Lite Paper Winstory

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SUMMARY

Welcome ☀️

You've just laid your eyes on the documentation for the **Winstory.io** Web.3 prototype. Your life and your vision will never be the same, once you've perceived the ambition and understood our execution, in this reading.

There will be a Before and an After. In between, Winstory.
Just as there are Companies and Communities. And between both, Winstory.

Winstory.io is the innovative company for advertising, branding, communication, neo-marketing, remuneration, incentives and events.
Thanks to AI Text-to-Film. Thanks to Web 3.

For Companies. For Communities.

We offer interactive Web.3 experiences enabling Companies and Communities to benefit from respective tangible interests.

Interactive experiences, through the co-creation of texts, highlighted thanks to Text-to-Film Generative A.I. and decentralized voting power.
Tangible respective interests, ROI and profits for Companies, exclusive phygital rewards for Communities.
Our Neo-Marketing platform offers companies a new way of communicating and rewarding their communities in a more exclusive way.
Through the security, transparency, trust and traceability of Blockchain.
Our preferred first choice of the Blockchain network goes to all PoS via EVM, before, should be strategic, ensuring that our transactions are fast, cost-effective, and scalable. It must aligns with our commitment to providing a seamless user experience while maintaining the high security and low latency required for real-time engagement.

Web.3 companies first, then Web.2 companies.

Thus, the process from A to Z, is a necessary connection to a Wallet (see *Connect Wallet*) on the part of all Users (Companies & Communities) to access the entire platform.
Connected, an Initiator writes in a block of text, the beginning of a Story highlighting its brand. This beginning of the Story can be represented by the beginning of a scenario, by the creativity of the Company's Marketing/Communication department, using Winstory's services. This can be a pop-culture reference, an imagination based on the recognisable logo, or a text extolling the merits and use of the Company's services.
At Winstory, we don't just create visual content, we craft cinematic experiences. Uploading coherent A.I. film generated with the starting text, turning every brand narrative into a work of art, reminiscent of the seventh art itself. This isn't just neo-marketing; it's a revolution in storytelling, where every frame is designed to captivate, inspire, and leave a lasting impression. Welcome to the future of brand expression.

Administrative

Winstory is registered with the French RCS under the legal entity WINSTORY:

- **Legal form: SAS (Société par Actions Simplifiée)**
- **Activity: Internet portal for blockchain-based services and Web3 marketing.**
- **SIREN: 924927965**
- **SIRET: 92492796500013**
- **VAT number: FR 64924927965**
- **Headquarters: 13 rue de l'Aubrac 75012 PARIS, FRANCE.**

Regulatory Compliance

Winstory operates under French law waiting to comply with applicable regulations for blockchain-based services, including the Markets in Crypto-Assets Regulation (MiCA).

Neo-Marketing Concept (NMC)

Reinventing the Company + Community dynamic is a crucial necessity.

For the economic survival of Companies.
For the human lives of Communities.

The unequal duality is balanced by a harmony of forces on Winstory.

Indifference gives way to recognition.
Time for attention gives way to time for consideration.

You'd be smirking or utopian, only if you didn't see the model as a subtle balance of gains.

Three distinct economic agents hold individual interests :
The Companies, the Moderators, the Communities.
The synergy of each benefit fuels the unique strength of Neo-Marketing.
For each and every one of you.

Marketing (traditional + Web2), as we know it today, is slowly dying and will become extinct when the superpowers of content creation and distribution conferred by A.I. enable each physical individual to match the power of a moral individual such as a Company.

With Winstory, narrative power no longer belongs solely to those with astronomical budgets. It is redistributed, tokenised and democratised.

The NMC is based on a virtuous circle:

- *Companies engage in sincere storytelling, promoting their mission, while achieving measurable objectives thanks to an invested community.*
- *Moderators protect the integrity of the campaigns, aligning their decisions with criteria of quality and fairness, and rewarding them for their commitment.*
- *Communities have become co-creators, actively participating in the stories that affect them, giving them a central role in the development of favorites brands and projects.*

Every interaction on Winstory is a thoughtful act of creativity. Profits and rewards are not just numbers, objects, experiences or tokens. They are the tangible result of human investment.

Winstory is not building yet another reward system.
We are building a new economic era where profit becomes synonymous with participation, where power is distributed, where innovation is a response to human needs, where creativity is a solution to escaping this world, where imagination brings us closer to other imaginations.

This is the birth of Neo-Marketing:

- *Neo-Marketing where transparency prevails over manipulation.*
- *Neo-Marketing where individual and collective creativity eclipse central authority.*
- *Neo-Marketing where the storytelling economy redefines perceived value.*

Neo-Marketing is not an alternative. It's a revolution. A vision. A certainty that the best stories, the ones that change the world, are the ones we write together.

Vincent ROUX - CEO

Pitch & PMF

Blurb : The Netflix of Collaborative Advertising, thanks to A.I. Gen and Blockchain.

In one sentence : *Winstory transforms storytelling into an interactive advertising and cinematic experience with Gen A.I. + Blockchain, driving engagement, visibility, economic profits and notoriety for all B2C Companies, and exclusive rewards and sense of belonging for their communities.*

Elevator Pitch :

Winstory transforms advertising into an interactive video co-creation experience, powered by A.I. and secured by blockchain.
B2C companies launch a video starter story, set rewards, and the community completes it individually.

Each contribution is scored by decentralized Moderators $WINC stakers, validated or rejected collectively.

Result:
👉 **Brands gain visibility, engagement and ROI.**
👉**Contributors receive tokens, exclusive access or rare items.**
👉 **Stakers shape the ecosystem and decide the ad network, with active/passive earns.**

Winstory is the new collaborative advertising network of this century, where every interaction and personal interest creates value for the ecosystem.

In 3 clear, concise punchlines:

- Winstory redefines storytelling and traditional Marketing (zombified consumers), and introduces Neo-Marketing (implicated consum'actors), with A.I. Generative Text-to-Video and Web3.

- The new advertising network of this century, the Netflix of collaborative ad on Web3, beautiful, sophisticated, magical, spellbinding visual content, co-created, initiated by Companies and completed by individuals Communities.

- It's a Win-Win situation for everyone involved: more visibility + more engagement + more economic benefits for companies (All B2C worldwide), and exclusive rewards + a sense of belonging for communities (worldwide).

Traditional Way : Empower B2C Web2 and Web3 companies to reimagine customer engagement. By gamifying airdrops, sales interactions, and the entire customer experience, Winstory integrates rewards directly into the brand's universe using Text-to-Film Gen AI. Protected by blockchain, this innovation strengthens trust and transparency.

What's in it for them ?

- **Companies enjoy enhanced ROI, accelerated customer growth, increased profits, and unmatched brand awareness.**
- **Communities benefit from a sense of belonging, enriched through exclusive rewards: digital items, unique access, and premium experiences.**

New Way : Initiation and Completion of film content powered by Text-to-Video Generative A.I. by individuals allowing ownership rights and remuneration associated with tokens rewards for best contents moderated by validators stakers.

In in-depth discussions I've had with a wide range of people, novices and experts in new technologies, it became evident to me, as Founder, that Winstory innovation, the paradigm shift towards greater community involvement, could be confusing. Here's how to explain Winstory's added value to anyone, from children to experts, by changing ourselves the rules of the traditional pitch :

"Pitch me, what is Winstory ?"

" Ok, but first, what is your favorite company ?"

" [Company name] "

" Great, imagine this company distributes a limited number of a product (or service) that you dream of owning, for example [product or service from Company name].
To get access to it, you have to use your creativity to imagine the continuation of a visual and textual little story. The company starts and you finish, which means you're important to them! And if you make a really good completion of the initial story, you can get an even better premium reward from the company !
This is Neo-Marketing from Winstory"

Product Market Fit

Building a useful product isn't enough.
We create an eco-system in which users reinvent the way they work, collaborate, communicate, create and co-create.
Winstory doesn't simply sell a suite of technical functions.
It's selling a vision, a transformation, a paradigm shift.
The challenge is that our future customers, be they companies, individuals or even moderators, often don't know that they need it.
They may be looking for incremental 'improvements' to tools they already know, or worse, they may not be looking for anything at all.
Ensuring that they perceive what they really need isn't just a question of neo-marketing, it's the very core of our mission.
We don't just sell completeness.
The quest for product-market fit means bringing the product and the promise closer together.

3 things : <u>Knowing who to tell</u> *and* **<u>What to say</u> ➡<u>To sign it in a telephone conversation</u>**

CEO : Interest : **Strategic growth, innovation, and long-term sustainability.**
"Winstory offers a unique opportunity for brands to harness the power of community engagement through blockchain technology. By utilizing our platform, your company can not only increase brand loyalty but also drive revenue through innovative storytelling and reward mechanisms. This is a strategic move that positions your brand at the forefront of the new marketing in the age of A.I. power and Web.3 trust."

CMO : Interest : **Brand visibility, audience engagement, and measurable ROI.**
With Winstory, you can revolutionize your marketing strategy by creating interactive stories that resonate with your audience. Our platform enables you to foster deeper connections with your community while providing measurable outcomes that enhance your revenue effectiveness. This is your chance to differentiate your brand in a competitive market."

Brand Managers *:* Interest *:* **Loyalty, engagement, personalized experiences.**
Winstory empowers you to cultivate stronger relationships with your customers by enabling them to become active participants in your brand's narrative. By integrating our platform, you can offer personalized rewards and exclusive experiences that enhance brand loyalty and engagement, ensuring your brand remains top-of-mind for your audience."

Marketing Teams *:* Interest *:* **Innovative campaign effectiveness, and audience insights.**
Leverage Winstory's advanced tools to create compelling campaigns that drive participation and engagement. Our platform not only simplifies the process of community involvement but also provides valuable insights into audience preferences, enabling you to refine your strategies and maximize impact."

Paint points resolution by Winstory

Winstory is designed to revolutionize the link between Companies and Communities, by providing precise solutions to the marketing pain points encountered by **Web2 and Web3** economic agents.

Thanks to innovative neo-marketing, Winstory places community engagement at the heart of growth strategies, offering companies a new way of building solid, authentic and lasting relationships with their users.

Marketing issues facing Web2 companies : Winstory solutions with supporting figures

- **Centralisation of communication channels**

Key figures: 43% of companies say that Facebook's algorithm is reducing their organic reach, while 75% of brands are increasing their advertising budgets to compensate for this.

Case studies: Major companies, such as Adidas, have adopted a direct marketing model, switching from social networks to proprietary platforms. As a result, they have reduced their dependence on algorithms and increased user engagement by 30%.

Winstory, by offering a dedicated, decentralized platform, provides a similar solution, but one that is more robust thanks to the addition of staking reward mechanisms.

- **Passive engagement**

Key figures: According to a HubSpot study, only 3% of Web2 brand users interact regularly with the content they consume. Furthermore, 96% of website visitors leave without interacting.

Winstory solution: By implementing a staking and rewards model, engagement on the platform could increase by 50%, as demonstrated by similar Web3 initiatives such as STEPN and Axie Infinity, where users are encouraged to interact and actively participate thanks to tokenized rewards.

- **Dependence on influencers and paid advertising**

Key figures: The influencer marketing market is estimated to be worth $16.4 billion by 2022, but a study by Mediakix shows that 61% of marketers struggle to measure the ROI of influencer campaigns.

Winstory solution: Rather than relying on external influencers, community ambassadors on Winstory can generate a more direct return on investment. According to an analysis by Cointelegraph, community reward models deliver a 25% higher ROI than traditional marketing strategies.

Loyalty problems

Key figures : Companies with an active loyalty programme see a 77% increase in customer retention, according to a study by Accenture . However, 80% of Web2 loyalty programmes suffer from a lack of enthusiasm among users.

Case studies: Winstory, with its WINC staking programme, is inspired by the Binance model, which has seen its users commit more than 40% of their assets to staking programmes, thereby boosting long-term loyalty.

Problems of transparency and trust

Key figures: A PwC survey reveals that 87% of consumers believe that brand transparency is an essential criterion in their purchasing decision.

Winstory solution: Thanks to blockchain technology, companies can not only ensure total transparency, but also reduce the costs associated with data management by 20% to 30%, according to a report by IBM Blockchain .

Marketing issues facing Web3 companies: Winstory solutions with supporting data

Adoption and customer experience

Key figures: A Deloitte study found that 84% of business leaders believe in the benefits of blockchain, but 68% of consumers still don't understand the technology .

Winstory Solution: By simplifying access to blockchain, making it virtually invisible, and gamifying the experience, Winstory aligns with case studies like Coinbase, whose strategy has increased its user base by 25% in one year . Winstory makes this adoption even more fluid by directly associating the fluid experience with WINC token rewards, always focused on the customer experience.

What human beings aspire to in a show is the framework of a society based on the emotional, which provokes the subconscious, the first information that reaches the head is the perception of the visual. Winstory goes in this direction by proposing and highlighting, through its system, the most incredible filmography contributions, at the last frontiers of the imaginable.

Volatility and uncertainty

Key figures: Token volatility remains a major challenge in Web3, where prices can fluctuate by 20% in a single day.
Case studies : Projects such as Aave and MakerDAO have implemented staking systems to stabilize their tokens, reducing volatility by 10% while increasing user confidence. Winstory offers a similar model, where users are encouraged to hodle and stake their tokens, thereby reducing speculative behavior allowing access to content moderation and remuneration for the work done.

Intensive community involvement

Key figures: Studies show that well-structured Web3 communities, such as the Uniswap community, generate up to 5 times more engagement than Web2 communities.

Winstory solution: With its gamification and staking mechanisms, Winstory enables companies to increase engagement by up to 50%, inspired by examples such as Axie Infinity, whose winnable game model has generated massive participation.

Governance and shared control

Key figures : Projects using decentralized governance systems, such as Yearn Finance, have seen a 30% increase in adoption due to active community participation in decision-making.

Winstory solution: Winstory offers similar governance staking mechanisms, enabling companies to delegate certain strategic decisions while retaining an overall view of the project. This strengthens commitment while preserving the long-term vision.

Safety and regulatory issues

Key figures: Blockchain security is a major concern: in 2021, hacking cost web projects nearly $14 billion3 .

Winstory solution: Winstory integrates audited smart contracts and a secure blockchain architecture, reducing the risks for businesses. Chainlink, have instilled confidence in their users by securing more than $20 billion in assets through regular audits.

Traditional Way & New Way

During the development of this prototype, thanks to the expert guidance of Advisor Bilal EL ALAMY, CEO of Europe's largest Web.3 incubator, **PyratzLabs**, an additional innovative approach arose and was further explored for the development of the V.1 (after the PoC / MVP parenthesis).

→ To create initial content available to everyone, and not just to companies !

Every imaginative, creative, individual can initiate the beginning of a story with a text + a film and let other people complete the rest with their texts + their films.
And always Stakers moderating contents
With exclusive reward by WINC pool price for 3 best contents.

