



WHITEPAPER 1.0

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Pluton Overview

Background

In the latest era, some of the great bloggers and content creators, experienced in creating content for education, entertainment, or serving as relevant solutions to societal & human problems have allowed the activity of content creation for trying out new operations. While the results might be less satisfying, but these are known to generate immediate rewards as well as gratification.

An increasing percentage of content creators & bloggers are not paid satisfactorily. At the same time, other tends to earn almost nothing for the respective contents. It turns out to be discouraging towards creating content for helping the end readers while earning no rewards for the overall impact and contribution. However, there has been an advent of a highly innovative and revolutionary platform for the skilled content creators. Let us know more about it in detail.

The economy of crypto sharing has become quite real for many industries with the innovative marketing strategy of a blockchain-enabled startup towards becoming Reddit of the blockchain industry. Steemit –a leading blockchain startup, started the concept of paying its social media users the opportunity to comment as well as vote on the respective blogs, images, video, and other types of content. Given its successful track record, Steemit has been capable of completing over 40,000 transactions every week while creating millions of dollars in total value for its respective social users.

Are you a blogger, creative writer, podcaster, or video creator? Are you wondering about how to increase your overall revenues while doing what you love? You can consider using Pluton!



Importance Of Blockchain Technology Into Content Creation

Content creation is known to be controlled by specific gatekeepers. As such, the overall online freedom of speech gets impeded. Due to this, monetization will mostly tend to feature an intermediary while the content creators will continue searching for alternative methods for getting compensation for the respective work. In such a scenario, decentralization can be an ideal solution –specially blockchain platforms that could help in the encouragement of peer-to-peer networks.

Decentralized platforms are digital systems that tend to rely significantly on the individual contribution of each member in the construction of the given structure. Due to its innovative token economy, the blockchain technology can be utilized for building content delivery applications, in which the respective creators & curators (audience) could help each other with the help of a proper reward mechanism that is capable of working both ways.

The blockchain technology helps in offering fans a proper stake in the overall growth of the content creator while incentivizing the content's improvement at the same time. The respective rewards can be provided for consuming content while increasing the overall success of the creator within the network.

How is the Innovative Blockchain Technology Revolutionizing the Content Industry?

The advanced Blockchain technology started with the leading cryptocurrencies like Bitcoin. Since the inception, it has expanded beyond the worlds of banking and finance. With a myriad of advanced applications and new businesses built on the given technology, industries are now capable of representing mass decentralization for impacting the entire world soon. Blockchain helps in distributing the overall cost of running the given platform to the various platforms while rewarding them for the same in equal measures.

The given decentralized model is relevant for advanced blockchain-based solutions like payment processing, cloud storage, and cybersecurity. However, increasingly, the given technology is also known to play a vital role in the content publishing and distribution area, as it turns out to be a better deal in comparison to the old ways. Blockchain is significantly capable of disrupting the given imbalanced status quo while seeking to put the power back in the hands of those creating and consuming content.

The Innovative Blockchain Marketplace

As per Jack Ma, the founder of Alibaba, the blockchain technology is capable of changing the world more than one could imagine. There are two ways in which blockchain technology could empower various online marketplace platforms.

01

To serve as the main marketplace technology

02

Boosting traditional marketplaces with the help of blockchain-powered tools

An Insight into Pluton PBN

Pluton –PBN serves to be a decentralized blogging as well as social networking platform on the innovative Pluton Blockchain. The platform is known to reward content creators, users, and publishers with the revolutionary PBN coin for the respective activities on the given platform.

The PBN blockchain is known to host blog posts and the respective comments by the end-users. At the same time, users can rate the available content with the help of the innovative upvoting & downvoting system. When the content of the user is upvoted, rewards get generated for both the upvoter and the author.

Pluton helps in delivering the assurance of a fast and secure user experience in which every action that is performed on the platform (including posting blog posts, upvoting, downvoting, commenting, and others) is performed with the help of a specialized consensus algorithm as well as a dedicated monetary system. This trait makes the given platform highly unique.

Pluton Coin

The users of Pluton tend to earn rewards in the form of Pluton Coin or PBN. The revolutionary PBN coin is known to be based on the Ethereum type of cryptocurrency.

