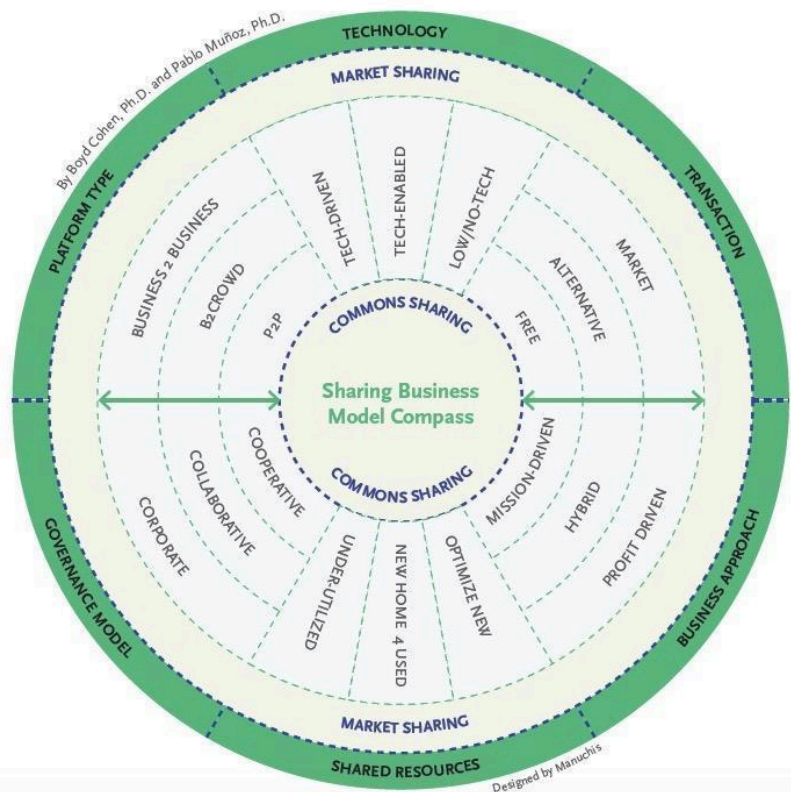


Collabor8 Token: A New Economic Model For Web 3.0

The Web was originally envisioned as a decentralized commons that would, as a new economic environment, better serve the needs of the a new global Internet Citizenship. However, over time it has become increasingly centralised; and its wealth concentrated in the hands of a few stateless corporations whose only motive is profit. This is largely a byproduct of a venture capital model that monopolised capital and financed the computing power and marketing reach to enable a winner takes all form of network effect producing mega corporations like: Google, Amazon, Facebook, eBay, Uber in the West and Alibaba, Tencent and Baidu in Asia. Any competition to this order is quickly acquired, absorbed and often quietly killed off. With every passing year we are reliant on fewer and fewer intermediaries to carry out ever increasing aspects of our daily lives.

These platforms are loosely referred to as 'the sharing economy' or the 'social web' because they enable us to communicate, search, buy and sell via these 'trusted' digital intermediaries through code. Mistakenly referred to as 'peer-to-peer', nothing could be further from the truth. Not only are we still charged a tax on many of these interactions but we now also trade our innermost thoughts and feelings as data in exchange for 'free' or 'cheaper' services, and in return they and their advertisers form a more complete view on us as consumers. This is sold back to us as the convenience of being known and understood across any touchpoint. As such we the user and our data have willingly and quietly become the product.

However, today there is a growing number of movements looking to leverage innovations in open source technologies to take back power from these centralised platforms and instead better distribute their value through alternative business models inspired by the cooperativists of the previous centuries within a 21st century framing, through what are frequently called 'platform coops'. Along with collectives, commons-based peer production and other communities of distributed value creation and exchange, there a range of business model choices determining the continuum from 'platform capitalism' to 'platform cooperativism' which are highlighted in the Sharing Business Model Compass, as summarized recently in [Fast Company](#).



The emergence of blockchain and other decentralised web technologies, which can enable truer peer-to-peer environments, has accelerated the possibility for distributed teams to create independent systems for collaboration, value transfer, coordination and governance. This promises to restore The Web back to it's original founding vision. As a consequence we are now experiencing an explosion in innovation in decentralised business and network models which at the extreme end of the

spectrum take the form of decentralized autonomous organization (DAO), where the organization structure itself is governed entirely by code. Furthermore the tokenisation, fractionalisation and financialisation of value in blockchain now means these open source communities can have for the first time a profit motive to incentivise contribution and adoption.

A CTE Protocol to Scale and Connect Distributed P2P Platforms

Today, we are witnessing a convergence of ideas and activities in the emergent Web 3.0 space, a coming together of the blockchain community, and groups like the platform coop movement. Whilst these two communities could be said to have different political ideals (one traditionally more libertarian and the other socialistic) they both desire the same outcome: to build a parallel and more inclusive financial system. Most importantly they both want to dismantle the monopoly platforms of Web 2.0 for a more decentralised truer p2p sharing economy. To do this, whilst they may want to configure their individual systems in slightly different ways, they need the same toolkit and especially when it will be open source it makes sense to collaborate and not compete for scarce technical talent or create redundancy.

At Collabor8 we look to bring both the p2p, open source, cooperative and blockchain communities together through a common shared protocol with a native token that forms a new economic governance layer for The Web. One that specifically enables and incentivises sharing. That is sharing of time, capital and assets be it physical or entirely digital easily and no to little cost. That allows a transferability of identity and reputation across communities to create a single sharing economy.