This is what we'll call the New Way in this document.
New Way = Community to Community

As complement of new experience to the **Traditional Way = Company to Community**
To learn more about the Traditional Way Business Model, please visit [this document](#).

New Way will be developed as soon as the concept of the initial phase (traditional way) has been validated and will enable community traction. Winstory will develop the New Way during future evolutions of the platform in a timeframe that is relatively close to the Traditional Way, in proportion to the expectations of the communities and evolutions in technological uses and habits with the democratisation of access to filmographic generative A.I.

Connect Wallet

The first mandatory step in accessing the platform's services.

→ Without a connection to the wallet, users simply browse the presentation page, without being able to access the experiences (except PoC / MVP phase)

To click and access the platform, you need a wallet connected to an Ethereum network.
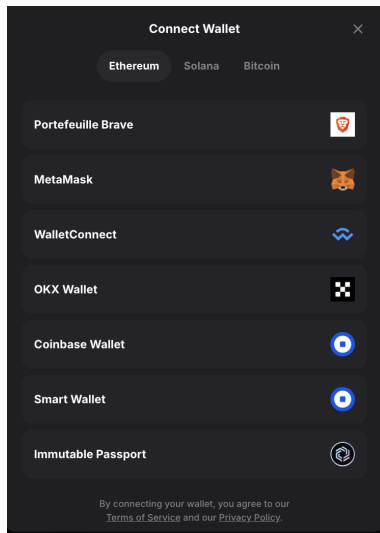
Gateway to Winstory Experience

The first step to unlock the full potential of Winstory is connecting your wallet. This isn't just a formality, it's your key to an immersive and interactive Web.3 experience that bridges the gap between Companies and Communities.

Why is Connecting Your Wallet essential?

Without a connected wallet, users can only access the basic presentation pages of the platform. These pages provide an overview, but the real value lies beyond this initial glimpse. To truly participate, engage, and benefit from everything Winstory offers, a wallet connection is mandatory.

- **For Initiator :** Connecting a wallet allows you to initiate and participate in dynamic marketing campaigns, co-create branded content, imagine the beginning of a story that you want share to the world and interact with stakers and audience in real time. It also ensures that all transactions, from content creation to rewards distribution, are secure, transparent, and traceable, thanks to the Blockchain.
- **For Completers:** Your wallet connection is your ticket to participating in story creation and earning exclusive phygital rewards. By connecting your wallet, you gain access to interactive experiences where your voice and creativity can directly influence brand narratives.
- **For WINC Stakers :** At the core of our process, with your trust and confidence in our WINC token, you become moderator, validating, refusing, voting, contents and earns major part of minting WINC from Initiator and Completers

How to Connect Your Wallet ?

To access the full suite of Winstory's services, follow these simple steps:

1. **Choose a Compatible Wallet:** Ensure you have a wallet that supports Ethereum-based networks. Popular choices include MetaMask, Trust Wallet, and others that are compatible with the PoS.
2. **Click on 'Connect Wallet':** This option is prominently displayed on our platform. A pop-up will guide you through the process.

3. **Authorize the Connection:** You will be prompted to authorize the connection between your wallet and Winstory.io. This step is crucial for securing your interactions on the platform.
4. **Confirm the Network:** Ensure your wallet is connected to the Ethereum network, or specifically to the choosed PoS network for optimal performance on Winstory. If needed, switch networks directly from your wallet.
5. **Begin Your Journey:** Once connected, you are now part of the Winstory ecosystem. Companies can start crafting their stories, and communities can dive into the interactive experiences awaiting them.

Security and Privacy

We understand the importance of security and privacy in the Web.3 space. When you connect your wallet, rest assured that:

- **Your Assets Are Safe:** Winstory.io does not have access to your funds or private keys. All transactions are managed through smart contracts that operate transparently on the blockchain.
- **Data Privacy:** We do not collect personal information without your consent. Your wallet serves as your identity, and all interactions are anonymized unless you choose to disclose details.
- **Immutable Transactions:** Thanks to the blockchain, all interactions on Winstory are secure, tamper-proof, and verifiable. This ensures that your contributions—whether as a company or a community member—are recorded and respected.

A Simple Step with benefits

Connecting your wallet is more than just a technical requirement—it's your entry point into a world where companies and communities co-create, interact, and grow together. This simple step ensures you are fully equipped to explore the innovative experiences that Winstory.io has to offer, with the security and transparency that only blockchain technology can provide.

Wallet on PoS

PoS goes deeper, integrating directly with our core process and philosophy at Winstory.io.

- *Staking and Content Moderation*

One of the most innovative aspects of our platform is the way we leverage staking on the PoS network, in direct relation to the Ethereum ecosystem. Stakeholders in our ecosystem are not just passive participants—they become active validators and moderators of contents within the Winstory platform.

- Stakeholders as Validators: Those who stake WINC tokens on the platform take on the role of validators, ensuring that content created through our co-creative processes is aligned with community standards and the brand's vision. This decentralized moderation system adds a layer of trust and authenticity to the stories generated, as the community itself plays a key role in maintaining the quality and integrity of the narratives.
- Ethereum Integration: By building on PoS, we inherit the security and decentralization strengths of the Ethereum network. This is crucial, as Ethereum remains the gold standard in the blockchain space, providing a solid foundation for staking and validation processes. The Ethereum-based staking mechanism ensures that validators are incentivized correctly, and that the moderation process is both fair and efficient.

Advantages of PoS for Winstory

The PoS network brings several unique advantages that are perfectly aligned with Winstory's objectives:

1. Scalability: As Winstory grows and more companies and communities join the platform, the demand for processing power and transaction throughput will increase. PoS offers the scalability we need to handle high volumes of transactions without compromising speed or efficiency. This ensures that our platform remains responsive, even during peak activity periods, allowing for real-time content creation and interaction.
2. Cost-Effectiveness: One of the primary challenges in blockchain-based platforms is the cost of transactions, particularly gas fees. By leveraging PoS, we can significantly reduce these costs, making it economically viable for both companies and communities to engage in frequent interactions on the platform. This cost-effectiveness is crucial for encouraging widespread adoption and consistent participation.
3. Security: The PoS technology enhances security by enabling private transactions that still benefit from the full security of the Ethereum network. This is particularly important for Winstory, where sensitive data and intellectual property need to be protected without sacrificing transparency.
4. Interoperability: PoS compatibility with the Ethereum network ensures that our platform can seamlessly interact with other Ethereum-based applications and ecosystems. This opens up opportunities for integration, expansion, and collaboration with other Web.3 projects, further enhancing the value we provide to our users.

5. Low Latency: For a platform like Winstory, where real-time engagement is key, low latency is non-negotiable. PoS architecture is designed to minimize delays, ensuring that all interactions—from staking to content moderation—happen with minimal lag, providing a smooth and dynamic user experience.

Introducing PoS Technology: The Future of WINC Transactions
The PoS technology will also play a critical role in our Buy/Sell and Stake WINC processes. By integrating PoS into our token economy, we ensure that all WINC transactions—whether buying, selling, or staking—are conducted with the highest standards of security and efficiency.

- Secure and Private Transactions: PoS allows for Zero-Knowledge Proofs, where transactions can be verified without revealing the details of the transaction itself. This is a game-changer for protecting user privacy and securing sensitive data while maintaining full confidence in the validity of each transaction.
- Efficient Staking Mechanism: The staking mechanism on PoS not only supports our content moderation process but also ensures that WINC tokens are used effectively within the ecosystem. By staking WINC, users contribute to the platform's governance, influencing decisions, and maintaining the quality of content, while also earning rewards for their contributions.
- Seamless User Experience: The integration of PoS technology ensures that the process of buying, selling, and staking WINC is as frictionless as possible. Transactions are processed quickly, with minimal fees, enabling users to focus on what matters most—engaging with the Winstory community and co-creating stories.

A Strategic alliance for Web.3 excellence
Choosing PoS is not just a technical decision, it's a strategic alignment with our mission to revolutionize the neo-marketing way companies and communities interact in the Web.3 space. By leveraging this cutting-edge technology, Winstory.io positions itself at the forefront of decentralized content creation, offering a platform that is secure, scalable, cost-effective, and deeply integrated with the Ethereum network.
As we continue to develop and expand our platform, PoS will remain at the core of our technological infrastructure, enabling us to deliver on our promise of a seamless, engaging, and rewarding user experience.

$WINC

Winstory ecosystem

At the core of Winstory lies our native token, **$WINC**, which serves as the essential link binding all economic agents within the diverse experiences we offer.

$WINC is a utility token designed to facilitate access to features and services within the Winstory ecosystem. Additionally, through staking, $WINC holders can actively participate in content moderation, earning rewards derived from paid MINTs initiated by companies and communities.

While $WINC provides staking-related benefits, it does not represent equity ownership, voting rights outside the platform, or entitlement to dividends. The token complies with European MiCA regulations for utility tokens, with its primary purpose focused on incentivizing engagement and supporting the growth of the Winstory ecosystem.

Transition Strategy for Payments: From Stablecoins to $WINC

In the Winstory ecosystem, payments for MINTs, staking rewards, and community contributions play a pivotal role in fostering adoption and ensuring trust. To achieve this, Winstory will implement a **progressive transition strategy** that begins with stablecoins and evolves towards exclusive payments in $WINC. This strategy is designed to reassure participants during the early stages while gradually increasing the utility and demand for $WINC.

Phase 1: Payments in Stablecoins

Objective: Build trust and simplify adoption by using widely accepted and stable assets (e.g., USDT, USDC etc..).

- **Companies**: Pay the initial Campaign MINT in stablecoins. Initial MINT will be decided by DAO in the future versions. At the beginning, the initial is 1000 :
  - $490 is allocated to Winstory.
  - $510 is distributed among stakers as rewards for their moderation and validation efforts.
- **Community Members**: Pay participation fees in stablecoins to contribute to campaigns and unlock rewards provided by the initiating companies.

- **Stakers**: Receive their rewards in stablecoins for validating and moderating content. This ensures stability and reduces exposure to crypto-market volatility in the early phases.

Rationale:

- Stablecoins minimize risks associated with price volatility.
- Encourages adoption by companies and community members unfamiliar with cryptocurrency dynamics.

To foster trust and adoption during Winstory's early phases, payments for MINTs and complementary contributions will initially be made in stablecoins (e.g., USDT, USDC). This ensures stability for all participants while the $WINC token establishes its utility and market presence.

Phase 2: Mixed Payments in Stablecoins and $WINC

Objective: Introduce $WINC as a payment option, incentivizing its use while maintaining stablecoin support.

- **Companies**: Can choose to pay MINT fees in stablecoins or $WINC.

  - **Incentive**: Companies paying in $WINC benefit from reduced fees or additional perks, such as priority listing or enhanced visibility.
- **Community Members**: Gradually gain the option to pay participation fees in $WINC, receiving additional rewards or bonuses for doing so.

- **Stakers**: Begin receiving a portion of their rewards in $WINC, with bonuses for choosing full $WINC payouts.

Rationale:

- Encourages ecosystem participants to adopt $WINC without forcing an abrupt transition.
- Builds liquidity and demand for $WINC while maintaining flexibility.

"During the transition phase, participants will have the option to pay fees in stablecoins or $WINC. Incentives such as reduced fees and bonus rewards will encourage the gradual adoption of $WINC, aligning with Winstory's growth and increasing the token's utility.

Phase 3: Exclusive Payments in $WINC

Objective: Establish $WINC as the sole currency within the Winstory ecosystem.

- **Companies**: All MINT fees must be paid in $WINC. This creates sustained demand for the token as it becomes integral to launching campaigns and engaging with the platform.

- **Community Members**: Pay exclusively in $WINC for participation and access to rewards, further embedding the token's utility in the ecosystem.

- **Stakers**: Receive all rewards in $WINC, aligning their incentives with the platform's token-centric growth strategy.

Rationale:

- Solidifies $WINC's role as the ecosystem's lifeblood.
- Ensures long-term sustainability and alignment between participants and the platform.

As Winstory grows and $WINC becomes the cornerstone of its ecosystem, all payments—including MINTs, staking rewards, and community contributions—will transition to the native $WINC token. This ensures long-term sustainability and aligns incentives across the platform.

Whether you're :

- a Company (Web.3 phase 1, then Web.2 phase 2) driving innovative marketing campaign as initiator/starting
- an initiator/starting Community member creating content to share the world your creativity and infinite imagination
- a WINC staker allowing you to valid, refuse, and vote for contents, moderating contents on platform and earning rewards for your pro-activity
- a Completer, as Community member, co-creating starting content, to deliver the best synergy with initiate contents and earn exclusive and incentive rewards

Tokenomics

- Total Supply : A capped supply of 222,000,000 $WINC tokens will be distributed over the first five years, ensuring sustainable growth and adoption.

Initial Allocation :
 - 51 % for Users (Companies / Stakers / Communities).
 - 11% for Security (DEX/CEX listings).
 - 10 % for Streaming and Metaverse (future features).
 - 10% for liquidity (DEX/CEX listings).
 - 10% for Insiders (Team / Advisors / VCs).
 - 5% for Partnerships.
 - 3% reserved for Education & Onboarding, marketing, and ecosystem expansion.

- Vesting Period:

All tokens allocated are aligned with the platform's long-term goals.

	Education Onboarding	Partnerships	Insiders	Streaming Metaverse	Listing CEX / DEX	Security	Users
Presale	1	1	1	0	1	1	1
V.1	1	1	1	1	2	1	3
V.1+182d	1	1	1	2	3	2	5
V1+1Y	1	1	2	3	4	3	10
V1+547d	2	1	3	4	5	4	15
V1+2Y	2	2	4	5	6	5	20
V1+912d	2	2	5	6	7	6	25
V1+3Y	2	3	6	7	8	7	30
V1+1277d	3	3	7	8	9	8	35
V1+4Y	3	4	8	9	10	9	40
V1+1642d	3	4	9	10	10	10	45
V1+5Y	3	5	10	10	10	11	51

The Winstory tokenomics are designed to align with our long-term vision of revolutionizing marketing through blockchain and AI integration, for Neo-Marketing. This carefully structured vesting plan ensures a balanced and sustainable token distribution, fostering trust and engagement among all stakeholders.

- **Education & Onboarding**: A steady allocation ensures continuous onboarding and education for new users, expanding our ecosystem's reach.
- **Partnerships**: Gradual increments in allocations reflect our commitment to fostering strategic collaborations, driving growth and adoption.
- **Insiders**: A progressive vesting schedule over five years mitigates concerns of sudden sell-offs, providing confidence to the community while incentivizing insider contributions.
- **Streaming & Metaverse**: Scaling allocations towards innovative experiences ties directly to our roadmap milestones, showcasing adaptability to market trends.
- **CEX/DEX Listings**: Incremental allocations for listings on exchanges facilitate liquidity and broader accessibility of $WINC tokens, supporting our vision for mainstream adoption.
- **Security**: With increasing emphasis on security over time, our ecosystem remains robust and resilient.
- **Users**: A consistent growth plan rewards early and long-term community involvement, reflecting our dedication to creating value for contributors.

