The background features a large, light blue circle with a white border. Inside this circle are several smaller, semi-transparent circles in shades of blue, purple, and orange. Scattered throughout are various colored dots (red, orange, yellow, blue, purple) and thin, grey, curved lines that resemble orbits or paths.

Petals

Whitepaper



www.petals.video



Petals

Web3.0 Based Short Video Creation and Social Platform

I. Petals' Vision and Mission

1. Overview.

Content platforms now hold the power of controlling how users disseminate, distribute and obtain contents. Platforms have built high walls, keeping user-generated contents inside as their own treasure. Users actively or forced to give up their rights and hand them over to the platforms. This leads to trashy platforms run wild, which is really unbelievable. When information loses its power to interconnect, "Internet" is no more than just a name.

Petals try to rebuild the platform, which benefit all stakeholders. Where the petals fly, the flames of creativity are also alive and growing. Petals, record the beautiful and gorgeous world around you and harvest your own wealth.

Petals is a Web3.0 short video creation and social platform built entirely on blockchain technology, which facilitates value transfer and fair distribution for all users of the protocol. Its innate incentive mechanism is the biggest supporter of the coming Web3.0 era. Through the redistribution of value, content consumers, content producers, backend service providers or advertisers - are all able to create value and generate their own wealth. Everybody benefits.

2. Vision.



Using blockchain as the underlying logic engine to create a new economic ecology of Web3.0 short videos driven by value.

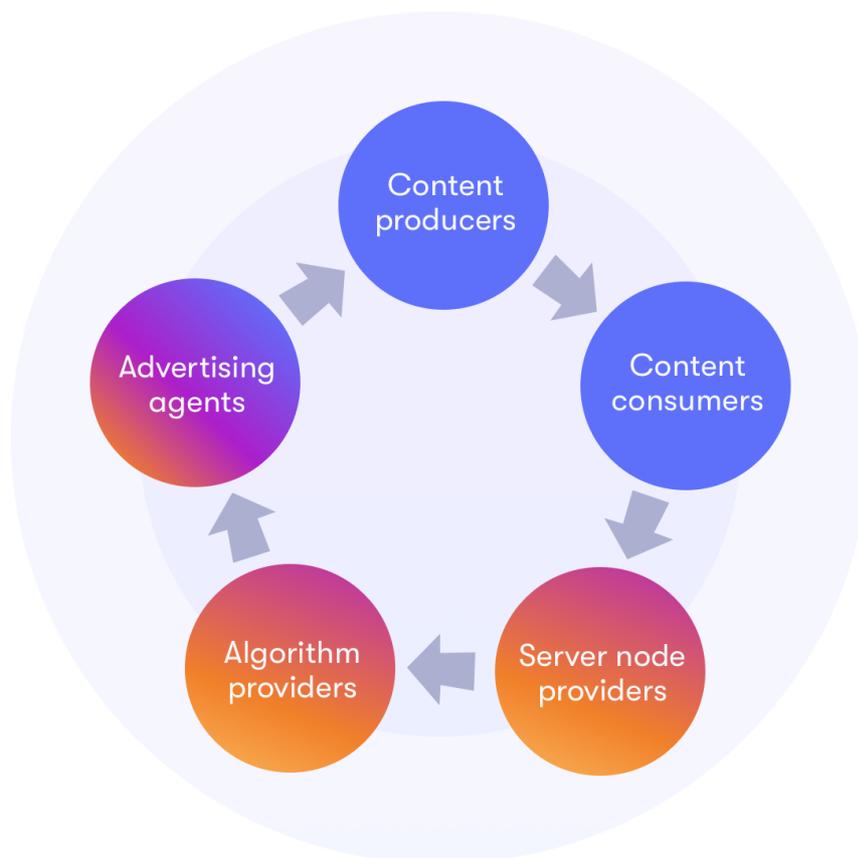
II. Products and Features.

Petals is different from other blockchain economies and is a great attempt to enable the application and use of blockchain technology. Every user is able to achieve understanding and recognition of this new model through participation on the platform. All users of Petals will benefit from the platform simply by participating, this is the beauty of Web3. Become the creator of value and harvester of wealth in the truest sense of the word.

One flower, one world, one leaf, one Bodhi. Under the new ecological model of fairness and freedom, users can unleash their imagination and realize their true potential. With Petals everyone will bloom.

III. Ecology and User Construction.

Petals short video system ecology is built by all participants together and the efficiency of the system is improved with the help of AI algorithms.



