Answerly
Rewarding the users for sharing information

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1. Overview

In today's world, some of the highest-earning online platforms are based on User Generated Content (UGC). UGC can be defined as any form of content that has been posted by the users

of an online platform. These websites include social media platforms, online forums, Q/A websites, photo or video sharing websites, etc. When it comes to revenue, these platforms rake in hundreds of millions of dollars every year. However, the disturbing truth is that the users who spend their time and energy in order to add valuable content on these websites are not compensated for their efforts. Some platforms go even further by taking away the content ownership rights and discouraging the real authors to republish that content on their personal blogs or websites. The content shared by the users is then used to place relevant ads.

As for some other platforms that do compensate the users for sharing content, may require them to build a huge fan following before they could get started. Some notable blockchain-based projects (such as Steemit) require the users to buy and lock their native cryptocurrency in their accounts before the users start to make any significant amount of money. This type of system only results in making the rich richer, irrespective of the quality of their work. The ones who do focus on content quality are not given any recognition for their efforts if they've not invested in the platform's native currency.

Currently, Quora is the biggest Q/A platform and it mentions itself as "The place to share knowledge and better understand the world". This used to be true until a few years ago but now it can be better defined as the portal for biased, irrelevant, plagiarized, and spam content. Quora doesn't pay the content creators for adding well-explained answers and therefore a large percentage of users have started using the platform for self-promotion. Since the writers on Quora are so obsessed with promoting and adding their business website links on all possible answers, it's impossible to even trust the accuracy of the information available there.

A few years ago, Quora introduced their (invite only) partnership program that allows the users to get rewarded for posting questions. Since then, the platform has been filled with millions of nonsensical questions that only serve the purpose of expanding Quora's questions database.

Taking all these points into account, we've come up with a solution that will eliminate most (if not all) of these problems.

2. How Answerly Works

2.1 Basic Concept

The basic concept of Answerly is to reward the users for posting well-explained and accurate answers on different questions. Unlike many other platforms, we believe that the users should be given an opportunity to make money by posting content without the need of focusing on increasing their fan following, the age of their account on Answerly, or by investing in the native cryptocurrency of the platform. In addition to this, we've made sure that the new users are given equal earning opportunities.

Answerly allows users to earn rewards for two different types of activities:

a. **Posting Questions:** Users will receive fixed rewards for posting questions. Below, you will find in-depth information on how this system would work.

b. **Posting Answers:** Answer rewards would vary depending upon the user's level on the platform. Below, you will find in-depth information on how this system would work.

Once the user has reached the minimum withdrawal threshold, he can easily withdraw his earnings on his Stellar wallet.

- **Stellar wallet:** By withdrawing his earnings on the stellar wallet, the user would receive an email along with other important instructions. In order to make this process smooth, we're utilizing the services of a very well-known Stellar based project called Lobstr.

2.2 User Levels

The user levels on Answerly range from 1-5. A new user on Answerly starts with User Level 1. As he begins contributing to the platform, his user level starts to progress. As we've already mentioned above, the best answer reward varies from user to user depending upon his level.

Here's a table that shows the amount of reward each user is eligible to receive on different levels:

Level 1	Required to upgrade	Rewards
1	10 Best Answers	1 Answerly tokens
2	50 Best Answers	2 Answerly tokens
3	100 Best Answers	3 Answerly tokens
4	500 Best Answers	4 Answerly tokens
5	Max	5 Answerly tokens

The reason for implementing User Levels on Answerly is to encourage the users to remain active and to keep up with the quality of the content. Although it might take a while for a new user to reach Level 5, he will not be required to spend any money on it. However, if the user wishes to automatically jump to the next level without having to wait, he can simply pay (in Answerly tokens) to upgrade his User Level.