By implementing this structured vesting schedule, Winstory prioritizes transparency, fairness, and a phased approach to ecosystem maturity, ensuring a thriving community and innovative marketing solutions for years to come.

- Burn Mechanism:
  A portion of transaction fees and unused rewards will periodically be burned to ensure deflationary pressure, maintaining token scarcity and value.

- **Total Supply:** A finite supply of **222,000,000 WINC tokens** will be released into circulation over the first five years of operation, ensuring gradual and sustainable distribution.
- **Purpose:** WINC stands for **WIN-Company** and **WIN-Community**, symbolizing our commitment to creating mutual benefits for all platform participants. Whether you are buying, selling, staking, or simply engaging with the platform, WINC is the currency that fuels and rewards your participation.
- **Vesting** : Token **WINC** has a minimum vesting period of 5 years, which can go up to 10. This period coincides with the future profusion of the almost outrageous use of Generative A.I. in all branches of visual content, marketing, advertising and entertainment. In this future, half today, half tomorrow, Winstory will continue to develop and present new features and accesses, based on creativity, games, user experience, visuals and a constant search for mutually reinforcing perfection between each economic agent. The token must have an exponential value curve, be unaffected by global market trends, and have a value proposition that enables 8 billion people to access the platform easily, understand it, get used to it, adopt it and keep coming back to it, in the hope of offering quality content that will provide ultra-motivating rewards.

The purpose of $WINC is to foster active participation, co-creation, and shared value generation between Companies and Communities thanks to Stakers.

By acting as the core currency of the Winstory platform, $WINC incentivizes engagement and ensures fair and transparent interactions among all participants.

Use Cases and Participants:

For Companies:

- **Initiate Campaigns :** In Traditional Way, Companies can use WINC to initiate and fund interactive marketing campaigns, secure exclusive content creation services, and engage with their target communities.
- **Reward Mechanisms :** Companies can allocate WINC to reward community members who actively contribute to the brand's narrative or participate in decentralized voting (as Stakers).

For Communities:

- **Initiate Campaigns :** in New Way, Community member can use WINC to initiate a starting text with coherent film appropriate to the starting text by revealing a sophisticated creativity and imagination, making community people want to complete the story in the best possible way to reward part of the tokens in the WINC Price Pool rewarding the 3 best stories, voted by Stakers.
- **Phygital Rewards:** Completing Companies contents, thanks to the WINC tokens for exclusive phygital rewards, blending the digital and physical worlds in a unique reward experience.

For All Users:

- **Staking:** Stake your WINC tokens to reduce sell pressure and earn additional rewards. Staking contributes to the network's stability and security, as stakers also act as validators, moderators, in our ecosystem.
- **Buying and Selling:** Users can easily buy and sell WINC tokens through connected wallets, influencing the token's market price dynamically.

Market Dynamics:

- **Token Appreciation:** Purchasing WINC increases its market value, reflecting the growing demand for our platform's services and the strength of our ecosystem.
- **Token Depreciation:** Selling WINC exerts downward pressure on its price, providing a self-regulating mechanism driven by market activity.
- **Staking Stability:** Staking WINC tokens helps to stabilize the market by reducing the number of tokens available for sale, thereby mitigating volatility.

Accessing $WINC:

To ensure liquidity and accessibility, WINC is listed on multiple Decentralized Exchanges (DEX), Centralized Exchanges (CEX) and Meta Exchange (MEX). A total of **10% of our tokenomics** is dedicated to maintaining healthy liquidity across these platforms, ensuring that users can easily acquire or trade WINC as needed.

- **DEX/CEX Integration:** Whether you prefer the decentralized nature of DEXs or the structured environment of CEXs, WINC should be available on both, allowing for flexible trading options.
- **Secure Transactions:** All transactions involving WINC are secured through smart contracts on the network, ensuring that buying, selling, and staking activities are conducted with transparency and trust.

Future Outlook:

As the Winstory ecosystem evolves, the role of WINC will expand, offering even more opportunities for users to interact, earn, and grow within our platform. Our strategic roadmap includes further integration of WINC into new services, increasing its utility and value over time.

2 majors things to develop as soon Winstory growths with WINC use :

→ Rewards Marketplace

→ Streaming platform

→ Metaverse platform

By participating in the Winstory.io platform, whether through buying, selling, or staking WINC, you are not only engaging with a cutting-edge Web.3 experience but also becoming an integral part of a thriving digital economy where companies and communities win together.

Stake WINC

→ Learn more about WINC Staking, please visit : [WINC Stake Methodology](#)

Staking WINC is a cornerstone of our ecosystem, integral to both the security and governance of the Winstory platform.

Powered by Proof of Stake:

The staking mechanism is underpinned by Proof of Stake (PoS) technology, which is built on top of the Ethereum network. This provides a scalable, secure, and efficient framework for staking, allowing our users to actively participate in the validation and moderation processes that are crucial to the platform's operation.

Becoming a Moderator:

By staking WINC tokens, users are elevated to the status of validators/refusors within the Winstory ecosystem. Moderators play a pivotal role in maintaining the integrity and quality of the content generated on our platform, by Companies and by Communities members. They are responsible for reviewing and validating/refusing stories initiated by Companies, and validating/refusing/voting, according to their amount staked, with Community members.

Validation Process:

When a Company initiates a story or a Community member contributes to its completion, various forms of content—ranging from text to AI-generated videos—undergo a validation process. Stakers, as validators, individually assess the relevance, appropriateness, and adherence to the ethical guidelines that govern Winstory.

Validators review:

Title and Starting Text: The initial narrative and title provided by the Company respect conditions to be present on Winstory.

AI-Generated or Uploaded Videos: If the content is generated via AI through an API call, or if a video is uploaded, it is stored on the decentralized IPFS network for security and transparency, doesn't matter as long as the cinematographic content is clearly identifiable as a digital visual creation made in whole or in part by generative AI.

To achieve this, creativity and a sense of unreality are required.

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Additional Contributions: Any supplementary content provided by Community members as they complete the story.

Ensuring Ethical Content:

- Validators are tasked with filtering out content that violates the platform's ethical standards. This includes, but is not limited to:
  - Sexist, degrading, or discriminatory language or imagery.
  - Content that incites hatred, violence, or promotes any form of discrimination based on social class, ethnicity, sexual orientation, or other identities.
  - Pornographic material, deepfake content, or the misuse of real-world imagery for ideological propaganda.

Staking Mechanics:

- To become a staker, a wallet must hold at least 1 WINC token. By locking these tokens instead of selling them, users gain the ability to validate initiated contents and, in turn, help reduce the selling pressure on the WINC token. This not only supports the token's stability but also ensures that those with a vested interest in the platform are directly involved in its governance.

Incentives and Rewards:

- Validators are rewarded for their contributions to the platform's integrity. These rewards come in the form of additional WINC tokens, distributed proportionally based on the amount staked and the validators' activity. This system incentivizes active participation and ensures that the content on Winstory remains high-quality and aligned with community standards.

Impact on the Ecosystem:

- The staking mechanism reinforces the community-driven nature of Winstory.io, where every stakeholder has a voice in shaping the platform. By staking WINC, users contribute to a more trustworthy and secure environment, while also benefiting from the growth and success of the ecosystem.

Staking WINC is not just about earning rewards—it's about playing a vital role in the Winstory narrative, ensuring that the stories told on our platform are meaningful, ethical, and aligned with the values of our community.

WINC Stake Calcul Methodology

V.1 (77/100) — Solid foundation, easy to implement

- Plutocracy/Democracy 50/50 with XP + stake age weighting.
- minStakeToVote (basic anti-sybil barrier).
- Minimum StakeAge (e.g., 7 days) → prevents instant voting.
- XP distribution & financial rewards already differentiated majority/minority.
- 2:1 condition (YES ≥ 2× NO).
- No complex slashing → just automatic exclusion of ineligible wallets.
- Manual monitoring + AI prompts post-MINT to filter suspicious behavior.

👉 Sufficient for launch: low friction for early users, clear safeguards, and no overly punitive mechanisms.

V.2 (90+/100) — Hardening and sophistication

Once the community is established and Winstory have real feedback, we'll gradually introduce:

- Non-linear weighting ($γ < 1$) → limits whales.
- Soft-slash + appeals → discourages sybil/corruption without killing UX.
- Sybil-detection pipeline (heuristics + AI) → suspicion score.
- Delegation & XP gating → makes premium/sensitive votes more reliable.
- Multi-dimensional quorum (2:1 + stake threshold + participation threshold).
- Observability & public dashboards → transparency + trust.

👉 This version is much more resilient: the attacker must invest heavily (stake + age + XP), risks slashing if they cheat, and their sybils are detected.

Rules of Moderation — Hybrid 50/50 model
 A decision (YES or NO) is taken according to a **hybrid score** combining:

- 50% = proportion of votes (democratic weight)

- 50% = proportion of staked WINC (plutocratic weight)

Conditions:

- Minimum 22 stakers participating.

- Staking pool strictly > MINT price.

- Decision finalized only if **scoreMajority ≥ 2 × scoreMinority**.

If ratio not reached → status = **EN_COURS** (no payout, no penalties yet).
 If voting window ends and status still EN_COURS → status = **REQUIRES_ESCALATION** (escalate, extend, auto-reject, auto-accept depending on policy).

This protects against Sybil attacks (many micro-stakers) and whale targeting, ensuring balance between community and economic weight.

There are two important concepts in this section:

- **the majority moderation choice ratio**

In other words, the proportion of a majority choice (Valid or Refused) greater than the other minority not choice (Majority Valid → Minority Refused, or, Majority Refused → Minority Valid). This ratio applies to all initial and additional contributions.

- **the minimum number of Stakers to decide whether to validate/refuse content**

For Company → Community Contents
- **Company**

Decision closed when the following conditions are met:

The amount of the staking pool is equal to or greater than the Company's initial MINT.
    +
Minimum number of 22 different Stakers moderating the content
    +
Majority/Minority ratio
≥ 2 for MINT

The WINC Stake, as part of the central validation body, while decentralized, must strike the perfect balance between reward and punishment to encourage good behavior by stakers. Absolutely all stakers, without exception, can validate or reject the content of Initiation content, i.e. staking from a single WINC token is possible to be eligible for moderation of Initiation content.

- **Community**

Decision closed when the following conditions are met:
WINC staked by Staker > MINT WINC Completion
Concerning completions, a Staker can only moderate Content if the value of the MINT is less than or equal to the amount staked.
        +
Minimum number of 22 different Stakers moderating the content
        +
Majority/Minority ratio
≥ 2 for MINT

For Community starting → Community completing Contents

-   Community starting
Decision closed when the following conditions are met:

The amount of the staking pool is equal to or greater than the Company's initial MINT.
+
Minimum number of 22 different Stakers
+
Majority/Minority ratio

The WINC Stake, as part of the central validation body, while decentralized, must strike the perfect balance between reward and punishment to encourage good behavior by stakers. Absolutely all stakers, without exception, can validate or reject the content of Initiation content, i.e. staking from a single WINC token is possible to be eligible for moderation of Initiation content.

-   Community completing
Decision closed when the following conditions are met:
WINC staked by Staker > MINT WINC Completion
Concerning completions, a Staker can only moderate Content if the value of the MINT is less than or equal to the amount staked.+
+
Majority > Minority = Ratio ≥ 2

Validate or Refuse contents ?

$WINC Stakers are entrusted with the responsibility of **validating** or **rejecting** the content submitted by both the initiating Company and the contributing members of the Community.

This validation process is guided by predefined rules established by Winstory in its first version, with the goal of maintaining a healthy and respectful environment on the platform. Over time, these rules will evolve and be refined by the collective governance of stakers, operating under a decentralized autonomous organization (DAO).

In its initial form, Winstory has outlined **6** immutable content moderation rules to ensure a safe place for all users.

$WINC Stakers absolutely must refuse all the following contents (otherwise they will be penalized and risk losing their staked tokens).

Refuse contents are :

1. **Refuse any initial content from a Company that hasn't sent all the Standard and Premium rewards** (to the final destination of the Communities) **to the Winstory address, within the 24-hour time limit.** *MINT → pending → open moderation*
2. **Refuse any FILM content not created, assisted, or enhanced by Generative A.I. or digital Post-Production.** – Film content that is not sophisticated thanks to the digitisation of A.I. or post-production must be refused.
3. **Refuse any FILM OR STORY content that doesn't adhere to the Company's initial guidelines**—Any deviation from the original creative direction or objectives outlined by the initiating Company, including incoherent, errors text, or spam submissions, must be refused.
4. **Refuse any FILM OR TEXT content that promotes racism, xenophobia, or hate speech**—including content that incites violence, glorifies terrorism, or discriminates against any group based on race, religion, nationality, gender, sexual orientation, or ethnicity.
5. **Refuse all forms of public harassment**, FILM OR TEXT content that targets individuals or communities for ridicule, abuse, or bullying, either explicitly or implicitly, will be immediately disqualified.
6. **Refuse any deepfake FILM content**—particularly those featuring recognizable public figures in a way that compromises their dignity or misrepresents their identity or actions.
7. **Refuse any FILM OR TEXT that contains explicit pornography**—to maintain a professional and community-friendly platform, explicit sexual adult content will not be tolerated (but eroticism and seduction can be **validated**)
8. **Refuse all content from companies that have not sent Winstory, in a visible, clear and transparent manner on the blockchain, all the Standard + Premium rewards advertised on the Campaign**

These rules provide a foundational framework for maintaining the integrity of Winstory's ecosystem, ensuring that all content—whether textual or visual—contributes positively to the platform's vision. Stakers play a crucial role in enforcing these rules, helping foster a collaborative and creative space free from harmful content.

0/100 being defined as "**Refused**".

A Staker, **only when the decision has been taken to validate the additional content**, is asked to score the contribution from 1 to 100, including both the text and the completed film.

1/100 being defined as: '**Valid very bad content**'.
100/100 being defined as: '**Valid totally perfect conten**t'.

Let's say a Staker scores the first additional content **96/100**.

For the validation of subsequent completions belonging to the same start initiation, **all scores will be possible to select EXCEPT 96/100**, belonging to the first content.

And so on.

So after the 2nd content rated 77/100 and the 3rd content rated 88/100, for the 4th content the scores 77, 88 and 96 out of 100 cannot be selected.

This is to limit attempts at corruption and cheating.

In the event of a perfect tie between the top 3, the content and rewards in play will be divided equally between the tied addresses.