The ERC-20 type of cryptocurrency tends to deliver a myriad of economic benefits as well as dividends to the respective holders. In comparison to the Proof of Work type, the ERC-20 type helps generate daily rewards in the form of proper stakes for holding PBN. At the same time, the e-wallet of Pluton reveals more compatibility when it comes to helping you to earn more rewards for maintaining PBN. Therefore, the more PBN you will be holding in the e-wallet of Pluton, the more reward you can expect to receive on a daily basis.

How does Pluton Work?

PBN serves to be a cryptocurrency for Pluton. The platform is an online content publishing network featuring decentralized specifications. The PBN blockchain is known for hosting blog posts as well as comments that are posted by the users. At the same time, the users are known to rate content with the process of upvoting and downvoting the available posts. Upvotes help generate income for the author as well as the upvoter.

The author of the blog post is known to earn PBN coins upon upvoting. On the other hand, the upvoter is known to earn a specific portion of the overall income. Every action on Pluton –like posting some blog post, upvoting or downvoting, commenting, and others, is performed on the given platform. This is the reason why the given platform is required to be fast, free of use, and secure for ensuring an overall excellent user experience.

PBN coin is known to make use of a consensus algorithm as well as an advanced monetary system for making the platform work. Pluton is known to boast the best-ever guest or user experience of all the cryptocurrencies till date with the real use-case for the content publishers out there. In addition to the content publishing platform, Pluton aims at building a marketplace for decentralized magazine and e-books with extensive plugins. At the same time, there is also the provision of developer tools for the overall ease of integration to any type of online blogging platform.

Who can Use Pluton?

01 Professional Authors

02 Aspiring Writers

03 Everyone





Coin Specification

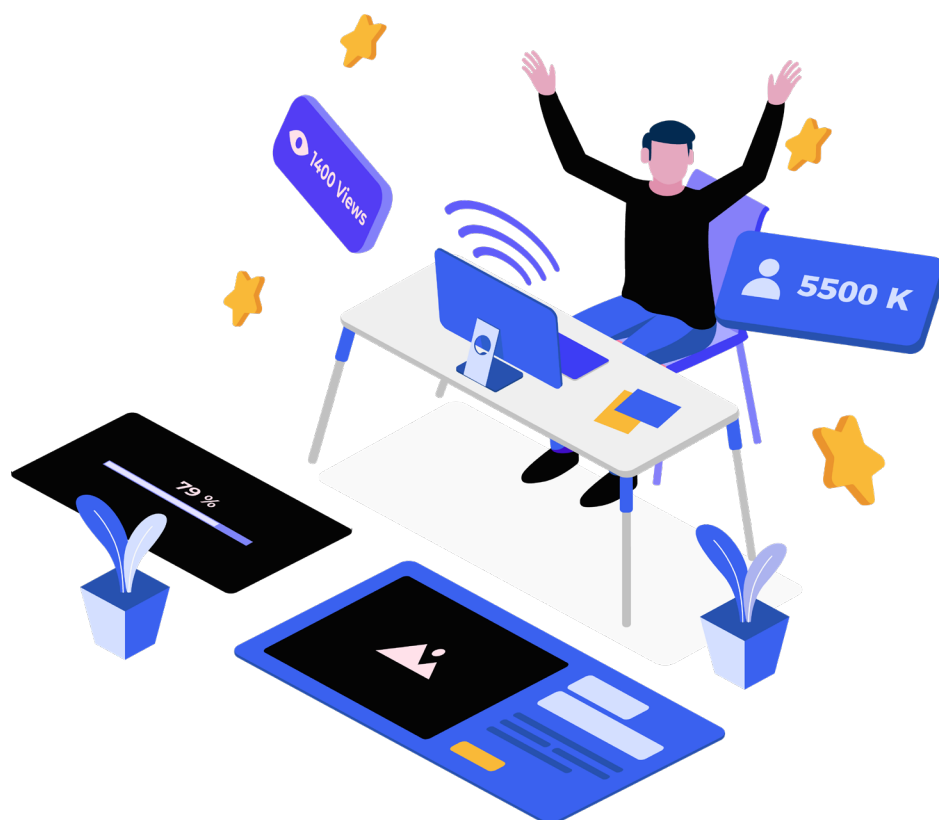
Coin name	-	PBN (Pluton)
Algorithm	-	Xevan
Maximum Coins	-	100,000,000
Mining Category	-	ERC-20
Premine	-	5 percent or 3 per cent for pre-sale
Target Block time	-	120 seconds
Block Reward	-	4 for Development Fund and 7.2 for ERC-20