Participation roles and incentive mechanisms.

1. **Content consumers:** (based on anti-cheat filtering) Firstly, watching ads generated to get rewards. Secondly, to like, comment, retweet, report on the video, according to the validity of the behavior, to get additional rewards (the data provided for algorithmic recommendations). Content consumers will consume a very small amount of tokens when using the client to access the server's access to content.
2. **Content producers:** they'll publish NFT video works and receive a small portion of the associated advertising revenue generated by the work. And they will get the full reward revenue from consumers.
3. **Server node providers:** distributed content storage and each new server node added, need to update complete operational logic in real time, plus a part of the dynamically maintained video content and video information.



- Delivery revenue: when the client requests the server, the server correctly returns the content, and the client pays a certain amount of tokens after successful validation of the download.
- Storage revenue: servers verify with each other the accuracy of storage files, recommendation algorithms and other strategies, which can be similar to filecoin's storage mining design.

4. **Algorithm providers.**

- Design open source algorithms to establish credit evaluation systems for content producers and advertisers.
- Design open and transparent video auditing algorithms for video content auditing.
- Design an open and transparent video recommendation algorithm to recommend video content.
- Design an open and transparent advertising strategy and bidding algorithm for ad recommendations.
- Developers can earn part of the advertising revenue if the algorithm is selected and adopted.

5. **Advertising agents/advertisers:** purchase Petals and make bids, the highest bid gets the opportunity to display ads. Advertising agents are subject to a strict credit system assessment and spontaneously complete part of the early review of advertising content.

DAO built by all participants: adjust the reward distribution in the whole ecology by holding Petals and voting; upgrade the credit evaluation system in the whole ecology



by holding Petals and voting; select the recommendation algorithm, audit algorithm and advertising system algorithm by holding Petals and voting.

IV. Roadmap

Phase 1

- Petals App product goes live with hundreds of videos.
- Content consumers could gain token rewards by viewing the videos.
- Content consumers could like, subscribe, and share the videos in Petals App.

Phase 2

- Content providers upload videos freely, get token rewards by video's views and shares.
- Token holders audit the videos and get rewards in a decentralized way.
- Content creators can mint video NFTs based on the popularity of their videos.

Phase 3

- Ads auction system is online, advertisers get token rewards instead of fiat currency.
- Open source the default algorithm, improve data transparency and user privacy.
- Anyone can provide algorithm based on Petals platform. And algorithm providers get token rewards proportion to their usage in Petals platform.

Phase 4

- Build Petals own App chain, improve user experiences and fees greatly.



- All videos store in decentralized storage network. Validators are both network and storage keepers in exchange for token rewards.
- Petals platform run fully decentralized, and organization works as DAO.