Active and Passive Stakers

In the Winstory ecosystem, Stakers play a central role in content moderation for campaigns. However, not all Stakers actively participate in moderation decisions due to availability constraints or the speed required for execution. To efficiently structure reward distribution and ensure balanced incentives, we distinguish two categories of Stakers :

Active Stakers

A Staker is considered Active when they directly participate in moderation by voting on a campaign (Initial or Complementary). Their engagement includes:

- Casting a "Valid" or "Reject" vote on content based on moderation criteria and relevance (e.g., verifying the on-chain transmission of all rewards).
- Being part of the collective moderation process (minimum 22 votes required for a final validation or rejection decision).
- Contributing to the staking pool, where the amount of $WINC staked determines their potential gains or risks of loss.
- Scoring the quality of Complementary Contributions on a 100-point scale, which helps determine Premium Rewards distribution.

Passive Stakers

A Staker is considered Passive when they stake $WINC tokens but do not actively participate in ongoing content moderation. However, they contribute to network stability by locking their tokens in the staking pool and should be indirectly rewarded for this contribution.

Reward Distribution between Active & Passive Stakers

The reward pool allocated to Stakers is structured to incentivize active engagement while ensuring passive Stakers also receive a fair share.

In the Winstory Tokenomics model:

- 51% of the MINT value from the company's initial campaign is allocated to Active & Passive Stakers (vs. 49% to Winstory).
- 40% of the MINT value from Community Member Contributions is allocated to Active & Passive Stakers (vs. 50% to the Initial Company, and 10% to Winstory).

Reward Distribution both Stakers:

- 90% of Staker rewards go to Active Stakers within a specific campaign.
- 10% of Staker rewards are redistributed to Passive Stakers in proportion to their total staked amount.

Reward Calculation

Active Staker Rewards
Active Stakers share 90% of the reward pool based on:

- Their amount of $WINC staked.
- Their participation in voting and scoring.
- Their alignment with the majority decision (aligned votes receive higher rewards).

Formula:
💰 Active Staker Reward = (WINC Staked by Staker / WINC STAKE POOL Active) * 90% * Total MINT to Stakers

Passive Staker Rewards
Passive Stakers share 10% of the reward pool, based on their proportion of total $WINC staked.

Formula:
💰 Passive Staker Reward = (WINC Staked by Staker / WINC STAKE POOL Global) * 10% * Total MINT to Stakers

Campaign Timing

In **Traditional Way**, from the MINT of the initial content, the Company sends all the standard rewards (validated contributors) and premium rewards (3 best completions) to the Winstory address.

Winstory establishes a close onboarding link with the company in order to facilitate its campaign management as much as possible, using an innovative new tool in *Martech* that may seem complex (A.I. + Blockchain). Winstory is determined to offer top-of-the-range services in the management of its customer relations by focusing on satisfaction. With its responsiveness, established processes, consultancy support and collaboration on actual work, Winstory is a scalable tool that does not forget to personalise the user experience. The temporal segmentation of campaigns ensures fluidity on the platform so as not to clog up content, allowing a turn-over in the most recent content.

MINT → Open Moderation.

A **Company → Community campaign is accessible for 7 days on the platform** from the time it is validated by the Stakers (Open Moderation) and then published on our platform.
(7x24h = 168h of MINT possible).
168 hours of completion start at the time of the last validation that meets the 3 conditions (voting ratio + staking pool + minimum number of 22 stakers).

A **Community → Community campaign is accessible for 5 days on the platform** from the time the Stakers are validated. Completers have 5 days to write and produce a video following the initiation of the story.
(5x24h = 120h of MINT possible)
120 hours of completion start at the time of the last validation that meets the 3 conditions (voting ratio + staking pool + minimum number of 22 stakers).

Managing rewards for campaigns other than 100% completion

During this period : all the Additional Contributions have been MINTed (timing not taken into account, normal process continues)
Additional Contributions are still available to be MINTed

Company → Community
→ Premium rewards cancelled
→ Premium rewards sent to original address

Community → Community
→ Valid MINTs already in existence considered
→ Ratio of existing valid MINTs to total available MINTs
→ Percentage ratio
→ Percentage equivalent to WINC Reward Pool

Contents Discover

Contents Discover is a section for discovering Winstory's in progress and finished campaigns.

- **In progress**
To discover or complete the initiation of a Story in progress without being able to see the additional contributions already minted.

- **Finished**
To discover all the complementary finished contributions, exclusively and only finished.
Both the Initiation and all completions validated by the Stakers
→ In order to avoid any risk of cheating, copying or improving existing content on a campaign in progress.

Contents Discover is a first step towards the streaming content developed in the future Roadmap.

Plan 500

Winstory is the Neo-Marketing decentralized platform designed for companies seeking to engage with communities through blockchain technology. Our mission is to offer an **accessible experience** for all users via wallet integration, ensuring seamless participation in our ecosystem. For companies looking to **maximize their presence and ROI** on Winstory, we'll introduce a **500€/USD plan**. This plan is tailored for businesses that are eager to fully leverage Winstory's capabilities, offering exclusive benefits and personalized control over their campaigns. We will decide at a later date whether this is an annual or lifetime offer.

PoC/MVP phase gives this opportunity to access already some features without plan

1. **Refund up to Break Even Point. No money lost** *Probably the most game-changing benefit of the Plan. If the initial MINT of a campaign does not reach its break-even point of €1,000 (i.e. the price of the initial MINT), the €1,000 will be reimbursed in full. The basis for reimbursement is the amount paid by the members of the community who have paid the additional contribution. The difference, if the BEP is not reached, is covered 50/50 by the envelopes reserved for Stakers and Winstory. So the Company has 2 options: either to be reimbursed in full for the price of the MINT, or to make a profit. Ain't life sweet?*
2. **Promote on App & communication medias. More highlight your Brand**
3. **Initiate Campaign create by Winstory. No waste time**
4. **Fee Distribution Company** : **More to Moderators, less to Winstory 75%** to Stakers, **25%** to Winstory (vs.respectively 51% to Stakers and 49% to Winstory)
5. **Dashboard analytics exclusive, boost XP Membership, Ambassador role, exclusive access new features, 24/7 personal support. More and more**

This **plan** empowers companies with **greater control** over their Winstory campaigns, reducing fees, offering a fixed entry cost, and providing **personalized support**. By allowing full customization of reward values and net profit goals, businesses can strategically engage their community while optimizing their earnings. This subscription model is ideal for companies looking to enhance their impact and secure a competitive edge in the **Web3 marketing space**.

Launch your campaigns effortlessly, monitor your results in real time, and invest with complete peace of mind. With the Company Plan, Winstory takes care of everything : analytics, creation, production and guaranteed performance.

INITIATOR / STARTING

Starting Story

The heart of the project, where everything begins and where the foundation for all future developments is laid.

After the PoC / MVP phase, an Initiator, a member of Company Marketing or Communication department (*in TW*), or an individual narrator (*in NW*), connects to the platform via the web.3 Wallet.

Drafts a block of text designed to be engaging, imaginative, and story-like.

Our added value also comes in the form of consultancy and guide for Web.2 and Web.3 companies, which may eventually be billable later. From the outset, to facilitate acculturation to these new precepts of neo-Marketing, giving without expecting anything in return, we can, for example, in certain cases of availability, create an initial video for a company that would like more information on WInstory and present it to them during our first meeting. With a respectable delay between the appointment and the meeting.

This video could translate the company's style, logo, added value or the prospect's wishes into a few lines on the calendar link.

Purpose and Functionality:

- The Starting Story is not just a marketing tool but a creative expression that implicitly highlights the added value and the unique universe surrounding the brand or the imagination. It serves to humanize a logo, to tell new landscapes of stories, conceptualize an ecosystem, or convey a subtle message of soft power that enhances the brand's overall identity and communication.

Narrative Construction:

- The story crafted here should be more than just an advertisement. It should resonate with the audience on a deeper level, capturing their imagination and drawing them into the brand's narrative. This might involve creating characters, settings, or scenarios that reflect the brand's values, mission, or product offerings in an engaging and memorable way.

Integration with Rewards:

- The Starting Story can also be linked to rewards defined by the Company within the platform's parameters. These rewards serve as incentives for community members to engage with and contribute to the story. For instance, the narrative might hint at exclusive phygital rewards or special offers that align with the brand's message, encouraging further participation and interaction.

Strategic Storytelling:

- This stage allows the Company to set the tone and direction of the narrative. It's an opportunity to creatively express the brand's identity while also providing a foundation that the community can build upon. The story should be open-ended enough to allow for community contributions, yet structured enough to maintain coherence and alignment with the brand's goals.
- Starting Story is where a brand's vision comes to life in a new, interactive format. It's a critical component of the Winstory.io platform, setting the stage for community engagement and the co-creation of content that not only promotes the brand but also fosters a deeper connection between the Company and its audience.

Starting Title

Starting Title is the initial title given to a story block initiated by a Company on the Winstory.io platform. It is a crucial element, serving as the first point of identification and distinction for each story within the platform.

Key Characteristics:

- **Uniqueness:** Every Starting Title must be unique within a Company's portfolio of stories. This uniqueness ensures that each story is easily identifiable and distinct from others, preventing confusion and fostering a clear narrative structure within the brand's storytelling efforts.
- **Flexibility for Multiple Stories:** A Company can initiate multiple stories simultaneously. However, each of these stories must have a different Starting Title. This allows the Company to explore various narratives, themes, or campaigns under the same brand umbrella without overlap or redundancy.

Story Continuity and Expansion:

- **Sequential Titles:** Companies have the flexibility to create a series of interconnected stories, each with a sequential title that denotes its place within a broader narrative arc. For example, a Company might initiate stories with titles like "XXXX I," followed by "XXXX II," "XXXX III," and so on. This approach allows for the development of multi-part stories, where each title signifies a continuation or a new chapter in the ongoing narrative.

Strategic Branding:

- **Brand Identity:** The Starting Title is an opportunity for the Company to embed its brand identity into the story right from the beginning. Whether it's through creative wordplay, a clever reference to the brand's products or services, or a thematic link to the brand's core values, the title sets the tone for the story and can enhance brand recognition and recall.

Guidelines for Creation:

- **Clarity and Memorability:** Titles should be clear, concise, and memorable, ensuring that they resonate with both the community and the wider audience. They should encapsulate the essence of the story while remaining aligned with the brand's image.
- **Avoidance of Redundancy:** Even in a series, titles should avoid redundancy and strive to provide a fresh perspective or a new angle with each iteration, keeping the audience engaged and eager for the next installment.

The Starting Title is more than just a label; it's the entry point into the narrative world on Winstory. By crafting unique, sequential, and strategically branded titles, Initiators can effectively guide their communities through a coherent and compelling storytelling journey that reinforces their brand identity, fosters deeper engagement, or encourages creativity by offering interesting incentives.

Guideline

Guideline is initial prompts or guiding questions provided by the Initiator at the beginning of a story. These guidelines, questions and recommendations serve to help the Completers and Stakers to perfectly understand what the Initiator expects in terms of completions and visual contents.

It serve as directional tools to help contributors steer their completions in a manner that aligns with the Initiator's vision and the narrative's overall coherence.

Key Characteristics:

- **Optional but Strategic:** While optional, Guidelines can play a crucial role in shaping the narrative. They offer contributors a framework within which to develop their additions, ensuring that the story progresses in a way that is consistent with the Initiator's branding and messaging goals.
- **Not Recorded on the Blockchain:** This facultative help is not recorded on the Smart Contract, but only on Front, stocked on AWS cloud.
- **Visible on the Front-End:** Guidelines are only visible on the front-end of the platform. They are crafted by the initiating Company and are accessible to all contributors as they engage with the story. This visibility ensures that every contributor is aware of the Company's intended direction, even as they bring their own creativity to the table.

Guiding the Narrative:

- **Enhancing Coherence:** By asking targeted questions, Companies can subtly guide the narrative flow, encouraging contributors to explore specific themes, settings, or character developments that align with the brand's messaging. For example, a question like "How does the protagonist overcome the challenge using our product?" directs the narrative toward showcasing the product's benefits.
- **Encouraging Creativity Within Boundaries:** Guidelines help balance creativity with coherence. They allow contributors the freedom to explore various narrative possibilities while keeping the story aligned with the Company's goals. This approach ensures that the final story is both engaging and relevant to the brand.

Strategic Implementation:

- **Crafting Effective Questions:** The effectiveness of Guidelines lies in their ability to be both open-ended and focused. Questions should be broad enough to encourage diverse responses, yet specific enough to maintain narrative alignment. For instance, instead of asking "What happens next?" a more strategic question could be, "What unexpected event challenges the protagonist, and how does it reflect our brand values?"
- **Non-Intrusive Guidance:** While these questions are visible and influential, they should not feel restrictive to contributors. The goal is to guide, not dictate. Contributors should feel that their creativity is valued and that their input is an essential part of the story's development.

Guidelines are a powerful tool for Companies to subtly influence the direction of community-driven stories on Winstory.io.

By providing thoughtful, well-crafted questions, Companies can ensure that the narratives generated align with their brand's vision, while still allowing contributors the freedom to express their creativity. This balance between guidance and creativity results in stories that are both compelling and coherent, enhancing the overall impact of the Company's branding efforts.

Parameters

Parameters are critical settings defined by the Company during the initialization of a story on the Winstory.io platform. These settings determine the rarity and availability of rewards for the Community, directly influencing the minting price of these rewards. By carefully configuring these parameters, Companies can align the perceived value of their rewards with their brand's objectives and the level of community engagement they wish to encourage.

Key Features:

- Customizable Reward Settings: Companies have the flexibility to set parameters that reflect the rarity and exclusivity of the rewards they offer. These settings can be tailored to match the value of standard rewards, available to all community members who mint, as well as exclusive rewards reserved for the top contributors whose stories resonate the most with the brand's narrative.
- Impact on Minting Price: The parameters set by the Company directly affect the minting price (in WINC) of rewards. Depending on the perceived value and exclusivity of the rewards, the minting price can range from $1,000 to $250,000 (equivalent in WINC). This minting price also determines the number of complementary contributions that can be made, ranging from 100 to 10,000, with the Community's minting price for each contribution varying from €0 to €10,000.

Strategic Considerations:

- Balancing Rarity and Engagement: Companies must carefully balance the rarity of their rewards with the desired level of community engagement. Setting a higher minting price can enhance the perceived value of the rewards, attracting more dedicated contributors. Conversely, lower prices might encourage broader participation but could dilute the exclusivity of the rewards.
- Perceived Value and Brand Alignment: The value associated with the rewards should reflect the brand's positioning and the significance of the narrative being created. For example, a luxury brand might set higher minting prices to align with its premium image, while a brand focused on mass-market appeal might opt for lower prices to encourage widespread participation.
- Exclusive Rewards for Top Contributors: In addition to standard rewards, Companies can set parameters for exclusive rewards, which are reserved for the best stories contributed by the Community. These exclusive rewards add an extra layer of motivation for contributors, driving them to invest more creativity and effort into their stories.

