



Omcoin

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Contents

Abstract	3
Value Proposition	4
Introduction	5
A Troubled Market	6
The Meditation Marketplace	7
The Listening Marketplace	8
Metrics	9
Distribution Formula	10
Token Technology	11
Payments	12
User Applications	14
Roadmap	14
Business Landscape	15
Competition	16
OMM Advantage Matrix	18
Token Launch	19
Distribution	20
User Growth Pool	21
References	22

Abstract

Depression, anxiety and other neuroses are sweeping the developed world in unprecedented numbers. Modern-day esotericism has condemned us to a life of societal pressure, social media addiction and perpetual negative thinking. These traits have stymied self-development and have contributed to the current crisis in mental health. The less mindful choices made on an individual basis are inadvertently placing a straitjacket on our collective effort to create a better world.

The adoption of mass meditation is a promising solution to remedy the current mental illness crisis and unlock the highest potential for mankind. Those who are in a meditative state are both 400% more creative and better at making analytical decisions. Omcoin will function as the bridge to global enlightenment and exhort individuals to reach their full potential while earning our cryptocurrency in tandem.

Hence, we introduce the concept of “meditation mining.” Omcoin’s mobile app and Web counterparts will incentivize users to meditate through a rewards system offering our TRON-based token.

Value Proposition

We propose the OMM as a token of exchange in an opt-in advertising system, entailing sponsored meditations based within the mobile app and Web platforms. The OMM system provides the following:

- 1) **Users:** privacy and security when listening to sponsored meditations, a share of tokens and self-enlightenment.
- 2) **Advertisers:** less expensive customer listening attention, payment and pronounced recognition.

Introduction

Omcoin is the pioneer decentralized platform for meditation and mindfulness. Omcoin creates a self-sustaining decentralized meditation platform that encourages society to start and continue their journey of self-development. This platform goes beyond self-development by providing listeners the opportunity to expand their portfolio as OMM token owners.

Omcoin's app (Omapp) lets advertisers provide meditation content to the platform. Users can then choose to opt-in to the advertising system to access the content. Users who interact with the meditation content get paid OMM tokens as incentives. (OMM is also the token of exchange on the Omcoin platform). Omcoin's model provides advertisers with a low-cost alternative that guarantees maximum engagement with customers as the customers get paid when they listen. Also, customers not only access these incentives, but their listening is private and secure.

A Troubled Market

The meditation industry has been driven by technology-based solutions. However, the companies offering these wellness services are profit-oriented, potentially affecting the services provided to the people. The current meditation industry is driven by profits more than it is by promoting wellness. Major players in the industry, including Headspace, Calm, meditation.live and Core are backed by institutional investors. These multi-million-dollar investments are made with a mission for even more returns for a profit.

Filling this gap is Omcoin: a decentralized platform that incentivizes users to optimize their productivity through meditation and a rewards system.

The Meditation Marketplace

One of the fastest-growing health trends is meditation. Research by the United States Centers for Disease Control and Prevention (CDC) revealed that up to 40% of Americans used meditation in 2017 [5]. Meditation and mindfulness practices are going mainstream given the penetration of technology, increasing awareness on wellness and rising cases of anxiety and depression. Meditation and mindfulness are among the fastest-growing sectors in the \$4.5 trillion global wellness industry [2].

The Listening Marketplace

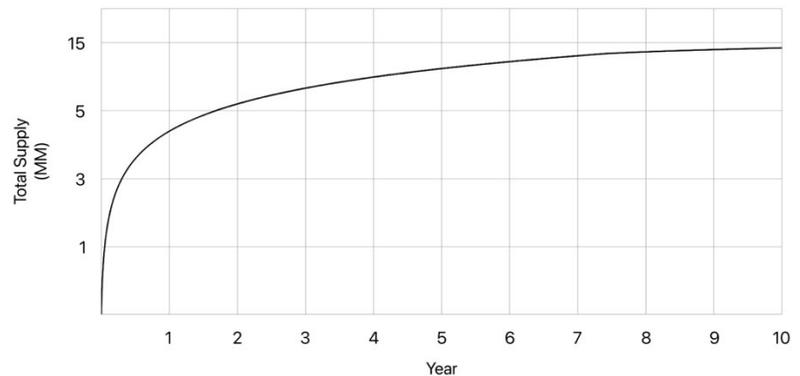
The listening marketplace is a phenomenal forum for industry creatives to receive customer attention, attribution and payment. Prime examples of the expansive size of the listening market lie in applications such as Apple Music, Spotify and SoundCloud. In 2018, these streaming goliaths accounted for over 50% of all recorded-music revenues worldwide [1]. The marketplace for listening will continue to flourish, setting up the opportunity to voyage into a new space for attention-based listening in the form of sponsored meditations.