This table explains the amount of Answerly tokens that are required to upgrade the User level:

User Levels	Upgrading Cost
Level 1 – Level 2	50 Answerly Tokens
Level 2 – Level 3	150 Answerly Tokens
Level 3 – Level 4	300 Answerly Tokens
Level 4 – Level 5	500 Answerly Tokens

This paid up-gradation system would increase the usability and demand of Answerly tokens. Additionally, it will also ensure the overall sustainability of this system. The number of tokens that are collected from User Level up-gradation will *not* be treated as revenue and will be transferred back into the token supply. In this way, the Answerly team would never fall short of rewarding the users while eliminating the need to further increase the overall token supply.

2.3 Pro Features

We plan to introduce Answerly Pro in the 3rd Quarter of 2020. Answerly Pro would contain a list of features that won't be available for the basic users. Here's the list of features that we're planning to add:

1. **No Ads** – One of our major revenue streams would consist of showing targeted ads on question pages and homepage. However, Pro members will be able to enjoy an ad-free experience of Answerly.

2.**Social Links** – We realize that the brands and small business owners should be given a fair opportunity to drive targeted traffic to their business website. Therefore, the pro members would be able to link their official website and social profile pages on every answer.

3.**Pro Member Tag** – Although the pro membership tag won't serve any usefulness. It will still manage to distinguish the basic users from pro members. Additionally, it will also highlight the reliability of the information shared by pro members.

4.**Access to "Locking Soon"** – Pro members will be given access to the 'Locking Soon' section of Answerly. You can read more about "Question Locking" in the features section.

5.**750 credits per month** – As of now, each user is given 500 credits/month on his account. This will be reduced to 100 credits/month (for basic users) after the introduction of Answerly pro. At that point, the pro members will receive 750 Answerly credits/month.

6.**Analytics** – Analytics would highlight the following details:

- Users who've visited your profile
- The amount of traffic driven to your website and social profile pages
- Number of clicks on your signature
- Top-performing answers

7.**Signature** - Pro members can add a signature that will be shown at the bottom of every answer that they post on Answerly. A signature can be defined as a small text-based ad space that can be utilized to place plain text or links.

Note: We definitely plan to add more features in this list but these are enough to start with.

2.4 Overcoming Spam

Spam is one of the biggest challenges for the platforms that reward User Generated Content (UGC). In order to fight against spam, we've implemented the following functions on Answerly.

a. **In-Built Plagiarism Checker:** At Answerly, we take plagiarism very seriously. All answers that are posted on that platform will be scanned through a plagiarism checker. Anything with less than 80% uniqueness will be automatically rejected.

b. **Best Answer Selection:** Unlike many other platforms that determine the quality of the content based on the number of upvotes, we're currently working on an algorithm that will automatically detect the best answer based on 18 different factors. Since the

number upvotes can be cheated, we believe that it's not an ideal way to go. Although upvotes will be counted as 1 of 18 different factors, we'll not base the entire selection on it.

   c. **Limiting Upvotes:** We realize that some users might try to game the rewarding system by creating multiple accounts in order to upvote their own answers. Therefore, we've limited the new accounts from upvoting unless that have performed 5 actions (Questions/Answers) on their account.

Note: We'll keep on expanding this list with time.

3. Revenue Model

Currently, we're focusing on 2 types of revenue streams for Answerly.

3.1 Pro Membership

Pro-Membership will account for the majority of our revenue. For only $15 per month, it will include all the features that we've already discussed above. According to our estimations, 2-3% of our overall user base will comprise of Pro-Members. This would translate into $30-45 (per month) for every 100 users on Answerly.

3.2 Advertising

Just like many other platforms that allow UGC, we also plan to introduce self-serving ads on Answerly. Advertisers will have the ability to target the audience based on (Gender, Age, Demographics, Interests, and Device, etc). Furthermore, the advertisers will also be able to target questions in relevant niches, allowing them to get a better ROI on their investment.

In order to properly introduce the ads, Answerly needs to have a huge user base and millions of questions/answers in its database. Therefore, for the time being, we plan to run ads from other popular networks like Google, Coinzilla, etc.