Implementation Example:

- High-Value Campaign: A tech company launching a new product might set a minting price of $50,000 (equivalent in WINC) for a limited edition reward, allowing up to 1,000 complementary contributions (500$ WINC equivalent).
The high minting price reflects the premium nature of the reward, while the limited number of contributions ensures exclusivity.
- Broad Engagement Campaign: A consumer goods brand aiming for mass engagement might set a lower minting price of $1,000 (equivalent in WINC), allowing 10,000 contributions. This encourages widespread participation, making the rewards accessible to a larger portion of the Community.

Parameters section empowers Companies to strategically configure the reward system within their Winstory.io campaigns.
By carefully selecting the rarity, availability, and minting price of rewards, Companies can create a compelling narrative that not only engages their Community but also aligns with their brand values and market positioning. This customization ensures that each story created on the platform reflects the unique identity and goals of the Company, while also maximizing the engagement and satisfaction of the Community.

Rewards Minters

To learn more about Rewards, please visit : [Rewards Methodology](#)

Rewards Minters represent a crucial aspect of the Winstory.io ecosystem, offering tangible incentives for community participation. Companies have the ability to configure four distinct types of rewards when setting up their stories, ensuring that these rewards align with their value proposition and strategic goals. These rewards are divided into two main categories: Digital Rewards and Physical Rewards, each offering unique benefits to the community contributors.

Once a community member mints a completion story, reward is instantly and securely transferred to the connected Ethereum wallet. This seamless integration ensures that contributors receive their rewards without delay, enhancing trust and engagement.

By leveraging the blockchain's transparency and security, Winstory.io guarantees that every reward, whether digital or physical, is directly tied to the contributor's wallet, providing them with immediate and unquestionable ownership.

This process not only strengthens the connection between the Company and its community but also reinforces the value of participation within the Winstory.io platform.

Reward Categories:

1. **Digital Rewards:**
   - **Tokens:** Companies can distribute their own tokens or other cryptocurrency as rewards, providing contributors with a direct financial incentive tied to the success of the project.
   - **Exclusive Items:** Digital assets such as limited edition NFTs, branded digital merchandise, or other exclusive virtual items that hold value within the Company's ecosystem.
   - **Exclusive Access (via NFT):** Access to private content, early releases, or premium services, all secured through NFTs, granting contributors special privileges that enhance their connection with the brand.
2. **Physical Rewards:**
   - **Exclusive Events (via NFT):** Invitations to physical events, meet-and-greets, or brand experiences that are reserved for contributors. Access is managed through NFTs, ensuring only the most dedicated participants can attend these exclusive gatherings.

Implementation Process:

During the story initiation process, the Company selects the appropriate rewards from these four categories. The choice of rewards is tailored to the Company's objectives and the nature of the story being created. Whether aiming to increase brand loyalty through exclusive digital assets or foster deeper community engagement through physical events, Companies have the flexibility to craft a reward system that aligns with their strategic goals.

Strategic Benefits:

- **Enhanced Engagement:** By offering a variety of reward types, Companies can appeal to different segments of their audience, ensuring broader community engagement.
- **Brand Loyalty:** Exclusive rewards, whether digital or physical, create a deeper connection between the brand and its community, fostering long-term loyalty.
- **Flexibility:** The ability to choose from different reward types allows Companies to adapt their incentive strategies based on campaign goals, audience preferences, and market trends.

The **Rewards Minters** section is designed to maximize the value of community contributions by offering meaningful and customizable rewards. By carefully selecting and configuring these rewards, Companies can create a compelling incentive structure that drives engagement, enhances brand loyalty, and ultimately contributes to the success of their Winstory.io campaigns. This approach ensures that both the Company and the Community benefit from the collaborative storytelling process, with rewards that reflect the unique value each participant brings to the table.

It is essential to emphasize that for enhanced **security**, **process integrity**, **user experience**, **responsiveness**, and **confidentiality**, the company's wallet does not directly distribute rewards to the community minters. Instead, the company must first transfer the total amount of rewards to Winstory's designated **Ethereum address**. Only after this step, when each community member mints their contribution linked to the story initiation, does Winstory's wallet release the corresponding reward to the individual contributor.

This ensures that **Winstory holds the entirety of the rewards** provided by the initiating company **before** the minting process begins, eliminating any risk of the company manipulating the system, delaying distribution, or failing to deliver promised rewards. This separation also guarantees that the rewards distribution process is **fully automated**, transparent, and governed by Winstory's smart contract, enhancing trust for all stakeholders.

The rewards are categorized into **two main groups**—**Digital** and **Physical**—with specific types of rewards available in each. This structure allows companies to customize the nature of the rewards they provide to their community, ensuring that the rewards align with their strategic goals and the expectations of their audience.

Digital Rewards

In the digital realm, companies can offer a range of blockchain-based rewards, such as tokens, NFTs, and exclusive access passes. The company must select the type and quantity of each reward:

- **Token Distribution**:
  → Companies choose a specific **token** (for example, their own utility token or a popular cryptocurrency).
  → **How many tokens should be distributed** per individual minter? (e.g., 10 tokens per mint)
- **Item Distribution (NFTs)**:
  → Companies can mint and distribute **unique or semi-unique digital items** as NFTs.
  → **What kind of NFT items** should be distributed? (e.g., digital collectibles, artwork, or in-game assets).
- **Exclusive Access (NFT)**:
  → Companies can grant access to **exclusive digital experiences or platforms** via NFT.
  → **Which access privilege** is being granted? (e.g., membership to a private community, early access to new features, or digital content).

Physical Rewards

In addition to digital items, companies can also offer **physical rewards** through NFTs that act as redeemable tickets or passes for real-world experiences.

- **Exclusive Event Access (NFT ticket)**:
  → Companies can distribute NFT tickets that grant access to **exclusive physical events**, such as conferences, concerts, or product launches.
  → **What type of event** is being offered, and **how many tickets** should be distributed? (e.g., 50 VIP passes to a launch event).

By structuring rewards in this way, Winstory ensures that both digital and physical offerings are **secured, traceable**, and **automatically distributed** to the right individuals. Companies can confidently engage their communities, knowing that the reward process is transparent, efficient, and aligned with their business goals.

⚠️**Important note about digital access and physical access rewards :**

To guarantee the security of the communities that complete the company's initial story, in order to gain access to a digital event (exclusive digital access reward) or a physical event (exclusive physical access reward), the company (having chosen at least one of the 2 rewards in its standards and/or premium) will only receive its economic profit from the completions after the date of the event that took place, in order to avoid damaging the communities in a scam event.

Rewards Best Stories

To learn more about Rewards, please visit : [Rewards Methodology](#)

It's important to note that **premium rewards are unlocked if and only if all additional contributions (100%) are minted.**

Rewards for the Best Stories offer an elevated level of recognition within the Winstory.io ecosystem, providing exclusive incentives for the top contributors among the community Mints. Just as with the standard Rewards Minters, these rewards are divided into two categories: Digital Rewards and Physical Rewards.

The process is simple yet powerful: once stories are minted, they are validated and ranked by the DAO, composed of our dedicated stakers. The three most outstanding contributions to each initiated story are awarded even more exclusive and premium rewards, reflecting their exceptional quality and alignment with the Company's vision.

The stakers, acting as the DAO, have the crucial role of not only validating the content but also selecting the top three contributions. Their individual judgment ensures that the most coherent and impactful stories rise to the top, reinforcing the integrity and value of the narratives shaped on the Winstory.io platform. This mechanism not only motivates the community to strive for excellence but also enhances the overall quality of content, aligning with the strategic interests of the companies involved.

MINT WINCompany

Minting WINCompany is a critical step for businesses within the Winstory.io ecosystem. This process is designed to uphold the integrity and seriousness of each participating company, ensuring that only committed and legitimate enterprises engage in our platform. By minting WINCompany, a company not only signals its intent to participate but also commits to the high standards required for a successful experience on Winstory.io.

The Importance of Minting WINCompany

Minting WINCompany requires a minimum investment of approximately $1,000 (in equivalent WINC tokens at the current exchange rate). This financial commitment serves multiple purposes:

1. **Verification of Seriousness**: The requirement to mint WINCompany acts as a barrier to entry, filtering out bad actors and ensuring that only serious, financially committed companies can initiate stories. This safeguards the quality of interactions on the platform and builds trust with the community.
2. **Decentralized Moderation**: The WINCompany tokens are distributed in a 51/49 ratio, favoring stakers over Winstory's central moderation team. This distribution empowers the stakers, who act as decentralized moderators, ensuring that content adheres to the platform's standards without direct interference from Winstory. This approach enhances the fairness and transparency of content validation.
3. **Blockchain Registration**: Once a company has minted WINCompany, its story initiation—along with all associated components like the title, story, and rewards—gets permanently recorded on the blockchain.

   This immutable record not only authenticates the story but also ensures that all subsequent interactions with it are traceable and transparent.

Process of Minting WINCompany

After setting up the Starting Story and all related components, the company demonstrates its commitment by:

- **Paying the Required Amount in WINC**: The company mints the WINCompany by paying the requisite amount in WINC tokens, which is determined by the parameters it has set for the story.
- **Validation by Stakers**: The minting and subsequent initiation process are subject to validation by stakers. These decentralized validators ensure that the company meets the platform's standards, as guided by the oracle, which provides the necessary checks and balances.
- **Inviting Community Participation**: Upon successful minting and validation, the company must leverage its official communication channels to invite its community to engage with the story. This step is crucial in ensuring that the story gains the initial traction necessary for a successful collaborative narrative.

Minting WINCompany is not just a transaction; it is a declaration of a company's intent to engage meaningfully with its audience. By committing to this process, companies affirm their dedication to high-quality content creation and community interaction, laying the foundation for a rewarding experience on Winstory.io.

Business Model & Plan

⊞ Winstory Business Model & Plan

Initiating Text-to-Film

To learn more about Video Methodology, please visit : Video Methodology

In the dynamic world of neo-marketing, where immersive storytelling is essential to brand success, Winstory.io introduces the **Text-to-Film Company** feature. This innovative tool allows companies to enhance their narratives with compelling visual content, leveraging both generative AI and decentralized technologies to deliver impactful stories.

By design, during PoC/MVP phase, this is made possible by uploading MP4 files, guaranteeing total freedom for the user. In fact, if we had used LLM providers from the outset for a prompt on the platform, generating a poor quality video on our platform would reduce the traction of users on Winstory. It's in this libertarian spirit, of freedom given to all users, no matter who they are, as long as they have the creativity and imagination to initiate or complete a story that is essential for Winstory.

In a world where ordinary videos flood social media, Winstory offers something extraordinary: cinematic masterpieces crafted by cutting-edge A.I. Text-to-Film technology on Blockchain.

Each story your brand tells should be transformed into a visual journey, an artistic film that elevates narrative to new heights. This isn't just content—it's a new form of art, where the lines between marketing and cinema blur, creating unforgettable experiences.

Winstory.io provides companies with a phased, strategic approach to integrating video content into their stories, ensuring flexibility and scalability as they evolve their brand engagement strategies.

1. Phase POC/MVP: Video Upload

- **Upload Video**: During the Proof of Concept (POC) and Minimum Viable Product (MVP) phases, companies can directly upload pre-existing video files that complement their text narratives. This approach is ideal for brands with established visual assets or those wishing to maintain creative control over their content.
- **Storage via IPFS**: All uploaded videos are stored securely and transparently using InterPlanetary File System (IPFS), a decentralized storage solution. This ensures that the content is immutable, distributed, and accessible, reinforcing trust and security in the brand's storytelling.

Future Phase: Own Generative AI technology

- **Text-to-Film Technology**: Looking ahead, Winstory plans to develop its own proprietary generative AI technology, specifically tailored to create high-quality film content from text narratives. This technology will empower companies to produce cinematic experiences that elevate their storytelling to new heights, setting them apart in an increasingly competitive digital landscape.

Why Text-to-Film Matters

- **Enhanced Engagement**: Video content dramatically increases user engagement, making it a vital component of modern storytelling. Integrating video allows companies to captivate their audience, making their narratives more immersive and memorable.
- **Brand Consistency and Control**: Whether through direct uploads or AI-generated videos, companies retain full control over their brand's visual identity. This ensures that every piece of media aligns with the company's values and messaging, reinforcing a cohesive brand story.
- **Blockchain Integration**: While the videos are stored on IPFS, the metadata and proof of existence are recorded on the blockchain. This hybrid approach ensures that content remains secure, verifiable, and tamper-proof, adding an extra layer of trust to the visual narratives.

By offering these advanced Text-to-Video capabilities, Winstory empowers companies to tell richer, more engaging stories that resonate deeply with their audiences, leveraging the best of AI and blockchain to drive the future of Web3 marketing.

Video Format

At Winstory, we are committed to providing a streamlined, universal experience for both Companies and Communities as they initiate and complete stories. To ensure accessibility and compatibility across a broad range of devices and platforms, we exclusively support video files in the .MP4 format.

Supported Codecs:

- **H.264** (Advanced Video Coding)
- **H.265** (High-Efficiency Video Coding)

These industry-standard codecs strike the optimal balance between video quality and compression efficiency, making them ideal for both high-definition streaming and content storage within the Winstory platform.

Supported Resolutions:

To accommodate diverse content needs, from cinematic narratives to mobile-friendly clips, Winstory supports the following resolutions:

- **1440p (2K)**
  2560 x 1440 pixels
- **4K (Ultra HD)**
  3840 x 2160 pixels
- **720p (HD)**
  1280 x 720 pixels
- **1080p (Full HD)**
  1920 x 1080 pixels

These resolutions allow for flexibility, ensuring high-quality visuals regardless of the user's device or network capabilities. Whether you're crafting a short-form narrative or a high-end cinematic experience, these standards ensure visual integrity across all formats.

Starting Content: Video + Text

In Winstory, the Starting Content for any campaign consists of both a **Starting Video** and **Starting Text**. The Starting Text not only enhances the visual narrative but also forms the basis for audio and subtitles through **Text-to-Speech** and **Subtitles** functionalities.

- **Text-to-Speech (TTS)**: The Starting Text will be converted into audio, allowing for seamless integration of voiceover tracks that accompany the visual content. Using a Translation API, we generate additional audio tracks for multiple languages, enabling global engagement by providing localized versions for Stakers, Completers, and Streamers.
- **Subtitles**: Subtitles generated from the Starting Text will also be available in multiple languages through the Translation API. This ensures accessibility for all users, regardless of language, creating a universal platform for storytelling that transcends borders.

Why .MP4 Matters

By focusing exclusively on the .MP4 format, we ensure that Winstory's content is universally accessible across all devices, operating systems, and platforms, from mobile phones to high-end workstations. This is a deliberate choice to avoid limitations tied to proprietary formats like .MOV or .WEBM, which may favor specific ecosystems (e.g., Apple or Microsoft). Our commitment to MP4 ensures maximum reach and compatibility from day one, reinforcing Winstory's vision of a truly global platform for co-creation.

Oracle, Stakers validators and API calls

At Winstory, ensuring the integrity and authenticity of every story initiation is paramount. This is achieved through the synergistic roles of our ChainLink Oracle and the decentralized network of Stakers.