To achieve this, we are pioneering four innovations:

- 1) Collabor8 Token Protocol**
- 2) Collabor8 Token**
- 3) Social Currency**
- 4) Collabor8 Foundation**

1) Collabor8 Protocol

At the core of this initiative is the development of a distributed ledger protocol designed to support and connect the diverse and growing movement of platform cooperative type business models emerging around the globe. Decentralised taxi cooperatives, for example in Austin and more recently London, are competing against Uber and Lyft through Uber-like technology, sometimes with support of local governments. Yet each such initiative is still happening at a grassroots level and taken as a whole, the taxi cooperative movement is unlikely to be the killer App to take down Uber. Similar battles are happening in banking, asset sharing (homes, offices, cars, sports equipment, household goods), skills and more.

What the movement needs is an open source protocol for true peer-to-peer sharing platforms to form quickly and compete immediately with entrenched players. Working cooperatively on not only the platform, but also on the app layer will help avoid isolation and hyper-specialization of technology. This

in turn will help the transfer of applications between regions of geography and wealth. For example, a user of Austin's taxi coop app should be able to use the same app (along with their reputation, payment preferences, etc.) when they travel to another city or even country. Of course, each region will need to adapt the technology to local regulations, and each coop can be governed at a local level while maintaining global interconnectivity of the app to ensure a compatible, seamless user experience.

The Collabor8 Protocol aims to rectify this barrier by building open source technology across a range of *horizontal stacks* relevant to true P2P sharing (e.g. registration, reputation management, proof of service, payment, governance) and across different governance models (e.g. worker coops, producer coops, buying coops). This will allow for *Vertical stacks* targeting different types of sharing (money, assets, skills/services, expertise) to support the growing ecosystem of apps being built in communities around the globe.

2) Collabor8 Token

The protocol will be supported through a native Collabor8 Token which in combination aims to serve multiple purposes in the system. The first is to codify the economic rules and principles of the system to incentivise sharing and disincentivise hoarding. Secondly it incentivises the contribution of time or capital to building the system as well as its adoption as well as the growth of the ecosystem of apps on top of it.

The token is being designed with the platform coop movement and leveraging crypto-economics experts, from Outlier Venture and Imperial College of London to ensure utility of, and desired behaviours in, this new digital economy. More specifically this initiative follows the principle of a [Community Token Economy](#).

A 'Community Token Economy' framework enables otherwise competing teams to pragmatically combine their efforts early on within a focused theme. Doing so helps realise common infrastructure to contribute towards building network effect and economies of scale more quickly via a collectively owned protocol and shared 'Community Token'. It helps avoid redundancy and competing over scarce technical talent in blockchain, machine learning and crypto-economics that will inevitably lead to a tragedy of commons.

3) Social Currency

From its inception, the cryptocurrency movement has challenged paradigms regarding the role of governments and banks in our economy and the meaning and capability of currency itself in representing value and facilitating value exchange in society. The Collabor8 Community wishes to build on this tradition by introducing a more holistic approach to money by introducing a social currency within the ecosystem. Apps using our protocol will allow users to exchange fiat currency, tokens and time for the exchange of assets, services and expertise. As the users' reputation increases, through active use of ecosystem applications and through behaviors considered beneficial to sustain and grow the ecosystem, they will obtain more social currency which could be exchanged for tokens of fiat or used to reduce the cost of using the system. The more you share the cheaper the system becomes.

4) Collabor8 Foundation

Collabor8 is seeded by a group of like-minded companies from across the Globe : including but not limited to [Datarella](#) (comprised of a team of distributed banking experts), [Coopify](#) (sharing economy and blockchain experts) and blockchain investment partnership [Outlier Ventures](#), as well as Imperial College of London's Computer Science & Economics Departments. Each work together to collectively realise a shared vision and protocol by committing code, capital, know-how and assets to seed an Collabor8 Foundation.

We are inviting select entities to form an 'MVC' (Minimal Viable Community) with us and build an irresistible center of gravity for the true sharing economy. If you are reading this we are inviting you to join us on this journey.

Early members of the MVC will include partner foundations and industry consortia from around the globe as well as pioneering startups committed to building on the Collabor8 protocol including a cooperative taxi platform, P2P lending platform, worker-owned coop platform, a P2P 3D printing exchange platform and a timebanking platform.

Together, with the community of developers, investors and token users, we will define, design, test, build and govern this new crypto-economic system and its underlying technologies to provide sustainable and resilient monetary and fiscal governance, backed by cryptographically secure proofs.

Values

In order for us to achieve our desired goals for this CTE, it is important that the community embrace a set of shared values which will guide all important decisions of the token design, including embracing emerging concepts like liquid democracy and innovations to reduce hoarding while facilitating an inclusive economy and governance model.

Decisions made throughout the development and execution of the Collabor8 Community Token Economy will be checked against community values consistent with the goals of the platform cooperative movement. Specific values identified include *democratic governance, community economic participation, autonomy and Independence but globally interconnected, meritocracy and inclusivity*.

If you are interested in learning more please contact: boyd@coopify.org

Alternatively you can join the [open slack group](#) to see how you can contribute by following this link:

Further Reading:

The Community Token Economy White Paper can be found on Outlier Ventures [website](#).

