

Pictosis

Whitepaper Beta

SUBJECT TO CHANGE

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1. What is Pictosis

An open crowdstorm design platform for desktop & mobile to decentralized the future of creative work on the web2 + web3, bringing design & opportunities to global talents solving tasks together for companies, brands, startups, organizations, investors & all the creative community, market & industry in general.

2. How it works

In a nutshell, a crowdstorm design project it's set up & posted in the platform to invite all creatives & designers communities around the globe to collaborate together working to solve the design task set (***i.e. design the new ethereum swag collection***) & the best creative proposals chosen by the project owner(client) win the monetary prizes according the total pool prize set for the project rewards.

3. Vision

To create an open source decentralized autonomous organization platform that empowers designers, artist & creatives from around the world to crowdstorm tasks & solve challenges as a daily basis earning money for their work, time, energy, ideas, feedback & community engagement.

4. Mision

To build & develop the best crowdstorm design platform playground to give the creative community the perfect tool to unleash all their talent to the highest level by doing what love the most while earning money for their outstanding performances solving together creative tasks for brands, organization or open innovation innitatives.

3. Purpose

To bring design & open innovation opportunities to global talents using the best of web2 + web3 technology to empower, enhance & decentralized the future of creative work giving the community a new mindset & way to live from this awesome career as borderless digital nomads & professional creators with 100% freedom.

4. Market

4.1. Background

Since the **internet & dotcom** was born, **every industry & market had to evolve** into this new technology to remain competitive in the new upcoming market trends, consumer habits & “game changes” in our society globally. **This was perfect for some of the “modern” careers based on creativity & innovative thinking as design.**

The idea that **internet enables the ability to work anywhere** you are, in **anytime you feel inspired or having a creative spark**, it simply changed the game completely.

Now, talented people with outstanding skills is able to work remotely, free from static places, free from status quo of agencies, inhouse corps or studios, empowering the real purpose of design & creativity: **to solve problems & challenges to enhance mankind life as its best.**

The way “**how we work**“ took a big **step ahead into the future**, internet had **opened the portal to a new universe much more collaborative, connected & diverse**, where people got **inspired, motivated & engaged** to build projects around important matters that benefits all of us globally.

4.2. How is it today

Nowadays several platforms for crowdsourcing, crowdworking & crowdstorming exist around the world, all centralized, every single of them rely on “clients will” to run projects & “survive” as profitables tech systems businesses(if they actually can survive).

This made them forget the core heart of this innovative & collaborative crowd creation mechanism: THE CREATIVE COMMUNITY.

Even those platforms are currently active and working, they have quite some issues in different aspects & features that need to be upgraded to take this fast growing market industry to the next level by using the power of the web3 (blockchain & smart contracts technology) to build the killer platform (DApp) on top of it.

4.3. The future we want to BUIDL

We want to develop a platform (DApp) in which all users, designers & creatives gain real value each time they use the platform, whether is by participating with their ideas & designs proposals in projects, or by giving constructive feedback, fairplay voting, licensing, etc.

We want to take the best from current web2 (centralized platform systems) to transfer them into the web3 (blockchain based DApp) to build a decentralized autonomous organization platform playground system that allows all parties to interact with each other creating, sharing & earning value.

We want to decentralized the future of design & creative work on the web3 (blockchain) in a way that it can live autonomously creating & launching own open innovation projects with tasks & challenges to be solved by the community of creative talents and designers from around the world.

5. Parties

5.1. Community

All subscribed & registered users to the platform such as creatives, designers, artists, curators, judges, advisors, etc.

5.2. Companies

All entities that need to develop projects & labs for their own innovation purposes as research, tryouts or real use cases.

5.3. Brands

Trademarks that need to create innovative design solutions for their market challenges & target audience.

5.4. Organizations

Institutions that need to create innovative design solutions for their social challenges & target audience.

5.5. Investors

Visionary people or VC that would love to invest in an idea, design or prototype, that was crowdstormed in the platform & is available for sale.

6. Problems to solve

6.1. Voting System

Using blockchain the voting system will be secure, fair & transparent.

6.2. Payments (Value Transfer)

Rewards are paid by smart contracts.

6.3. Reward System

Users earn tokens for their work, time, energy, ideas, feedback, community engagement & overall performance in the platform.

6.4. © Licenses

A copyright registration mechanism to protect the community creations from copycats or scammers.

6.5. Revenues

A marketplace & store to buy/sell work from the pictosis community to create value on each transaction.

7. Platform Ecosystem

7.1. Features

- User Profile
- User Dashboard
- User Portfolio
- Community(Following/Followers)
- Direct Messages
- Comments
- Karma Reputation
- Voting System
- Payment System

- Wallet Integration
- Launch Crowdstorms
- Open Crowdstorms
- Closed Crowdstorms
- Token Exchange
- Products Store
- NFT Marketplace
- Chatbox
- Blog

7.2. Functions

- Register
- Log in
- Create Profile
- Wallet
- Launch Crowdstorms
- Join Crowdstorms
- Upload Designs
- Update Designs
- Direct Messages
- Follow
- Team Up
- Commenting
- Vote
- Share
- Exchange
- Sell
- Buy

7.3. Incentives

- Win Fair Total Prize Pool Rewards
- Immediate Reward Payment System
- Fair Voting & Karma System
- Earn tokens by giving feedback commenting
- Earn tokens by submitting your designs to crowdstorms
- Earn tokens for your designs & portfolio performance
- Earn tokens by keeping active w/community
- Burn tokens to deflate supply & increase token value
- Sell designs in the marketplace/store to profit from each purchase
- Collaborate with thousands of creatives from around the globe

7.4. Layers

- Public
- Private
- Confidential DNA
- Invite Only
- NGOs & Causes
- Workshops & Labs

7.5. Utility Token

\$PICTO is an utility token that feed the Pictosis ecosystem & will be used for launching crowdstorm design projects, setup total prizes, for community voting, feedback, for community active engagement, for community rewards, to buy/sell goods at the marketplace/store, to covert your work into NTFs, for future governance and lots of more ideas that can be used for.

7.6. DAO

The long term purpose of Pictosis is to become in a decentralized autonomous organization govern by its creative & developer community that can give opportunities to global talents as a daily basis to make a living from it.

8. Current Development Stage

MVP at www.pictosis.com