The ChainLink Oracle mandates that companies must broadcast their content through one of their official social media channels. This step not only reinforces the credibility of the initiating company but also serves as a safeguard against impostors attempting to masquerade as legitimate corporate entities. By requiring this public declaration, we ensure that only serious, verified companies can initiate stories on our platform.

However, the Oracle is just the first line of defense. The true decentralization of our validation process comes from our network of Stakers. When a company stakes WINC tokens to initiate a story, it doesn't simply gain access—it submits its content for community scrutiny. Each Staker, holding a stake in WINC, plays a crucial role as a validator. These validators review the content, ensuring it aligns with the platform's guidelines and the ethos of the brand. Stakers are incentivized to vote in alignment with the broader consensus; those whose votes align with the majority receive rewards, while those who consistently deviate without just cause may face penalties.

This dual-layer validation system—combining the transparency of Oracle verification with the decentralized judgment of Stakers—ensures that only the most authentic, well-intentioned content is immortalized on the Winstory blockchain. This process not only strengthens security but also fosters a community-driven approach to maintaining the platform's integrity, true to the principles of Web.3.

However, it is also possible to make do with API calls to avoid overloading the Smart Contract with the Oracle.

→ If the cost of using an API call is lower, we will choose the latter option, to check that on the official social networks of the company that has just minted and therefore paid for the initiation of the Story, the initiating company has published the invitation for its own community.

In the Traditional Way, we use an API call to check that the initiating Company has published the invitation to complete its story on its official networks, in order to guard against attempts at usurpation and fraud.

From then on, the Company's content will be available to Stakers, obviously if it has been validated by them !

STAKERS / MODERATORS

Moderators role

In the Winstory ecosystem, moderators, also known as stakers, play a central and essential role in ensuring the quality, transparency and integrity of content created by companies and co-created by the community (*TW*), as well as content initiated and completed by individuals (*NW*). By getting involved in the moderation process through the staking of $WINC tokens, these users become the guarantors of compliance with the established standards, by contributing to the validation or rejection and evaluation of the stories produced, and by also becoming decision-makers in the development of the dApp.

Guaranteeing the integrity of the ecosystem

The moderator is a key player in the balance of Winstory's decentralised ecosystem. They ensure that :

- **The content complies with the Guideline,** whether they are companies or members of the community.
- **Contributions comply with the platform's ethical standards,** excluding any inappropriate, discriminatory or harmful content.
- **The overall quality of contributions is maintained,** guaranteeing an enriching experience for all stakeholders.

By eliminating non-compliant or low-quality content, moderators protect the platform's reputation and ensure that each contribution has tangible value and is aligned with the ecosystem's vision.

Decentralisation at the heart of the process

Winstory adopts a decentralised approach where moderators, as stakers, access their role through their active involvement in the ecosystem and their voluntary participation in staking. This mechanism makes it possible to :

- **Redistribute power:** Decisions are not controlled by a central entity, but taken collegially by the community of stakers.
- **Promoting transparency:** Every decision is immutably recorded on the blockchain, ensuring total traceability and accountability.
- **Reinforcing trust:** By directly involving users in the moderation process, Winstory creates a collaborative environment based on mutual trust.

Role of the Moderators in the Winstory vision

Moderators embody the Winstory philosophy: a platform where collaboration and innovation set new standards for decentralised marketing. They are more than just content validators; they actively participate in creating value for businesses and the community by ensuring that every piece of content published reflects high standards of quality and integrity.

By integrating moderators as pillars of the ecosystem, Winstory is redefining the traditional content validation model by making it participative, transparent and fair.

Staking as a Decentralised Governance tool

The staking of $WINC tokens is more than just an opportunity for financial reward: it forms the basis of Winstory's decentralised governance.

Participation and collaborative decision-making

Stakers play a key role in the decision-making process:

- Content validation: Each staker contributes to validating or rejecting the content submitted, according to pre-established evaluation criteria. This responsibility ensures that only quality content is integrated into the ecosystem.
- Democratic voting: Major decisions concerning the ecosystem are taken collectively by the stakers, via a voting system weighted according to the amount staked.

Control and traceability mechanisms

Thanks to the blockchain, every action taken by the moderators is :

- Transparent: Decisions and votes are immutably recorded and accessible to all participants.
- Audited: Traceability ensures greater accountability, deterring malicious behaviour.

Engagement and economic issues

The staking system aligns moderator incentives with the needs of the platform:

- Proportional rewards: Stakers receive rewards based on their active contribution to moderation and the volume of tokens staked.
- Penalties for non-compliance: Non-compliant or passive behaviour can result in losses, ensuring consistent engagement and optimal quality.

Moderation process

The validation process is at the heart of the moderators' role.
Each contribution goes through a rigorous evaluation process :

Key stages in the process

1. Submission of content: Companies or community members submit content for validation.
2. Analysis by stakers: Moderators assess content according to pre-established criteria: compliance with guidelines, quality, relevance and ethics.
3. Validation or rejection vote: Each staker expresses his or her decision via a transparent voting system. Validation requires a majority ratio of 2:1.
4. Rating of validated contributions: Approved additional contributions are given a score out of 100 by the moderator, influencing their ranking for premium rewards.

Evaluation standards

The stakers apply strict criteria to maintain a high level of quality on the platform:

- Compliance with the initial guidelines.
- Absence of harmful or inappropriate content.
- Relevance and creativity of the contribution.

Guarantee of impartiality

Mechanisms are put in place to prevent any corruption or favouritism:

Blocking of scores already awarded: Once a rating has been given to a piece of content, it cannot be reused for other contributions.

Transparency of decisions : Staker decisions are public and traceable on the blockchain.

Backbone DAO

Stakers don't just moderate content; they are also at the heart of the platform's governance, forming a decentralised autonomous organisation (DAO).

Decision-making role of the Stakers

As members of the DAO, moderators play an active role in the development of Winstory:

- Moderation Criteria: Stakers decide on adjustments to the validation standards, ensuring their relevance over time.
- MINT pricing: They vote on changes to MINT rates, balancing accessibility and profitability.
- Technological priorities: Stakers influence the development of new functionalities and the allocation of technological resources.

Voting and implementation mechanisms

- Community Proposals: Each staker can submit a proposal, which is then voted on by all participants.
- Weighting System: Votes are weighted by the amount of tokens staked, ensuring that decisions reflect the interests of the most committed contributors.
- Transparent implementation: Voting results are immutably recorded and applied via smart contracts, eliminating any risk of centralised intervention.

Evolutive Governance

Winstory's DAO is designed to adapt to the needs of the community and changes in the market. This flexible model ensures that the platform remains at the forefront of innovation, while increasing the involvement and satisfaction of its users.

By putting stakers at the centre of governance, Winstory fully embodies the principles of decentralisation and collaboration that underpin Web3.

Platform integrity

The mission of Winstory's moderators is to ensure that the content distributed on the platform meets the expectations of a varied and international audience. The aim is to create a responsible and accessible advertising space, without compromising the creative freedom of the contributors.

Exclusion of Inappropriate Contents

Incitement to hatred or discrimination: All content promoting hate speech or discrimination in any form whatsoever is strictly prohibited.

Explicit nudity: Content containing explicit nudity or any element that may offend the sensibilities of the public will not be tolerated.

Vision of a modern advertising network

By placing responsibility at the heart of its activities, Winstory has positioned itself as an innovative advertising network focused on respect for societal expectations. This approach creates a sustainable platform where businesses and communities work together effectively.

Reinventing Marketing

Winstory, thanks to its stakers and DAO, is redefining marketing by transforming it into a force for innovation and collaboration. Here are the main ambitions of this new approach:

Co-creation with the Community

Companies and contributors collaborate on immersive and engaging stories. This participative model goes beyond the simple customer-brand relationship, creating a real connection.

Transparency and trust

Blockchain offers total transparency in every interaction, guaranteeing honest and fair exchanges between all stakeholders.

Towards a Decentralised Creative Economy

Winstory's ambition is to become a catalyst for an economy where creativity is rewarded, and where each player - company, moderator or contributor - actively participates in the construction of new narrative experiences.

These collective contributions aim to put people and creativity back at the heart of marketing, while making it sustainable, ethical and aligned with the expectations of future generations.

COMPLETER / COMPLETING

A **"Completer"** is someone who participates in the Completion of a Starting Story.

This person, connected by Ethereum adress is part of the Community and can come from 2 sources:
external, a link from the company's social communications network acting as validation in Oracle's process
internal, a regular member of Winstory

Completer has a Wallet that allows him/her to interact with the Wallet of the initiating Company as well as the Winstory.io Wallet.

Completers who mint their content (coherent text + coherent film), have their contribution validated by the decentralized moderation of stakers, are eligible for rewards.

- **Traditional way (Company → Community)**

→ Standard reward directly accessible for additional contributions from Companies
→ Premium rewards accessible for 3 best completers (3 best average score) only if 100% completions are minted in less than 7 days

- **New way (Community → Community)**

All validated contributions are eligible for the WINC price pool which rewards the 3 best completions according to the highest average scores.

First place : 50% of WINC Price Pool
Second place : 30% of WINC Price Pool
Third Place : 20% of WINC Price Pool

To learn more about Rewards, please visit : [Rewards Methodology](#)

Completing Story

Completers connected via Ethereum Wallet on the PoS chains are able to complete a story associated with an Initiator that the member appreciates.

In completing the Story, Completer demonstrates creativity, excellence and surprise, in the hope of ranking higher than the other Completers in the Initiated Story in order to obtain :

- **the more exclusive rewards of the top 3, the most popular, than the standard rewards awarded to all Completers in the Company (Company → Community)**

- **part of the WINC pool reserved for the top 3 (Community → Community)**

MINT WINCommunity

In order to be 'registered' on the blockchain and benefit from the Company's standard and even Premium exclusive rewards, Completer must mint its additional contribution by paying the associated price defined in the parameters by the Initiator

Community → Company, in WINC equivalent:

- **Unit Value Price Reward (price of the unit Standard Reward)**

50% → Initial Company
40% → Stakers
10% → Winstory.io

If contribution validated by Moderators → Standard Reward
  + If one of top 3 scores scored by Moderators → Premium Reward

WINC Business Number

🔳 WINCompany & WINCommunity

Completing Text-to-Film

To learn more about Video Methodology, please visit : [Video Methodology](#)

Completer's creativity and script coherence are highlighted and brought to life using Text-to-Film Generative AI.

The video file is decentralized on IPFS after validation by the Stakers.

For the community, Winstory's Text-to-Film technology offers a platform to engage in a new kind of storytelling. Your contributions aren't just added to a feed—they become part of a collaborative film, where every detail is crafted with the finesse of cinematic art. This is more than just sharing content; it's co-creating a visual masterpiece that resonates with artistic expression and personal creativity.

Here is a list of the main video file formats that can be used on Winstory for completions, within a framework based on the use of Generative AI for creation and post-production. These video formats must be compatible with the platform, while offering the necessary flexibility for AI-assisted contributions.**Video format supported**

Video Format

At Winstory, the process of completing stories—whether initiated by a Company or a Community member—requires that all video submissions adhere to strict technical standards. To ensure seamless integration across our platform, we exclusively accept videos in the **.MP4** format.

Supported Codecs:

- **H.264** (Advanced Video Coding)
- **H.265** (High-Efficiency Video Coding)

These codecs are widely regarded for their excellent compression capabilities without sacrificing quality. They ensure that all video content, regardless of its length or complexity, maintains the highest visual and audio standards while being efficient for both storage and streaming.

Supported Resolutions:

To accommodate the varying creative needs and ensure a high-quality viewing experience, Winstory supports the following video resolutions:

- **1440p (2K)**
  2560 x 1440 pixels
- **4K (Ultra HD)**
  3840 x 2160 pixels
- **720p (HD)**
  1280 x 720 pixels
- **1080p (Full HD)**
  1920 x 1080 pixels

These resolutions provide flexibility for contributors, whether they are producing content for mobile devices or high-resolution displays, ensuring that the final product is visually compelling across all platforms.

Completing Content: Text-to-Speech and Subtitles

For every completion, the accompanying **Starting Text** plays a crucial role in enhancing the video with audio and subtitle tracks. This ensures that Winstory content remains accessible and engaging for a global audience.

- **Text-to-Speech (TTS)**: The Starting Text is converted into an audio track, allowing viewers to experience the content through voiceovers. Using a Translation API, we generate additional audio tracks in multiple languages, so that contributors' work can be enjoyed by a diverse audience, regardless of language barriers.
- **Subtitles**: In parallel, the Starting Text is used to create subtitle tracks. These subtitles are also translated into various languages using the Translation API, ensuring that the content is accessible to non-native speakers and adheres to Winstory's commitment to inclusivity and global reach.

Why .MP4 and Universality Matter

The decision to standardize video submissions in .MP4 format is rooted in our desire to make Winstory's platform universally accessible, across all devices and operating systems. By avoiding proprietary formats such as .MOV or .WEBM, we ensure that every story, regardless of its origin, is viewable by a global audience from day one, without compatibility concerns.

PLATFORM

Graphics: **Black** / **White** / **Yellow**

Theme: Universe and space

Concept Phase and V.1 prototype :
https://www.figma.com/board/NufbZzq0Fy8dpioGFwfxsH/Arborescence-PoC-%2F-MV P?node-id=0-1&node-type=canvas&t=lfMaBBJTptbcp7k8-0

As mentioned in the 'Marketing' section, the Winstory platform adopts an international stance, making it virtually universally understandable via the English language. Improvements to the platform will make it possible to translate not only the platform but also the texts and subtitles associated with A.I. videos as technology advances.
Marketing section → All external communication and information documentation is in English. In rare cases, for internal company discussions between people speaking the same native language, for ease of understanding, the said language may be chosen.

SMART CONTRACT

The Smart Contract is split into 2 distinct parts.

Company → Community
Community → Community

The Smart Contract is only validated in the Blockchain when the User MINTs its content. If the User does not MINT his content (scrambles it, or sets its parameters, there is no Smart Contract generated, and therefore only the front-end. Everything is registered and then activated in the Blockchain during the MINT.

The Smart Contract therefore contains the following elements:

Company → Community

Starting Text
Starting Film
Number Completion (MINT Price WINC equivalent)
Standards Rewards (All Mints)
Premium Rewards (3 Best average score vote)
Validation Stakers + Score vote
Refuse Stakers

Community → Community

Starting Text
Starting Film
Number Completion (MINT Price WINC equivalent)
Validation Stakers + Score vote
Refuse Stakers
WINC pool price 3 best average score vote (50% 1st place + 30% 2nd place + 20% 3rd place)

Under development, depending on the finalization of the process 100%
- ***Traditional Way (Company → Community)***
- ***New Way (Community → Community)***

***WINC** = **tokenWinstory** // The native token of the Winstory platform (ERC-1155).*

***Company Name = InitialCompany** // The company that initiates the story by providing the initial text and parameters.*

Community = CompletersCommunityMinters
Community.Member = CompleterCommunityMinter // The community member who completes the story and mints a contribution (ERC-1155).

