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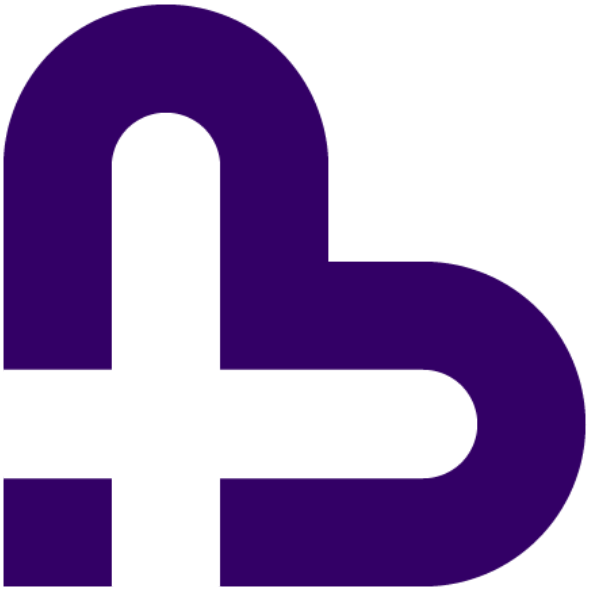
BITMARK PROJECT

Bitmark is a new internet technology that provides a way to give people credit for virtually anything that's on the web. Bitmark introduces the concept of 'Marking' addresses on the web, as a means to transfer credit to the address. Virtually anything on the web can be 'marked', whether it be an email address, a web-address or facebook profile, as long as the recipient of the credit can prove the address is owned by them, they're able to accept credits from anyone who wishes to give them credit.



Technically, BitMark uses new, advanced database technology that changes the way databases work from systems that run on individual systems controlled by one entity, to a web-scale database platform that reflects the use of internet by citizens, in a global environment that values democracy and human rights principles. In consideration of these values, these web-scale database systems are not controlled, in the traditional sense, by an organisation. Further to these database technologies is the application of digital ledger technology made famous by the cryptocurrency BitCoin.

Digital Ledger Technology creates a cryptographic stack of transactional information that is then distributed across a network in a manner that makes it almost impossible to modify an applied record. BitMark then applies these technologies in a unique manner to deliver means for virtually anyone to obtain recognition both in terms of a transactional value and a short reference.

Sender marks 1 receiver 'for producing website xyz.tld' it 'bitmark' for sending someone a 'mark' (the reputation value chain of bitmark) for producing a website.

Bitmark is also a traded cryptocurrency. People can buy and sell bitmarks using a variety of financial instruments, in a manner that is very similar to the way bitcoin is bought and sold. Technically, however, there are a few differences between bitmark and traditional

crypto-currencies, as Bitmark is designed for creatives using digital platforms for creating and sharing content.

Firstly, Bitmark enables cryptocurrency based microtransactions to and from any URI (Uniform Resource Identifier). This means that rather than sending and receiving microtransactions based on a nominated ‘bank account’, every resource that can be identified as being ‘owned’ or ‘produced’ by someone specifically, can be used as an web identifier (or URI) to receive a payment.

Secondly, Bitmark uses ‘Linked Data’ technologies to significantly improve the number of transactions the system is capable of in any given time-period. This in-turn aids with scalability, usability and the number and form of Applications possible for this technology, that could not be as easily addressed using traditional Bitcoin Technology, or other available alternatives.

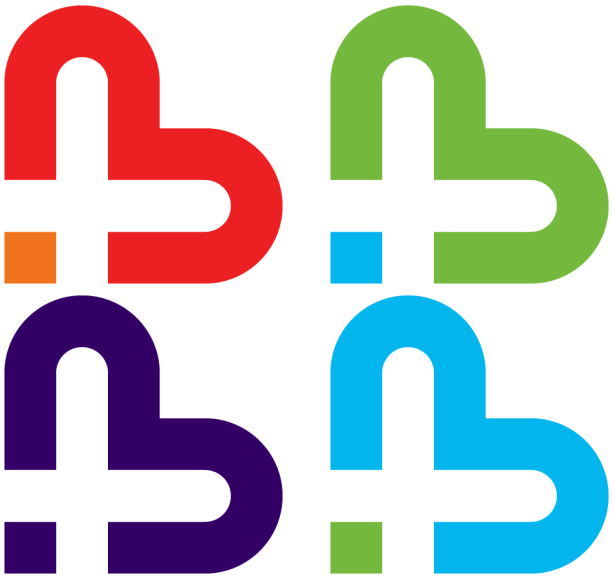
Finally, The BitMark Story provides a means to remunerate the ‘digital native’ professional, by change the intention of a ‘like’ or a ‘+1’, or other social-confirmation, into something that is valuable.

