



ACTION

Internet of Rewards





ABSTRACT

In the wake of Satoshi Nakamoto's White Paper on Bitcoin in 2008 and the eventual launch of the Bitcoin cryptocurrency in 2009, there have been numerous advancements in Blockchain Technology. Today, with over 1200 cryptocurrencies known to be in existence, it seems like there is no stopping the digital currency revolution. While many of these digital coins are tailored towards payments there are some that offer much more than that.

The upcoming Ardor (Nxt 2.0) Blockchain represents one of the more successful attempts at utilizing Blockchain Technology for more than just supporting a cryptocurrency, but rather as a platform upon which different applications can be built. Using this revolutionary Blockchain Technology, Action Coin aims to help address one of the biggest letdowns of the global Social Media framework.

User-generated content has contributed billions of dollars to the net worth of Social Media companies like Facebook, Twitter, and Reddit. There is a serious dearth of services that provide rewards for the real value-creators on Social Media; individual contributors.

Action Coin seeks to reward these value-creators by providing them with ACTN tokens which may be used to obtain adventure travel rewards. This White Paper details all of the technical and social components of the Action Coin Network

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INTRODUCTION

THE NXT BLOCKCHAIN

Launched in 2013, the Nxt Blockchain is a departure from Bitcoin in that it functions as more than just a digital currency. Nxt (pronounced "next") is a holistic digital platform that supports a wide range of applications and financial services. One of the major criticisms of the Bitcoin Blockchain is that it can only ever be used to service the Bitcoin digital currency. When you consider the enormous cost of energy required for mining and the immense potential of Blockchain Technology as a whole, this seems to be a massive case of under-utilization. Not taking anything away from Bitcoin as it has been a major success and still continues to be, there is a whole lot more to Blockchain Technology than payment processing.

The Nxt Blockchain is a realization of the immense potential of Blockchain Technology. It not only has all the features of a cryptocurrency, it also has the ability to support a whole host of financial, crowdfunding, and governance applications within its core framework. Nxt goes beyond traditional cryptocurrencies by providing modular toolsets which empower users to build other technological protocols that can be run directly on the Nxt Blockchain. What this means is that participants on the Nxt Network have the freedom to create other digital currencies, currency exchange services, online voting protocols, and even set up Decentralized Autonomous Organizations (DAOs) with many-layered functions and applications.



NXT 2.0: ARDOR

Ardor is, in our opinion, the next big thing. It is a block-chain-as-a-service platform which allows the creation of child chains off the main Ardor Blockchain. Rather than having to grapple with the creation, securement and maintenance of a blockchain platform, users need only develop the specific core functioning protocols of their desired applications. With its robust Account Control, Marketplace, and Monetary System, as well as a host of other technologically advanced features, the Ardor platform is well positioned to actualize the unique functions and applications planned for the Action Coin Network.



THE INTERNET OF REWARDS

User-generated content has been the foundation of the entire global information processing system known as the Internet. Prior to the emergence of the Internet, content creation was largely the exclusive preserve of Media Companies, but the case couldn't be any more different these days. With an Internet enabled device, any individual can create content, post it on the web and potentially have it viewed by people across the globe.

In many ways, the Internet can be seen as a type of Blockchain with each computer, server, router and all other peripheral components of its infrastructure seen as nodes. These nodes all contribute to maintaining the global Internet framework. Imagine if there were no user-generated content on the Internet, much of the rich diversity of content available today would not have been possible. The Internet would have been a linear extension of Government and Private Media Organizations. The narrative would not have been as far ranging as it is today. However, because of the abundance of users actively participating in the global Internet community, the entire cyberspace is filled with information, casting illumination upon even the most obscure corners of the globe that might not have been known if not for the power of the Internet.

**User-generated content from across the globe is
the backbone of the Internet**





AT THE CORE OF THE 21ST-CENTURY INTERNET CULTURE IS SOCIAL MEDIA

which accounts for arguably the largest source of user-generated content on the Internet. Some of the largest Internet-based Corporations are Social Media Organizations like Facebook, Twitter, and Reddit. These organizations have tapped into the vast resource that is Social interaction and created platforms that give users the ability to share content free of charge. Due to the popularity of these platforms worldwide, a lot of revenue has been generated by featuring paid advertising content, promotions etc. One large criticism of the scheme of things as far as Social Media is concerned, is that much of the value creation is for the benefit of the Corporations with not much going towards contributors. Considering the fact that the popularity of these platforms has a lot to do with the sheer volume of participants who regularly grow the platform by sharing content and interacting with other users generally, it does seem like a lot more could be done. This is where Action comes in.

Action Coin seeks to create an Internet of Rewards component in the grand scheme of the Internet of Things (IoT)

Action is all about value creation for contributors, who are the pillars of the online social community. This value creation exercise is achieved by means of a rewards program which targets contributors, rewarding them with a cryptocurrency token that can be exchanged for a growing list of rewards. This cryptocurrency token is called Action Coin ("Action", ACTN).