Metrics

Omcoin's distribution formula tracks the time users spend meditating as a function of earning our token. The platform's algorithm increases the difficulty in earning tokens as users' total meditation increases. This creates an indefinite number of coins that users can earn even with a capped supply of 21 million tokens. Our formula makes the token deflationary, so that demand for the token increases with time as supply decreases.

The present implementation of the concave slope shows the difficulty increase for earning coins where total time meditating increases.

Distribution Rate – Earning Difficulty and Total Meditation Time Over 10 years



Distribution Formula

This parabolic increase in difficulty gives OMM an indefinite number of earnable coins while limiting at infinity following the horizontal asymptote $y = 14.7$ million. The formula is as follows:

$$y = 14700000 - \frac{14700000}{(x + 1)^{\frac{y}{x}}}$$

where $\frac{y}{x}$ or $\frac{\text{coins earned}}{\text{years}}$ is *speed*. Omcoin tracks the user's time spent meditating. This correlates to the number of tokens earned. As there are 21 million tokens, we do not anticipate a shortage of tokens. Omcoin's innovative formula places a parabolic increase on earning difficulty to prevent the eventual shortage of tokens inherent in standard formulas.

Token Technology

The Omcoin is a TRON-based token that cultivates a self-development marketplace. TRON is an open-source, blockchain-based, distributed computing platform that bridges the gap between content creators and content consumers. TRON improves the current state of digital entertainment services by reducing costs for the consumer and empowering content creators with its distributed storage technology. TRON allows anyone to host digital entertainment content on its public blockchain network where the global audience can directly pay content creators to access their content. This system removes the cut taken by a single organization or middleman for hosting services on its platform. Omcoin utilizes the TRON network because it is an industry leader in transaction speeds and low fees.

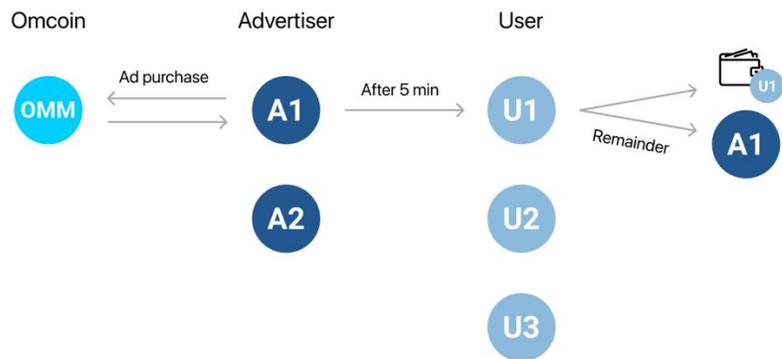
“TRON is a decentralized blockchain platform that makes use of a 3-layer architecture including the application layer, the core layer, and the storage layer. It uses a proof-of-stake (PoS) model that can handle 10,000 transactions per second, allowing users to create their own contracts. In addition, virtual machines are used for contracts, and its Delegated-Proof-of-Stake (DPOS) can handle future demand.” [3]

Payments

Micropayments distributed via the Omapp rewards system will utilize the Omapp Micropayment Ledger in the first stage of deployment. Extra minutes following the base 5-minute mark in which users spend listening to sponsored meditations will undergo verification at Omcoin’s mobile app and Web platforms for distribution purposes, respective of the OMM Metrics.

This chart conceptualizes the flow of OMM payments. The OMM payment system flow will not precisely follow this pattern in its first iterations, but the high-level concept will be identical. First, advertisers will buy ad slots with tokens to promote their meditations. When a user engages in a meditation session for a minimum of 5 minutes, advertisers will then send a payment in tokens. The flow of payment unlocks for extra minutes after this 5-minute mark in which the user spends listening to the meditations, keeping part of the payment for their wallet and passing the rest on to the advertiser. We will specify further anonymous cost-per-action models as the Omcoin system develops.

OMM Payments – Flow of the Omcoin



The OMM will be unique to Omapp, Omcoin's mobile app and Web platforms and stay within close bounds of verified advertisers solely. Only advertisers will receive payments in OMM, though payment for listening to a sponsored meditation on one advertiser is available for use at another advertiser.

User Applications

Users who earn OMM tokens benefit from the utility of the token in the Omcoin ecosystem. The use cases for OMM are as follows:

- 1) Ad slots for advertisers to promote their meditative sounds.
- 2) Premium content will be available for purchase to its users as Omapp develops into a powerhouse for personal growth.
- 3) Digital goods such as gift cards, swag and Omcoin merchandise.
- 4) Upvoting and downvoting meditations and content to support advertisers in the marketplace.

Purchases made within Omapp will cost more tokens than on the Web platform due to Apple and Google's 30% in-app purchase fee.

