the authors of the content usually don't see a dime from the sales. With Web3, **BRAINERS** will make it possible for authors to own their content they publish, and gain all the sales they produce.

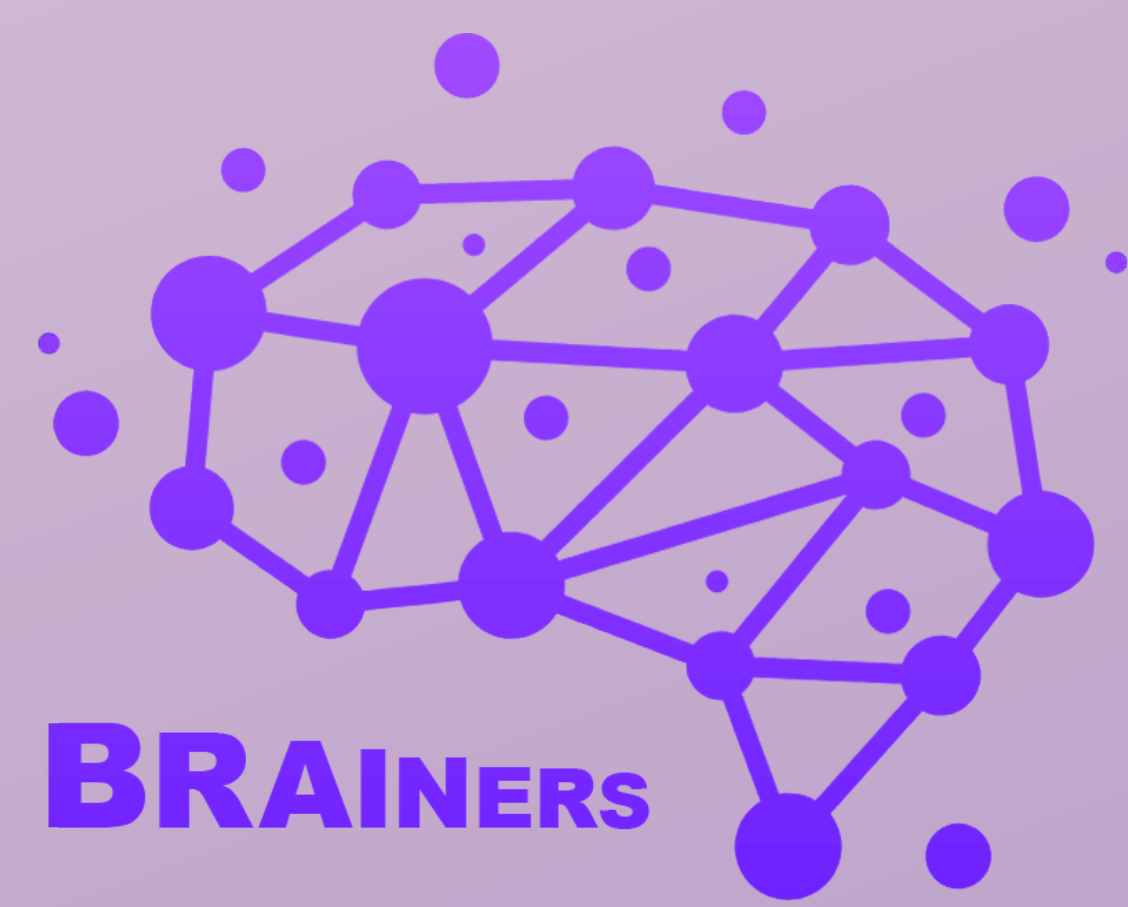
Content Creators will be given a place where they can publish their work, and own them. This content will be authenticated with blockchain technology as an NFT, and from there on, whoever would like to re-publish their work would need to buy the content and pay the licence fees on further exchanges. Therefore, **BRAINERS** is the first NFT Marketplace for authors, researchers, bloggers and other public content creators on the internet!



The other important aspect of this platform is the fact that each content published can be peer reviewed as a form of validation. Users will have the chance to vote on the content with a governance token, and this voting will be protected from abuse by a voting power system called Brain Power.

Thus, **BRAINERS** will enable a new form of information exchange on the internet, while giving the benefit to creators to be able to receive rewards for their work, and consumers can directly support them without the need to pay for any third party that's leeching on both of them.





Staking, Rewards and Licenses

To access **BRAINERS**, you will need to hold \$BRAIN tokens. This is important for different reasons, and may look like a subscription system to the platform in nature, but it's actually the simplest way to directly access the content and support the creators. \$BRAIN is the main reward a content creator gets, and it is paid to them by the system, and the readers individually.