V. Token Usage and Distribution.

1. Token Usage

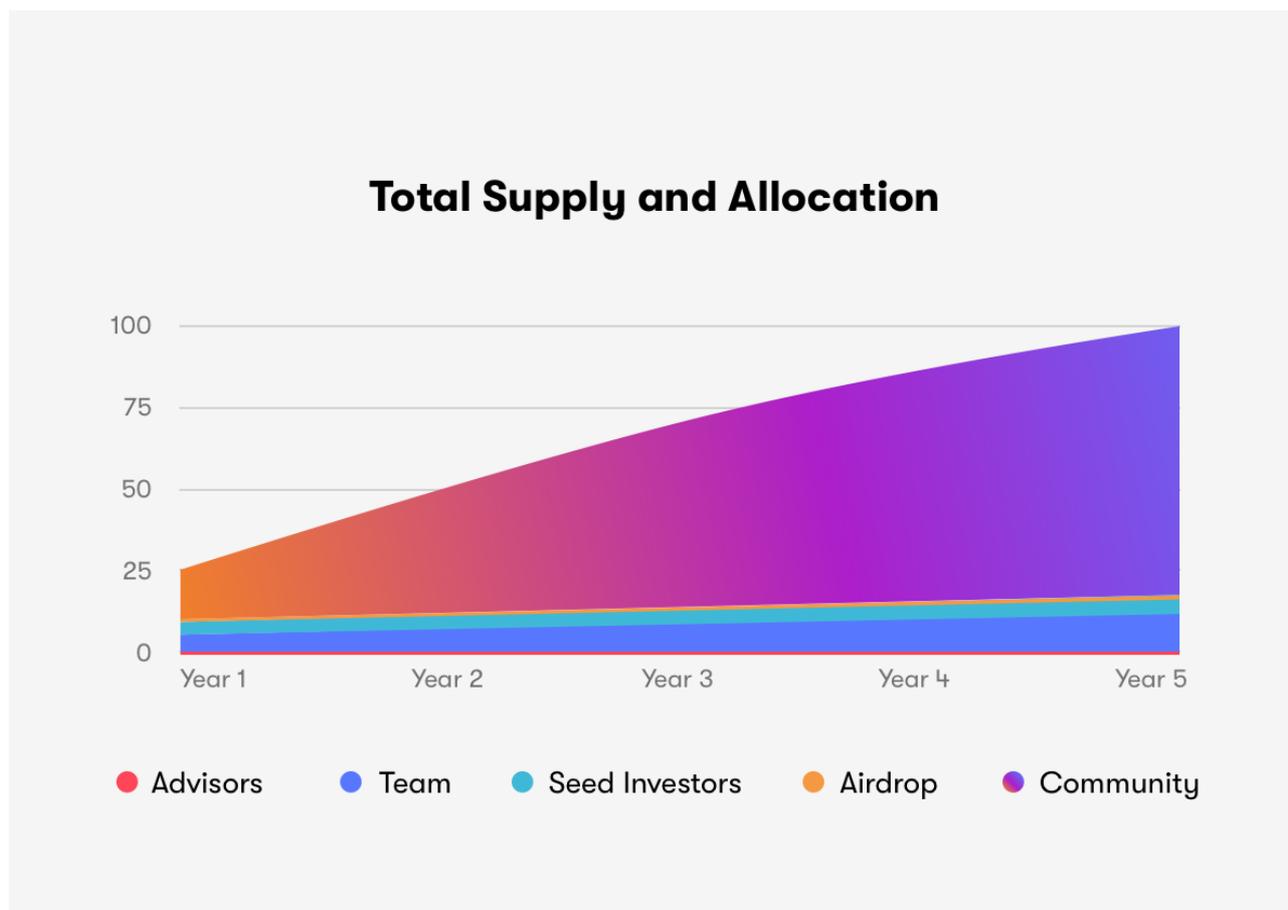
The token is the intermediate of Petals system. Different roles will earn tokens based on their behavior, and finally flourish the adoption.

- For creators, everyone can upload short videos recording their daily life, happiness, sadness, and hold the private key to hold the full ownership. Modifying permissions, publishing content, following other creators, and interacting with other contents only need users to hold their private keys with ZERO interference from any centralized party. Token will be reward to all creators in this distributed system.
- For algorithm providers, each one can obtain the contents from creators equally. Algorithm providers can no longer monopolize and control the contents. Users can switch to any algorithm providers at any time, which determine the ads. flow and content preference. The more the algorithm is used, the more token will be earned by algorithm providers.
- For distributed nodes, they will be hosting short videos, maintaining the connections among Petals nodes and the reverse indexes of content interactions, storing permanent data such as transactions and contributions, and using a transparent algorithm to mark creators and content to achieve a user-controllable recommendation system, etc., of course, you can also get rewards for your own work.