WINSTORY = Winstory // Platform facilitating interaction between companies and communities.

Stakers = StakerWINC = Validator // WINC token holders who stake their tokens to validate stories and contributions.

1) *InitialCompany has WalletConnected // Connexion obligatoire pour accéder à l'initiation de l'Histoire*

2) *InitialCompany writes Title. // Titre unique*
   InitialCompany writes StartingText. // Bloc de texte d'histoire initiale
   - *Title // The title of the initial story.*
   - *StartingText // The initial block of text provided by the InitialCompany.*

InitialCompany enters Company Name //
API logo searching
API social media access

Auto-save // Sauvegarde automatique du titre et bloc de texte liés à un wallet
Contract.InitialCompany.Title.StartingText owner has WalletConnected

ownership : InitialCompany
ownable : CompleterCommunityMinter

   - *Questions to ask for Community consistency to help them to complete = Questions*

Categorization Company // Each InitialCompany is categorized based on its industry, which may influence the type of rewards and themes available.

StartingText + MaxCompletionMINTnumber = 1 + X // Total de Complétions maximales d'une histoire initiale

Parameters : CompletionMINTnumber
InitialCompany setting Community
Community is number of Community Member
Community is MaxCompletionMINTnumber

MaxCompletionMINTnumber : 100; 500; 1000; 1500; 2000; 3000; 4000; 5000; 10000
CompletionMINTnumberpricePERCONTRIBUTION :
100 = 10000$;

500 = 1500$;
1000 = 500$;
1500 = 250$;
2000 = 100$;
3000 = 50 $;
4000 = 25$;
5000 = 10$;
10000 = 0$

CompanyMINTprice
if selected MaxCompletionMINTnumber : 100 then CompanyMINTprice : 100000 $
if selected MaxCompletionMINTnumber : 500 then CompanyMINTprice : 75000 $
if selected MaxCompletionMINTnumber : 1000 then CompanyMINTprice : 50000$
if selected MaxCompletionMINTnumber : 1500 then CompanyMINTprice : 25000$
if selected MaxCompletionMINTnumber : 2000 then CompanyMINTprice : 10000$
if selected MaxCompletionMINTnumber : 3000 then CompanyMINTprice : 5000$
if selected MaxCompletionMINTnumber : 4000 then CompanyMINTprice : 2500$
if selected MaxCompletionMINTnumber : 5000 then CompanyMINTprice : 1000$

if selected MaxCompletionMINTnumber : 10000 then CompanyMINTprice : 250000$

Rewards
- *Rewards Standards = from InitialCompany to CompleterCommunityMinter*
- *Rewards Premium = from InitialCompany to BestCompleterCommunityMinter*

// Reward ERC-6551
Upload or Generate A.I. Video ? // IPFS MP4

GeneratedAIvideo pending validation.Stakers // IPFS MP4
UploadAIvideoInitialStartingText // IPFS MP4 ERC-6551
UploadAIvideo storage AIvideoServors pending validation.Stakers // IPFS MP4
ERC-6551

3) MINTWINC.ompany

CompanyMINTprice

API social media

StartingText validated by Stakers
Stakers validate StartingText
Stakers validate UploadAIvideoInitialStartingText
Stakers validate GeneratedAIvideoInitialStartingText

4) Community.Member has WalletConnected

BUSINESS PLAN AND SECURITY

B.P.

⊞ Winstory Business Model & Plan

WINC Business Number

⊞ Winstory Business Model & Plan

SECURITY

Security is the cornerstone of Winstory's success. Our platform is meticulously designed to ensure that no external agent can interfere with the process or attack the Smart Contract. Every layer of Winstory's ecosystem is fortified to prevent any form of malicious activity from any participant, be it:

- **The initiating Company,**
- **The contributing Community,**
- **The moderating Staker,**
- **Or any external address, whether holding $WINC or not.**

This robust protection is achieved through strict adherence to our rigorous process.

One of the key elements of our security framework is ensuring that the initiating company's address is not directly responsible for distributing rewards to community minters. Instead, the company is required to transfer the total amount of rewards upfront to Winstory's designated Ethereum wallet. This safeguard ensures that Winstory holds the full amount of rewards before any community contributions begin. For each subsequent mint tied to the story initiation, Winstory's wallet handles the precise distribution of rewards to the respective participants.

By centralizing the rewards management within the Winstory ecosystem, we eliminate any possibility of the initiating company manipulating or defaulting on its obligations. This system not only ensures transparency and trust but also guarantees that the community receives the rewards they've earned, irrespective of any external interference. In doing so, Winstory upholds the highest standards of security, user experience, responsiveness, and confidentiality, making the platform a trusted environment for all participants.

CONCEPT PHASE (PoC/MVP)

The Concept Phase serves as a structured Proof of Concept (PoC) designed to validate Winstory's collaborative storytelling model within a controlled environment. This time-limited phase is aimed at selected early adopters, enabling them to engage with the platform's core functionalities before broader deployment. By facilitating seamless interaction between companies and contributors, this phase lays the groundwork for a decentralized, community-driven content co-creation economy.

At this stage, the Concept Phase does not integrate blockchain functionalities. This initial iteration is designed to provide a frictionless user experience, focusing on validating engagement dynamics and content quality. In future versions, blockchain technology will be incorporated to enhance transparency, traceability, and incentivization. This will include moderator staking mechanisms to validate and curate content, exclusive on-chain rewards issued by companies and traceable on the blockchain, and a decentralized ownership and reputation system to reinforce community-driven validation. The Concept Phase is a preliminary iteration, offering participants a first-hand experience while preserving the immense potential of Winstory's full Web3 ecosystem for the next development stage. In addition, the video of the completion is optional in the creativity process among the 10 contributors, but is recommended to be the No. 1 completion rated by the initial Company itself. Eligible for a $WINC airdrop

To ensure optimized testing conditions and meaningful insights, the Concept Phase operates under controlled parameters. Each company is granted one free initial campaign, with up to ten free community completions. This structured approach ensures both the quality of contributions and an efficient evaluation of Winstory's mechanisms in action.

Companies initiating a campaign within the Concept Phase must complete a formalized process that aligns with the platform's co-creation principles. The submission requirements include a compelling, impactful campaign title, a structured yet open-ended script presenting a scenario, setting, and key elements designed to engage contributors while reflecting the brand's identity and value proposition, and creative guidelines outlining the preferred tone, style, and essential thematic elements. Companies must also provide their website, professional email, and wallet address to ensure eligibility for future $WINC airdrops, as pioneer ambassadors. To maintain ethical and content standards, all companies must accept Winstory's terms and conditions, which include restrictions against deepfake content, hate speech, or any form of discrimination.

Each submission undergoes a verification process by the Winstory team to confirm company legitimacy and compliance. Upon submission, an automated confirmation is sent, followed by direct engagement via email or video call for additional validation and onboarding. The company's initial campaign video is then generated and published as an unlisted resource on Winstory's official YouTube channel.

Once the campaign is published, the first ten eligible community members can engage in completing the story by submitting their contributions based on the established framework. Each participant receives structured guidance to align their submissions with the campaign's vision. Company branding, including logos and names, ensures brand continuity, while the initial story framework and creative guidelines provide a clear narrative foundation. Participants then contribute their text-based story completion, with an optional cinematic MP4 film interpretation to enhance storytelling impact.

To foster high-quality engagement, contributors receive rewards based on the evaluation of their work. The best completion is eligible for a biggest $WINC airdrop than 9 others, and may receive an exclusive reward from the initial company at its discretion. Ranked contributions from second to tenth place are also eligible for a $WINC airdrop, reinforcing the incentive structure for creative engagement.

Following submission closure, the initiating company gains access to a dedicated review interface displaying all ten submitted completions alongside any optional video submissions. The company evaluates the contributions and selects the best completion, finalizing the ranking and airdrop eligibility. All users involved in the campaign, including the initiating company and contributors who have provided their wallet addresses, are recorded for eligibility in a $WINC airdrop based on their ranking. While this phase does not yet incorporate blockchain functionality, future iterations will enable full on-chain traceability, staking-powered moderation, and exclusive digital rewards issued directly by companies on the blockchain. This transition will significantly enhance transparency, engagement incentives, and long-term ecosystem value.

PyratzLabs x Winstory Feedback

8th September 2024

During the Pitch Hour organized by Blockchain the Business School, the CEO of Winstory (Vincent ROUX) had the chance and privilege to speak with the PyratzLabs CEO of Europe's largest Web.3 incubator, Bilal EL ALAMY, one-to-one.

45 minutes, including a presentation of the latest advances over the last months, as well as a presentation of the first PoC/MVP models.

Here's Bilal's valuable advice (written in **black**) and how Winstory will respond it (written in **blue**)

Bilal → **Consider the initiation of a text by a lambda narrator without the obligation to be associated with a Web.3 company (Starting Text) with score and rewards**

Winstory upgrade → **Yes, by offering a new possible way of using Winstory.**
First Way (traditional) : Starting Company → Completing Community
Second Way (new): Starting Community → Completing Community

Here are the mains differences for Second Way Community to Community compared to First Way (Company to Community) :

Firstly, the value of the initiator's mint as well as the completer's mint is lower in WINC.
This is due to the facts that :

The Community Initiator :
- the initiator does not have a certain return on investment (only if the initiator has 100% MINT completion on their story will they have exclusive rewards from Winstory directly and 100% reimbursement of WINC's initial investment.
- makes no profit, whereas the Company in traditional way, pays much more but has a business model with a R.O.I. and guaranteed profits in case of completions.

The Community Completer :
- As far as completion is concerned, the rewards and the feeling of exclusivity are less important emotionally for a minter than on the traditional way linking them to a company.

The main interest in completing a MINT is to produce high-quality content so as to be in the top 3 of the community that completes it, and thus take a share of the community's profits.
The price of the initial MINT varies between €10 and €100, WINC equivalent.

The initial MINT is split as follows =
- **30% to the Winstory.io company**
- **35% to the Stakers**
- **35% to the Pool Rewards 3 Best Contents**

The complete MINT is split as follows =
- **25% to the Winstory.io company**
- **40% to the Stakers**
- **35% to the Pool Rewards 3 Best Contents**

December 2024

Bilal nous a recommandé de développer la phase de Concept dans le noyau brut d'une initiation et de complétions, sans blockchain et staking de tokens ni donc de modérations.

Q1 2025.
Website + PoC / MVP ready and launched, official communication and opening portfolios

MARKETING

To learn more about Marketing, please visit : [Marketing Methodology](#) (in progress)

In addition to the neologism we use to define ourselves as an innovative and futuristic Neo-Marketing solution, i.e. one that opens up a new avenue for the relationship between Companies and Individuals thanks to new technologies, our company Winstory is no exception to the necessary and absolute perpetual search for visibility and recognition.

In order to be perceived as a serious brand, an ambitious Web.3 project, with flawless technology and security, allowing access to and democratization of the underlying Blockchain, and enabling the general public to become familiar with it.

Winstory's marketing objectives include indirect communication (via communication on the initiating company's social networks to invite its own community to complete and benefit from exclusive rewards on our platform) as well as direct communication.

Our main communication levers to be developed are, in order of priority :

1. **Twitter and Discord (news, reaching out to communities)**
2. **Linkedin (employer brand and corporate partnerships)**
3. **Youtube (visual content)**
4. **Telegram (reaching communities, FAQ, ChatBot)**
5. **Instagram (visual content required)**

All external communication and information documentation is in English.
In rare cases, for internal company discussions between people speaking the same native language, for ease of understanding, the said language may be chosen.

MEMBERSHIP

To learn more about Membership, please visit : [Membership Methodology](#) (in progress)

The notion of membership of Winstory, on the part of the Initiators, Completers and Stakers, must be reinforced by a system of points, prestige and experience, making it possible to increase one's rank, the level obtained, with the unlocking of new functionalities over time.

New features, visual like a sense of progression, and technical with priority access to the future Winstory.

These ranks start at level 1 and have no limit.
The points are separated into 2 ranks, to encourage as much pressure as possible to buy and use WINC.
A prestige XP bar that fills up during MINTs for Users
An XP prestige bar that fills up when votes are cast (+ score if validated) for Stakers.

A single User address can have both an XP prestige bar for the MINT and an XP prestige bar if this same address holds our WINC token and is an active member of other contents moderation.

Increasing the level of experience points will be retroactive when the membership will be set up thanks to the Blockchain.
In this way, we will be able to know for an address which score goes directly to the appropriate rank according to the category of the rank associated with the XP obtained.
Our aim is for the visual style of the prestige ranks, as well as the features, to create a wow effect, with motivating rewards for all the new Winstory features in the future.
Addresses logging on to WInstory will have a personal, visual account, giving them access to an almost bespoke visual universe.

A major factor in Winstory's success is its ability to manage the visual aspect of the stories it initiates and completes. Not only in the quality of the videos of the economic agents who are not dependent on Winstory, but more so in the presentation to the public on the platform of the story frameworks separating the most common (the MINTs with accessible economic value) from the extra rare (the MINTs with the greatest economic value). *As shown here*
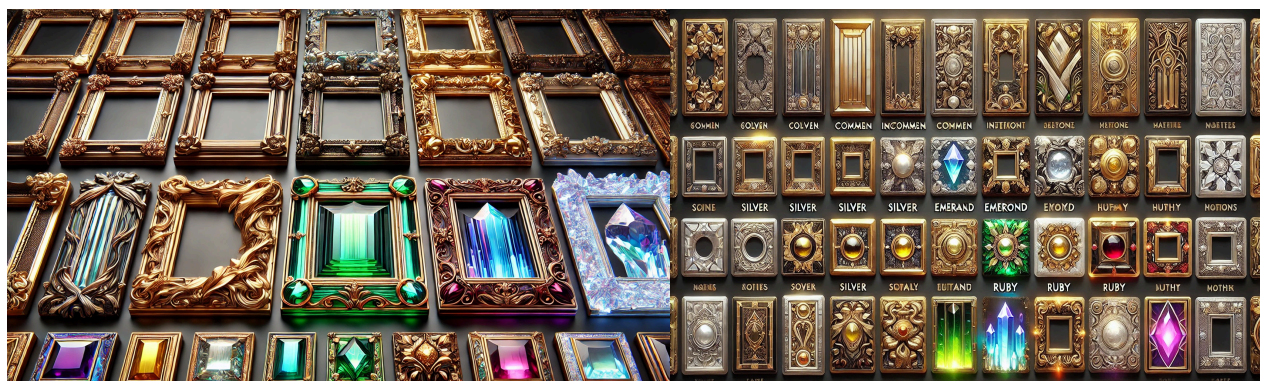
ROADMAP

The Winstory Roadmap has 4 main phases, in chronological order, while fundraising :

Concept phase
- 3 months without Blockchain Infrastructure
- Synergy with Front-End
- Neo-Marketing Concept and Communication
- Companies and Communities knowledge

Decentralization and knowledge phase in the Web.3 ecosystem
- Blockchain Infrastructure
- Fund raising
- Accelerating the knowledge phase
- Membership increase

Maturity phase and opening up to Web.2 companies
- Marketplace
- Targeting Retail Web.2 Companies
- 500 Plan and Analytics dashboards for Companies

Exclusive Partnerships phase with Corporates
- Streaming
- Metaverse
- A.I. Gen Providers include with exclusive features

FUTURE

LLM STUDIO

The **LLM Studio** at Winstory represents a groundbreaking leap in generative AI for video storytelling. By integrating cutting-edge Large Language Models (LLMs) and AI-powered video generation, Winstory will empower businesses and communities to craft high-quality, immersive, and visually captivating narratives like never before.