3.3 Other Ideas

We have not limited ourselves to just a handful of revenue options. We're open to new ideas that would allow us to generate more revenue without impairing the overall user experience.

4. List of features & functions

Here are some of the most important features and functions on Answerly:

1. Question Locking

In order to select the "Best Answer" on any question, it is important to have a precise timeline on when the best answer will be selected. Hence, we came up with 2 conditions that would determine the exact time of rewards distribution.

The best answer will be selected and the rewards for that question will be distributed upon the fulfillment of either of these 2 conditions:

- **Max Answer Limit:** Each question can have up to 25 answers. Once the question hits the maximum answer limit, the question will be automatically locked. The best answer will be selected 5 days after the question locking occurs.
- **15 Days Limit:** The question will automatically lock (irrespective of the number of answers) exactly 15 days after the first answer is posted. The best answer will be selected 5 days after the question locking occurs.

Note: The question will remain active if it has only 1 "Low quality" answer. Furthermore, the low-quality answer will be disregarded. Initially, the quality of answers will be determined by the Answerly team but will later be replaced by the "Best Answer Algorithm" that we're currently working on.

2. Plagiarism Checker

In order to control plagiarism, all answers will be scanned through a plagiarism checker. The answer will not be published if it's found to be less than 80% unique.

3. Withdrawals

The minimum withdrawal limit is set to 10 Answerly tokens. As soon as the user reaches the minimum withdrawal threshold, he can easily withdraw his earnings on Stellar Wallet.

Note: The users must have phone verified Answerly accounts in order to withdraw their earnings.

4. Commenting

The users can also add comments on answers but there are no rewards for adding comments.

5. Feeds

The users can also view the recent activity of other users whom they're following.

6. User Level Upgradation

Users may upgrade their level for free or by making the payment in Answerly tokens. The free route will take longer to upgrade to the next level whereas the paid route is instantaneous.

7. Pro Membership

For $15/month, Pro Members will be granted access to an additional set of features that are not available for basic users. The full list of features is mentioned above.

8. Minimum Word Count

In order to maintain the quality of answers, we've set the minimum word count to 50. The users are highly encouraged to add well-explained answers.

9. Question Rewards

Questioners will also receive a fixed reward of 0.25 Answerly tokens on their questions. It is important to note that the question reward will be distributed after the best answer is selected.

5. General Token Information

In order to compensate the users for their contributions on the platform, we've introduced Answerly token which is built on the Stellar Blockchain. These tokens will be distributed (as rewards) to the users who post the "Best Answer" for any question. The number of tokens that each user receives would vary depending upon his "User Level".

5.1 Answerly Token Specifications

- **Token:** ANSR

- **Token Name:** Answerly Token

- **Initial Supply:** 1,000,000

- **Blockchain:** Stellar

5.2 Answerly Token Distribution

- 80% of tokens will be reserved to reward the users for contributing to the platform.
- 10% of tokens will be reserved to support the further development of the platform.

- 5% of tokens will be reserved for partnerships and community building.
- 5% of tokens will be reserved for compensating the full-time and part-time employees.

6. Timeline

Answerly has been under development for quite some time. Throughout this period, we've already achieved some noteworthy milestones. However, in this section, we're just going to discuss the future goals of this project.

2020

- Redesigning Desktop and Mobile Site
- Introduction of Pro Membership
- Android & IOS App Designs
- 25K users

2021

- Android & IOS App release
- Best Answer (plus many other) algorithms
- Listing on major crypto exchanges
- 1 million users
- Search engine optimization

7. Beta Availability

Answerly Beta will be available in a limited number of countries. Since we're only focusing on content in English, we're planning to bring users from English speaking countries. By the end of 2021, we hope to expand our platform to more languages and countries.

8. Our Team

Answerly consists of a small team of 8 full-time employees. The key members of this project are:

- Raza Rizvi (CEO and Co-founder)
- Zain Haider (Co-founder)
- Hira Ramzan (Co-founder)