Roadmap

- 1) **Pre 1.0 OMM:** Omapp will first create an anonymized ledger system for making payments to advertisers based on user's listening time. The secure vault will use the ANONIZE [4] algorithm to ensure customer privacy.
- 2) **1.0 OMM:** OMM wallet integrated with Omapp. Verification and transactions will be overviewed by Omcoin's internal ledger system to guarantee privacy, security and proper distribution. Ad inventory will incur valuation and transactions will undergo calculative analysis from reported OMM Metric data.
- 3) **Beyond 1.0 OMM:** Make the transfer and verification process entirely distributed on TRON to ensure user privacy. Add alternate OMM metrics based on advertiser feedback to promote transparency via a "decentralized audit trail." This will be useful for advertisers and users to ensure receipt of correct payment for the advertising delivered through the OMM network.
- 4) **Omcoin as a platform (Omapp):** Further OMM metrics based on advertiser feedback will undergo consideration for future improvements. Also, we plan to explore value-added services that are available to users on Omapp through OMM.

Business Landscape

We wish to create a self-sustaining decentralized meditation platform that revolves around a currency in which the public supports and determines the price. Omcoin will be generating revenue for investing parties as the value of the coin increases. Notably, joining early in the OMM project presents listeners and investors a lower level of difficulty in “mining” tokens as the cumulative listening time is still low. The company will also gain momentum from its mobile app and Web companion following the development of the respective platforms.

Competition

Omcoin's main competitors are mainstream tech conglomerates: Headspace, Insight Timer, Aura and Calm. Headspace, the London-based meditation and sleep company has added more than 2 million paying subscribers across 190 countries. With merely 62 million downloads, the opportunity for new competition to appear is undeniably possible [6]. Furthermore, the listening marketplace has been expanding, opening the market for new and innovative alternatives to existing products.

Omcoin leverages the increasing adoption of meditation tools and cryptocurrencies, integrating them to create a platform that offers user-focused self-improvement content. This benefits the users, the meditation industry and the blockchain industry. Omcoin's innovative business model will uproot the meditation tech giants and transcend the standard business model of paid subscriptions to cryptocurrency rewards.

OMM Advantage Matrix

With both meditation apps and cryptocurrency gaining public recognition, we look to bridge these two exhilarating industries and sway users away from paying for self-improvement services. The emergence of these two niche industries presents the opportunity for customer overlap. Not surprisingly, forward-thinking cryptocurrency enthusiasts are also avid meditators. Omcoin takes advantage of these circumstances and supplies an exciting tool for personal growth and blockchain activity. The Omcoin advantage is the joy users will find in earning promising rewards for spending time meditating their way to enlightenment.

Present ecosystem	Omcoin & Omapp
High subscription costs for premium content	Premium content free with earned coins
Deceptive advertising	Perfect delivery
Lack of incentive to continue	Listeners rewarded for attention
Limited opportunity for sound producers	Marketplace dedicated to sound producers
Data collection by third party services	No data collection. Ever.
Violation of user privacy	Perfect user privacy

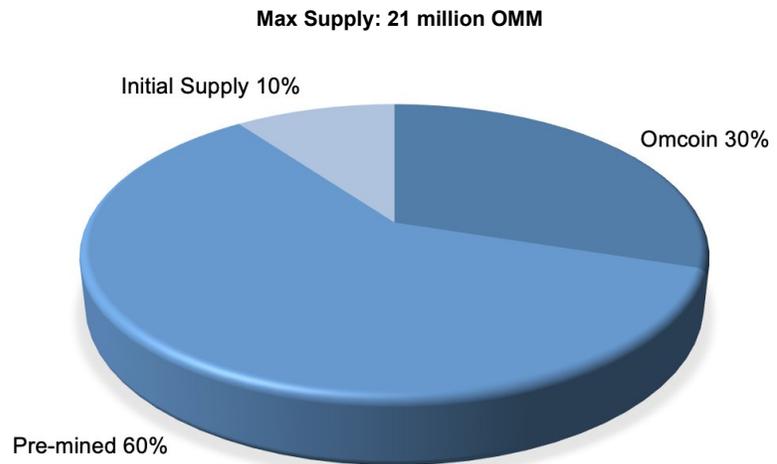
Token Launch

The following numbers are best effort estimates as of March 15, 2021.

- 1) **Exchange rate:** 1 TRX = 1.5000 OMM (this may change with TRX exchange rates).
- 2) **Token contract address:**
TJjoep8pFxBwMzQPa2HSP2fauq8EH3peJB
- 3) **Launch date and time:** 12AM EST March 15, 2021

Distribution

- 1) **Omcoin:** 30% of max; 6.3 million OMM.
- 2) **User growth pool:** 60% of max; 12.6 million OMM.
- 3) **Token available to public at launch:** 10% of max; 2.1 million OMM.



User Growth Pool

- 1) OMM received as a reward may only be used within the OMM ecosystem for value-added services.
- 2) After 6 months unused OMM will recirculate back to the user growth fund which can then be utilized for newcomers.
- 3) Existing Omapp users may obtain additional tokens by updating their app and verifying phone number.

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