This studio is not just a tool—it is a **living ecosystem** that continuously evolves through strategic partnerships with top-tier AI providers. These collaborations ensure constant improvements in **visual comprehension, contextual awareness, and generative intelligence**, pushing the limits of what AI-driven content creation can achieve.

Why does this matter? Because **Neo-Marketing** is not about passive consumption; it's about active participation. Traditional advertising has turned consumers into zombies, mindlessly absorbing promotional messages. Winstory is here to disrupt this model by making **every individual a co-creator, every story a dynamic journey, and every brand a shared experience**.

The **LLM Studio** will enable brands and creators to harness the power of AI to generate:

- **Emotionally intelligent video content** that adapts to the tone and purpose of the story.
- **Real-time, AI-enhanced narratives** that engage audiences like never before.
- **Predictive impact analytics**, helping brands optimize their storytelling for maximum emotional and commercial resonance.

This is not just video creation; this is the **future of AI-driven storytelling**, where content isn't just consumed—it is **lived, shared, and co-created**.

REWARDS MARKETPLACE

The **Rewards Marketplace** is not just an exchange platform—it is a revolution in value redistribution. By seamlessly integrating reward-based interactions into the digital economy, Winstory transforms marketing from a one-way transaction into a dynamic, mutually beneficial ecosystem.

Here, community members who have earned Standard and/or Premium rewards can auction, exchange, or trade them, ensuring that every reward finds its true value and its rightful owner. This is particularly game-changing for physical-event-based rewards, where a Completer unable to attend can pass the experience on to another member, maximizing engagement and fostering deeper community connections.

But beyond being a marketplace, this system redefines brand loyalty and consumer engagement. Instead of disposable rewards that lose relevance over time, Winstory enables a circular economy of incentives, where every interaction strengthens relationships between brands and their most committed audiences.

For businesses, this means:

- Extended reach, as rewards continue to circulate and build excitement.
- Higher engagement rates, since rewards retain and even grow in perceived value.
- New monetization opportunities, with exclusive offers and limited-edition assets driving community interest and retention.

This is not just about transactions; this is about creating an ever-expanding economy of trust, exclusivity, and engagement.

STREAMING

Winstory is reshaping the landscape of streaming by merging **advertising, content creation, and revenue sharing** into a seamless, community-powered experience. Think of it as **the collaborative Netflix and the mercantile YouTube of Web3**, where brands and users **co-create, engage, and profit together**.

Unlike traditional streaming platforms that monetize engagement at the expense of creators, Winstory introduces a **fair, decentralized economy**, where contributions are rewarded transparently in WINC tokens. Here's how it works:

- **Brands initiate video campaigns**, setting the stage for captivating, AI-enhanced stories.

- **Communities complete and enhance the stories**, adding layers of engagement and creativity.
- **Viewers drive visibility**, and all contributors are compensated in WINC, based on their impact and virality.

This is not passive content consumption; this is **interactive, participatory storytelling**, where every interaction fuels a new layer of engagement. Every video is not just an advertisement—it is an **experience, a movement, and a gateway to deeper brand-community relationships**.

Winstory's streaming platform ensures that **everyone wins**:

- **Brands** gain unprecedented visibility and deeper audience connections.
- **Creators and Completers** get fair compensation for their contributions.
- **Viewers** enjoy high-quality, AI-enhanced content that aligns with their interests and values.

This is the future of digital storytelling—**where engagement means ownership, and participation means profit**.

METAVERSE

The **Metaverse** is not just a digital playground; it is the **future frontier of immersive branding, interactive storytelling, and next-generation commerce**. As consumer behavior shifts towards **augmented experiences**, brands must evolve beyond static advertisements and embrace **interactive, story-driven engagement**.

Winstory's vision for the Metaverse is clear: to provide a space where brands don't just promote products, but **create living, breathing narratives that users can explore, interact with, and influence**.

Imagine:

- **Fully immersive brand campaigns**, where users don't just watch an ad, but step inside the story and become a part of it.
- **Augmented reality storytelling**, where the best community contributions evolve into gamified, 3D experiences within the Metaverse.
- **A decentralized, participatory economy**, where users not only engage with content but also **own, trade, and monetize** their interactions.

This isn't just marketing. This is **Neo-Marketing 3.0**—where the boundary between consumer and creator disappears, and brands are experienced rather than advertised.

As the **leading advertising hub of the Web3 era**, Winstory is pioneering a new paradigm, where storytelling, engagement, and economic opportunity merge into a seamless, interactive universe.

The future of Winstory is clear: **we are not just building a platform—we are redefining how people, brands, and communities connect, collaborate, and thrive in the digital age**. The world of passive consumers is over.

Welcome to the era of participatory, intelligent, and immersive storytelling.

PARTNERSHIP

As mentioned earlier in this document, our company's ambition is to develop exclusive partnerships with, in order of importance, as soon as the proof, decentralization and/or maturity phases have been reached:

Text-to-FIlm Generative A.I. Provider Companies

A.I. providers can be integrated directly into our platform to streamline the creation and completion process.
This is a key element in improving flexibility and user experience.

While Winstory currently empowers brands with the ability to upload their own video content, we are building towards a future where our platform will seamlessly integrate with leading Text-to-Film Generative A.I. providers. This exclusive partnership phase will enable companies to convert text narratives into high-quality cinematic experiences at scale, providing a fully immersive creative journey. As we enter the later stages of our roadmap, particularly the "Exclusive Partnerships" phase, we envision a platform where A.I. technology will not only enhance the flexibility of content creation but also deliver bespoke features tailored to corporate partners. These collaborations will elevate Winstory's offering, positioning us as the go-to platform for brands seeking to merge storytelling with the latest innovations in generative A.I.

Web.3 Companies

Reach new markets and gain knowledge and recognition.
From the outset, we were keen to be audited by several Web.3 companies on the flawless security of our Smart Contract.

Smart Contracts Audits

At Winstory, we prioritize security, transparency, and trust within our ecosystem, which is why our smart contracts undergo rigorous, multiple audits by leading blockchain security firms. These independent audits are designed to meticulously examine our code for vulnerabilities, ensuring the robustness and reliability of our platform. By employing top-tier auditing services, we guarantee that our smart contracts are not only optimized for performance but also protected against potential threats.

Each audit provides an additional layer of confidence to both our partners and users, highlighting our commitment to maintaining the highest standards of security. Our code is built on advanced technology, operating on the Ethereum network and PoS, ensuring scalability and low latency without compromising security. The multiple audits we conduct reinforce our dedication to creating an infallible technological foundation, where all transactions and interactions are handled with transparency, immutability, and trust.

At Winstory, security is not just a feature—it's a fundamental part of our platform.

VALUES & TEAM

Values

At Winstory, we are more than just a company; we are the pioneers of the Neo-Marketing concept. We dare to think differently and redefine standards to anticipate market needs, with a vision firmly focused on the future.

Agility and Excellence: We firmly believe that achieving much with little is the key to our success. By remaining an agile team of fewer than fifty collaborators, we ensure fluid communication, rigorous discipline, and constant high standards. Every detail matters, as it reflects our commitment to our mission.

Collaboration and Innovation: Our model is built on co-creation, fueled by constant dialogue between creators, contributors, and stakeholders. We foster strong relationships where every piece of feedback is an opportunity for growth. This open-mindedness and team spirit allow us to question our assumptions and innovate with altruism and a critical eye.

Leadership and Exploration: Navigating a complex and unexplored world, we take calculated risks to venture into the unknown. Where others hesitate, we position ourselves as pioneers, with assertive leadership and unwavering self-confidence.

Ethics and Transparency: We are building a Web3 ecosystem where technology serves creativity, transparency, and individual empowerment. Innovation at Winstory is guided by clear ethical principles, placing data protection and responsibility at the heart of our decisions. We prioritize users, with a deep understanding of current challenges.

By actively seeking new talents from around the world, we commit to remaining a human-sized company, free from hierarchical barriers and constraints on innovation. Join us on this journey where every victory is manifold, extending beyond individual success.

Team - Who we are ?

ACTUAL BOARD AND ASSOCIATES

- **Vincent ROUX : CEO Founder** ([LinkedIn](#))

Blockchain Project Manager @BBS + Sales & Marketing Manager

- **Théo OLIVIERI : CTO**

Full Stack Blockchain Developer

- **Bilal EL-ALAMY : Advisor**

CEO @PyratzLabs (Biggest Web.3 European Incubator)

- **Hugo LE DEU** : **Advisor**

CTO @Heropolis

- [**Aurizon.io**](#) : **Partner UX/UI (Léo et Tom BERTHET)**

REPRESENTATIVE

- **Marwa BENAMMAR : Finance**
- **Sarah CHOLLET : Legal & User Experience**
- **Maxime LUNEAU : Sales & Marketing**

PROBLEMS / FRAUDS / SYBIL

Winstory has implemented a multi-layered defense strategy based on proven cryptographic mechanisms, economic incentives, and decentralized validation processes. These measures are designed to prevent and counter any fraudulent behavior, Sybil attacks, and deliberate manipulations aimed at distorting or harming the platform and its users. Below are the main protective measures:

1. **No self-validation or self-vcoring**
   - **Principle**: A Staker who initiates or completes a Story cannot validate (or score) their own content.
   - **Impact**: This fundamental rule prevents users from manipulating the system by artificially validating their contributions, thereby reducing the risk of collusion or fraudulent reputation inflation.
2. **Identity protection via Ethereum address invisibility**
   - **Principle**: The contributor's Ethereum address remains hidden until their interaction is validated or refused on the front end.
   - **Impact**: This mechanism protects user anonymity, preventing targeting or correlation of malicious activities with an active digital identity, and helps mitigate attacks based on known addresses.
3. **Economic commitment and withdrawal lock during Campaigns**
   - **Principle**: A Staker cannot unstake their WINC tokens if they are currently involved in an active campaign.
   - **Impact**: By locking funds for the duration of a campaign, users are encouraged to remain engaged and accountable for their actions. This measure makes manipulative or impulsive withdrawals economically risky and less attractive to fraudsters.
4. **Secure and immediate reward distribution**
   - **Principle**: Rewards are distributed directly to the connected wallet as soon as validations (including early completions) are performed.
   - **Impact**: Immediate and transparent reward distribution, recorded on the blockchain, reduces the window for potential fraud and reinforces trust in the system.
5. **Decentralized validation and appeal mechanism**
   - **Principle**:
     - Content validation is carried out through decentralized voting: the majority of Stakers determine the legitimacy of the content.
     - In the event of split votes (for instance, if the majority approves illegitimate content or rejects legitimate content), the content must display a division between approvals and rejections.
     - If a user believes that the evaluation is erroneous, one or more minority Stakers who incurred a staking loss can initiate an appeal.
   - **Impact**: This checks and balances system ensures that no unilateral decision can harm the process. It fosters balance, corrects judgment errors, and deters malicious behavior by imposing the risk of financial loss.

6. **Plagiarism prevention by limiting exposure of competing content**
   - **Principle**: To avoid the risk of plagiarism or fraudulent copying, videos or other content submitted during a campaign remain hidden from other participants until the campaign is completed.
   - **Impact**: By restricting access to in-progress content, the originality of submissions is protected, preventing any attempts at fraudulent imitation or identity theft.
7. **Additional measures against Sybil attacks and enhanced security**
   - **Staking and Economic Commitment**:
     The requirement to stake WINC tokens—and the prohibition on withdrawing them during a campaign—creates a significant economic barrier against the creation of multiple identities (Sybil attacks).
   - **Dynamic Reputation System**:
     Each user is assigned a reputation based on their contribution and validation history. A poor reputation results in restrictions on future participation and increased scrutiny of their actions.
   - **Security Audits and Code Reviews**:
     Winstory plans to conduct regular audits of its smart contracts and validation mechanisms by independent experts, ensuring continuous improvement and adaptation in response to emerging threats.
   - **Use of Advanced Cryptographic Protocols**:
     By integrating Proof-of-Stake mechanisms and other advanced cryptographic techniques, the platform enhances its resistance to tampering and manipulation, ensuring the traceability and integrity of transactions on the blockchain.
8. **Prevention of collusive Moderation manipulation**
   - **Principle**: Winstory acknowledges that an organized group of moderators might attempt to skew content moderation outcomes for their own benefit—facilitating gains for themselves at the expense of others. Such manipulation could manifest as an extremely unbalanced vote ratio (e.g., 22 validations to 0 rejections or vice versa) or a highly contentious split with many validations and rejections, yet with a narrow margin.
   - **Impact**: These scenarios will immediately draw Winstory's attention, triggering the implementation of additional moderation sources and checks. This additional layer of moderation will monitor the evolution and behavior of each moderator, ensuring that no group can unduly influence the system. By detecting and investigating such anomalies, the platform maintains fairness and the integrity of the content evaluation process.

Through this integrated and multidimensional approach, Winstory has established a robust and resilient system against fraud, abuse, and Sybil attacks. The combination of decentralized mechanisms, economic incentives, and cutting-edge cryptographic protocols not only secures the platform but also fosters participatory and transparent governance. Continuous improvement, regular audits, and the vigilant monitoring of moderator behavior ensure that these measures can adapt to evolving threats, guaranteeing a reliable and fair environment for all users.

RESOURCES

To learn more about Videos, please visit : [Videos Methodology](#)

To learn more about Rewards, please visit : [Rewards Methodology](#)

To learn more about Stake, please visit : [WINC Stake Methodology](#)

To learn more about Marketing, please visit : [Marketing Methodology](#)

To learn more about Membership, please visit : [Membership Methodology](#)

To learn more about Blockchain, please visit : [Blockchain Methodology](#) *(in progress)*

To learn more about Traditional Way BM, please visit : [Business Model Traditional Way Methodology](#)

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To understand the system of our economic matrix and the business model of the 2 usage options (Traditional way + New way), please visit : [WINCompany & WINCommunity & Stakers](#)

To understand the system of the Membership experience ranks points, please visit : [Membership Calculator](#)

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To see our latest updated Deck, please visit : [Pitch Deck](#)

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To understand our Tokenomics, please visit : [Tokenomics](#)

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