BitMark enables the use of social-gestures and digital investments to create, establish and build monetary value in means that were simply impossible prior to the advent of BitMark. Whether it be applied for providing recognition for a video you produced, shared or ‘liked’, through to new ways to pay buskers in the street, those authoring free software on the web, those seeking a low-friction way to license and distribute protectable intellectual property, organisations looking for a new way to establish a voting mechanism for administrative purposes or non-profit organisations seeking new, incremental ways to build or maintain their non-profit activities through social-engagement, BitMark provides new funding mechanisms for funding products and services valued by communities.

These systems can easily be applied to web-resources such as wikipedia, via simple integration that supports simply ‘marking’ an article you’ve read or ‘marking’ wikipedia itself as a resource you value. In-turn, these activities can be applied to modern Digital Reputation systems, which act in-turn to change network economics substantively.

Marking and Digital Reputation

Marking delivers a reputational benefit through the use of a public, digital ledger that presents transactions between entities with a secured area that enables notation in relation to the transactional event. These systems can then be further developed and applied, with an array of complementary technologies as to improve support for reputational marketplaces and complex reputational based value matrices surrounding a person's activity and presentation of their achievements, via the world wide web.



"The currency of the new economy is trust."

-Rachel Botsman

As discussed by Rachel Botsman on TedTalks, reputation is the foundation to the new economy, trust, where collaborative consumption allows people to rediscover a form of 'humanness' where trust and efficiency are the critical ingredients for a web-powered economy.

The Web already offers an array of reputational markers in almost all forms of popular web-platforms. From Facebook 'likes', Twitter 'favourites', social-ratings on systems like eBay and AirBnB, as well as distribution related metrics on popular video, software development and sharing websites. The problem is that the use and utility of a persons work does not translate sufficiently, to a sustainable economic reward and where it does, it often does not offer sufficient support as to ensure that all contributors to that work were recognised for their contributions. Bitmark offers a technology solution to solve these problems by simply enabling support for 'marking' URI's, with reasons.

This in-turn offers new opportunities for complementary technologies such as 'OpenBadges', where new interfaces and applications can be developed to directly query the BitMark Services API's and BlockChain, to create easy to understand reputation interfaces that can easily represent social context to reputationally contextual activity.

These forms of application for BitMark represent the evolutionary nature of the technology, as it uniquely offers a solution for providing economic liquidity.

Further Research

Below are links to early stage, BitMark online resources.

BitCoin Markets

- Coinwarz http://www.coinwarz.com/cryptocurrency/coins/bitmark
- Current Mining Power Calculator http://bitmark.co/miningspeed
- Currency supply of BitCoin, BitMark and LiteCoin http://bitmark.co/charts/coinsupply
- Network Health http://bitmark.co/statistics/health
- Bitmark Brain Wallet and Address Generator - http://bitmark.co/brain/

Mining

- http://xhash.net/
- https://www.miningpool.co/
- https://hash-to-coins.com/index.php

DEVELOPER RESOURCES

- BitMark Logo Concept - http://bitmark.co/bitmark.co/logo.html
- FAQ - BitMark http://faq.bitmark.co/
- SLACK https://bitmark.slack.com/
- GitHub https://github.com/project-bitmark/
- IRC http://webchat.freenode.net/?channels=bitmark
- Trello https://trello.com/b/lG3Vefkx/general
- KLARANET http://www.klaranet.com/
- Klaranet Commands https://github.com/melvincarvalho/klaranet/wiki/Commands

SOCIAL MEDIA

- Twitter https://twitter.com/ProjectBitmark
- Project Info http://bitcoinbarbie.com/project-bitmark/

NEWS

- Twitter https://twitter.com/BitmarkNews
- BitMark News http://bitmarknews.com/
- Multicurrency mining pool. Adjust currency for any of your workers https://bitcointalk.org/index.php?topic=660544