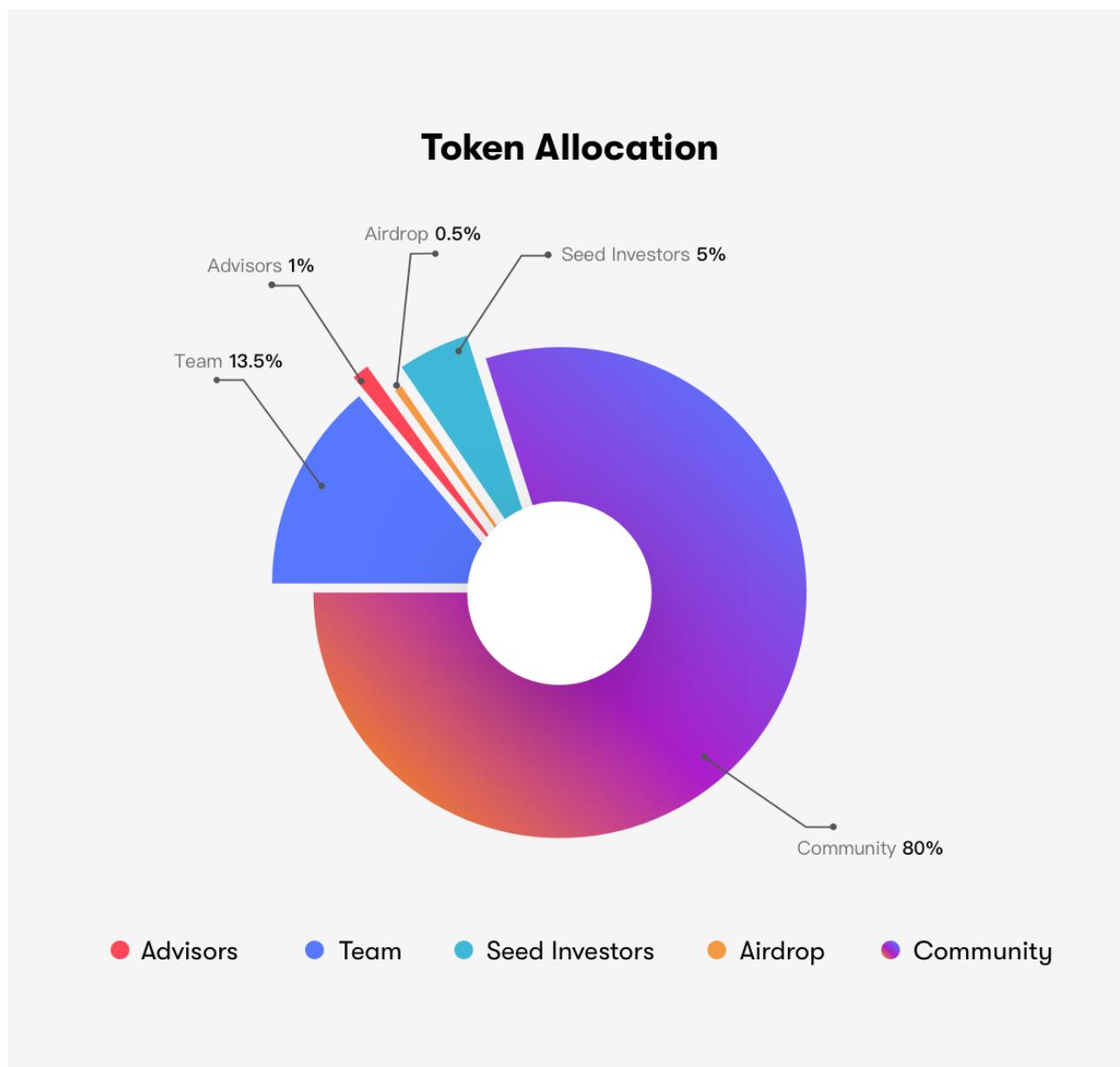


2. Token Distribution

Total issue/supply: 100,000,000,000 PTS (petals) will be created and generated in the initial stage, most of the PTS will be locked for an extended period. They will be released and supplied gradually over the next five years.



The distribution is as follows.



Community - 80%

This portion of PTS are tokens that will be gradually distributed to the public, of which

- 7% will be tokens for video creators. 2% will be unlocked immediately and the rest will undergo a 12-month linear unlock.
- 5% will be for protocol and app users. 2% will be unlocked immediately and the rest will undergo a 12-month linear unlock.



- 4% will be advertising and algorithm providers or any other ecosystem developers, which will be a 12-month linear unlock.
- 64% of the future PTS (petals) will be managed by DAOs. After the first year, it will have a linear unlock of 48 months.

Teams - 13.5%

- Existing and future Petals teams will receive 13.5% of all tokens. These tokens will be unlocked over a 36-month vesting period.

Seed (Initial) external investors - 5%

- Seed investors are those who have supported us from the beginning. There will be a 24-month linear unlock.

Advisors - 1%

- There are many people who have helped the Petals project from its infancy. In total, 1% of all tokens will be awarded to those advisors with a linear vesting period of 12 months.

Airdrop - 0.5%

- 0.5% of the tokens will be airdropped to early product users and supporters in the Petals ecosystem (e.g. active users, eco-app developers and testnetwork participants) and these tokens will be unlocked immediately.

VI. Conclusion

We believe that a decentralized asset, content and social indexer is the final piece for the world to rebuild Web3 short video platform that might overthrow the centralized system with massive user adoption. With the new Petals standard and its



decentralized hosting, developers and users will build and experience short video social network: everyone controls their own data and public data is truly open to everyone.