

The Daily Airdrop—How GetGems Rewards Users Who Contribute to the Network

The value of a social network is tied directly to the number of active users. The key concept behind GetGems is that the network rewards its users, thus the value reward should be divided fairly between the users according to their contribution. How does this work?

This model is implemented using the daily airdrop. A percentage of all available gemz—30,000,000, or 30%—are reserved for distribution in daily airdrops. Every day, ~27,400 gemz are taken from the reserve and distributed directly to users according to a public and fair algorithm. The gemz are “dropped” into the users’ wallets, hence the term “airdrop.”

The goal of the airdrop is to reward users based on their contribution to the success of the network. Since we measure network value by the number of active users, the algorithm is designed to reward users who introduce other active users.

The Invitation System—Determining Who To Reward

The first part of the model is based on the invitation system. When each new GetGems account is created, the new user is asked to confirm which user invited him into the network.

This process is easy because the inviter’s username is usually prefilled, since it comes attached to the invitation link for downloading the GetGems app that users can share with their friends. A new user can override the invitation credit and give it to any user he wants. (See the section on presale perks to find out what happens when the new user gives no invitation credit.)

From this point on, the system remembers the original inviter for every user in the network, and every user has an original inviter. This is a key point of the model.

Counting Active Users

The next part of the model involves determining the number of active users. Since airdrops occur every day, we only consider active users during the previous twenty-four hours.

An “active user” in a given a twenty-four-hour period is defined as one who has used the Gems app in that time period and who has performed several social activities within it (such as sending an instant message, trading gems, and so on). A user is marked as either “active” or “not active.” There is no regard to the actual amount of activity. It is important to note that this part of the algorithm is a probable target of attempted fraud. The algorithm employs various

techniques to filter fraudulent users and avoid “activity spam.” (See the section about avoiding fraudulent activity and spam.)

After the system determines the daily list of active users, the algorithm checks for their original inviter, and then counts the total number of active users per original inviter.

For example, let’s assume user A invited users A1, A2 and A3, and user B invited users B1, B2 and B3. During the twenty-four-hour period, users A1, A2 and B3 were determined to be active. After counting the totals, user A has a count of 2 active users and user B has a count of 1.

Factoring It All In—The Contribution Score

The final part of the model involves calculating a contribution score for every user in the network. The number of gems in the airdrop is divided between users according to their contribution score.

For example, user A has a contribution score of 20 and user B has a contribution score of 5. If we had 100 gems in the airdrop, user A would receive 80 gems and user B would receive 20 gems.

The contribution score for a user is calculated according to two complementary factors:

1. The total number of new, active users that the user invited during the time period. This calculation is directly related to the active-user counts (total of active users per original inviter).
2. The total number of gems that the user currently holds in his account. This means that users with large amount of gems will be rewarded more generously than users without gems.