ACTION TOKEN

ARCHITECTURE FRAMEWORK

ACTION TOKEN



DEFINITION

ACTN (an asset issued on the Nxt Asset Exchange; asset id: 13483660838603398727) represents all of the tokens that have been earned or may be earned, by members of the Action Coin Network, as well as tokens that are being held in reserve.



HOW IT WORKS

The mechanism by which the ACTN token works is quite straightforward. Users collect Action by interacting with the Action Coin Network. So by simply signing up on the Action Coin Network, a user is credited with some Action, which can then be used to obtain rewards. Users currently earn more ACTN tokens by referring new user registrations, posting reviews, and other content. Thus, by actively participating in the network, users gain more ACTN.



ACTN ECOSYSTEM

The ACTN Ecosystem is designed to be a fully user-incentivized system where all constituent entities function in a manner that ensures optimum value creation for all members of the Action community. This represents a paradigm shift in the Social Media and Cryptocurrency landscape that greatly encourages individuals to actively participate in social engineering activities while rewarding them for doing so. The current setup of the Social Media space is one that encourages content from users without creating any form of an incentivized-reward system for the users who regularly post content. Any user looking to monetize their social interactions on the Internet has to set up some form of Enterprise which offers products and/or services in exchange for a consideration. The ACTN Ecosystem is set up to create another means of earning value from the Internet without having to be business owners. Early adopters of the Action Coin Network stand the chance to be foundational members of a truly remarkable cryptocurrency revolution.

The ACTN Ecosystem at its core is comprised of Users and Vendors. Users are those who join the network by signing up and referring other users to the network. Users may also be called on to complete other tasks on the network, such as data entry, in exchange for ACTN tokens. Vendors are businesses that are advertised through the Action Coin Network.

A hallmark of the ACTN Ecosystem is that it gives users complete control over their earnings.

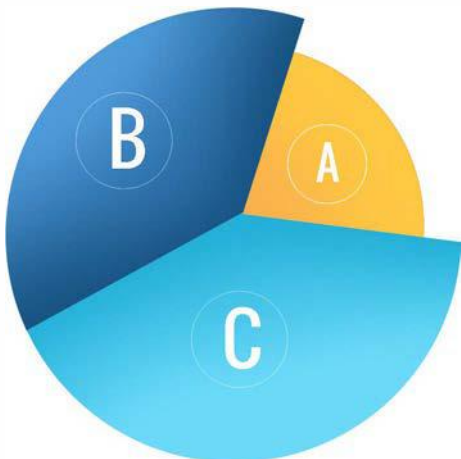
In the spirit of the decentralized nature of Cryptocurrencies and Blockchain Technology in general, users can spend their ACTN tokens anywhere they are accepted. They may also transfer their tokens to other users, which is a feature not supported by most other adventure travel rewards programs. Vendors do not need to establish a formal relationship with the Action Coin Network before they can begin to accept

ACTN TOKEN DETAILS

ASSET	# 13483660838603398727
QUANTITY	10 BILLION
ISSUER	NXT-5F6V-G8RU-ZGV6-7XAXU
EXPLORER	https://nxtportal.org/assets/13483660838603398727

ACTN DISTRIBUTION PLAN

- A** USER ACQUISITION
20% or 2 Billion Action
- B** BOUNTIES
40% or 4 Billion Action
- C** RESERVES
40% or 4 Billion Action