Each content category on the platform will be funded by their dedicated staking pool, and consumers can add their tokens into this pool to get access to given topics within a category. This system has three levels with three different price schematics. Each level needs a minimum amount staked, and this stake will provide yield to the creators who submit content in them.

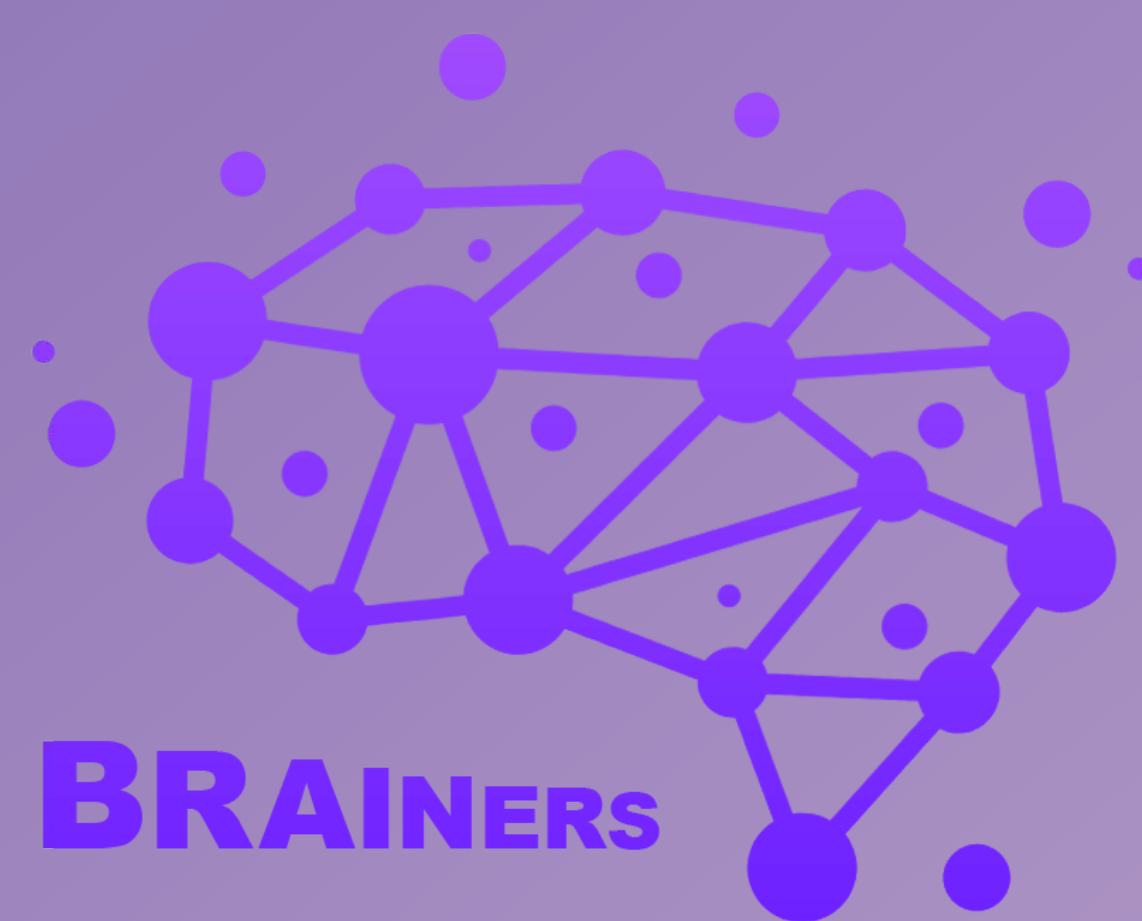
If a user would like to read about a given topic that has little to no content at the moment, they can start a reward pool for it as a bounty, and creators could earn this when providing content to the consumer's need.



Ensuring that nobody stays unsatisfied, when consumers find a content creator good enough, they will have the opportunity to fund their work directly by providing a direct reward pool for this creator. The bigger the pool, the more this creator will earn. And when one or more of the content this creator has made is licensed or sold, their supporters will be also rewarded based on their shares in the reward pool.

The license fee of the content will ensure the creator stays supported upon further exchange, and incentivise the support of more and more consumers. Smart contracts will make sure everything is transparent and automatic. Supporters and creators only need to remember to claim their rewards.

Conclusion



Brainers is an experiment designed to address challenges in the cryptocurrency and the information market by combining the best aspects from both. Brainers presents earning opportunities to content creators and quality intelligence to their consumers in ways that have not existed within the Internet before. Within the Brainers, individuals earn real rewards online that are directly correlated to their contributions. Those rewards may have dollar value due to the market price and liquidity of Brain, and the people who hold Brain may have more exclusive powers than those who do not.

In short, the Brainers sees the future in rewarding intelligence.

*Brainers
team*