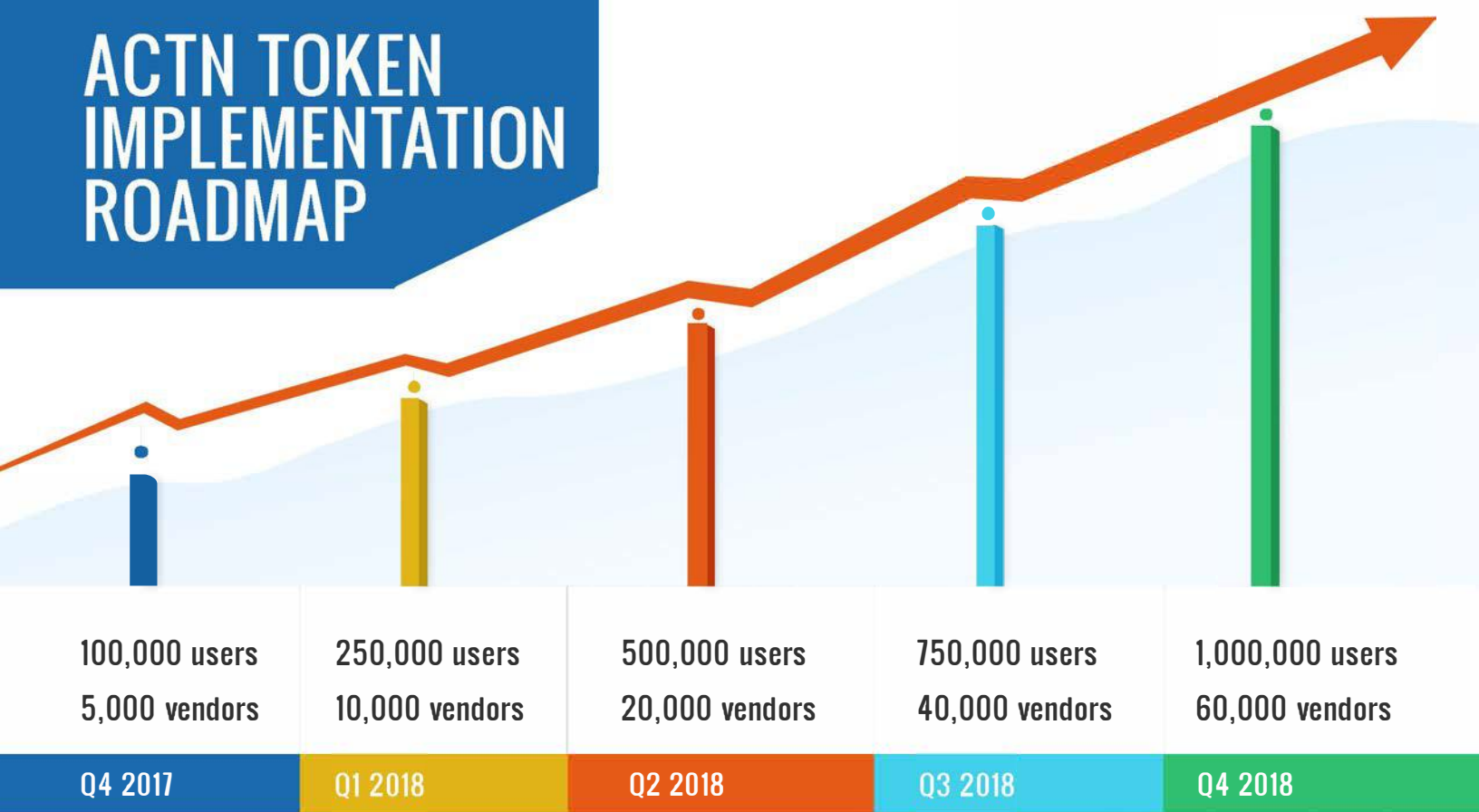
The total number of Action Coins created is

10 BILLION

and the proposed distribution plan is as shown in the chart.

- USER ACQUISITION**
20% or 2 Billion Action
- BOUNTIES**
40% or 4 Billion Action
- RESERVES** 40% or 4 Billion Action

ACTN TOKEN IMPLEMENTATION ROADMAP



KEY EVENTS

Q4 2017

Continue on-going development Action Coin Network of sites.
 Launch first country-specific website: <https://actn.ca>
 100,000 users, 5,000 adventure travel related businesses listed.
 Team building.

Q1 2018

Launch crowd funding campaign.
Token distribution event (March 1st, 2018).
 Launch additional country-specific sites (1-2).
 250,000 users, 10,000 adventure travel related businesses listed.
 Action Coin Network integrated with public blockchain.
 On-going team building.
 Vendor acquisition campaign resumes.
 Team building.

ACTN TOKEN IMPLEMENTATION ROADMAP

KEY EVENTS

● Q2 2018

Launch additional country-specific sites (1-2).
500,000 users, 20,000 adventure travel related businesses listed.
Start development of Android and IOS apps.
Launch consumer direct marketing campaign.
Infrastructure improvements.
Vendor marketing and acquisition campaign on-going.
Team building.

● Q3 2018

Launch additional country-specific sites (2-4).
750,000 users, 40,000 adventure travel related businesses listed.
Launch Android and IOS apps.
Consumer direct marketing campaign on-going.
Vendor marketing and acquisition campaign on-going.

● Q4 2018

Launch additional country-specific sites (4-6).
1,000,000 users, 60,000 adventure travel related businesses listed.
Consumer direct marketing campaign on-going.
Vendor marketing and acquisition campaign on-going.

KEY EVENTS BEYOND 2018

Launch remaining country-specific sites.
Identify new markets and revenue opportunities.
On-going user, content acquisition through Bounty Program.
Consumer direct marketing campaign on-going.
Vendor marketing and acquisition campaign on-going.

THE ACTION TRAVEL NETWORK

The Action Travel Network will be comprised of more than 13 country-specific websites that focus on the Adventure Travel niche. This is part of the Action Coin effort targeted at creating a multinational platform for Action Coin.



Action Travel Network showing COUNTRY SPECIFIC SITES

As stated in the proposed roadmap, these country-specific websites will be created, starting with the flagship site; Canada

<https://actn.ca>





CONCLUSION

The goals of Action Coin are as follows

- ✓ To be approved as a child chain on the Ardor (Nxt 2.0) Blockchain.
- ✓ Build a global platform where user-generated content is encouraged and rewarded.
- ✓ Reward users of the community with ACTN tokens that can be used towards adventure travel rewards.
- ✓ Improve the popularity and market penetration of the ACTN token by encouraging businesses to accept and/or distribute ACTN tokens.