Pluton Features

Some of the innovative features of Pluton to look out for are:

- Available as a 100 percent open-source platform
- Provides access to Pluton marketplace and e-book
- Decentralized e-book marketplace on a global level
- Compatible for publishing e-books and earning PBN on every sale
- Instant deposits as well as withdrawals of PBN from the platform

PBN serves to be a highly rewarding decentralized network for online content publishing with an extensive range of plugins as well as developer tools for the overall ease of integration to any normal blogging platform or network. With the help of Pluton, you can always look forward to earning financial rewards while making your impact at the same time.



Advanced Features Of Pluton

01

Ethereum Based

ERC-20 serves to be the consensus algorithm that is utilized by the cryptocurrencies out there for validating blocks. The primary benefits offered by ERC-20 include improved security and energy efficiency. In the typical system of Ethereum, the creator of the next block tends to be determined by the presence of a randomized system. In parts, it can be said that the same is dictated by how much of the particular cryptocurrency the particular user is holding. In some cases, it can also be used for determining how long the users have been holding the particular currency. Rather than computational power like in the case of proof of work, the overall probability of the creation of a block while receiving the linked rewards tends to be proportional to the holding of the user of the cryptocurrency or underlining token on the given network.

The major benefit of ERC-20 –over the given system as proof of work, is that it makes use of comparatively less energy. As a result, it turns out to be more effective.

Moreover, it is known to be well-documented such that every Bitcoin transaction out there, using the proof of work system, can look forward to requiring as much energy. This turns out to be both unsustainable and ineffective.

Some of the special functions that are performed by the given nodes are:

- Delivering instant transactions
- Improving the overall privacy of transactions
- Allowing budgeting as well as treasury systems in the cryptos
- Taking part in voting & governance

Unlike other forms of blockchain-enabled social media platforms out there, Pluton is known to be built on the ERC-20 blockchain model. This implies that the users can stake the respective coins for earning more rewards. Using this way, even when the users might be too busy to one can still look forward to earning Pluton coins.

At the same time, Pluton has been designed in the manner that allows the users to be incentivized for not dumping the respective coins. This is because the users are able to lock the respective coins up for voting power for creating content and getting more rewards. The more Pluton coins you are able to lock up, the more rewards you are able to curate.

Pluton serves to be 100 percent open source. This implies that you can go through the code for inspecting if it is to your satisfaction. Pluton is also helpful in implementing e-book publishing as well as magazine marketplace. The given feature will be included during the later quarters of 2019. More details about the same can be found in the roadmap.

The creation of the decentralized global marketplace for e-books on Pluton will help allow the users from everywhere and anywhere to publish as well as sell the respective works on the given platforms. PBN is also known to be earned upon each sale of the book on the given platform. The platform is known for its lower transaction fees and quick transactions throughout.

Pre-Sale

In the current scenario, Pluton's pre-sale is ongoing. Moreover, it is listing on the cryptobridge images for a few days. As such, there serves to be no better way to secure your overall passive income for the future than getting a stake in the amazing platform.

Tokenomics



Total Supply	:	500M PBN
Circulating supply	:	TBD (After launch)
Liquidity add on uniswap launch will be locked	:	20%
Private sale allocation	:	75M PBN 15% (hard cap 500)
Public sale allocation	:	225M PBN 45% (hard cap 1800)
Pluton Staking Dapp	:	30M PBN 10% (25% Rewards)
Marketing	:	25M 5%
Team locked wallets	:	25M 5%
Private sale price	:	150,000 PBN = 1 ETH
Public sale price	:	125,000 PBN = 1 ETH

Pluton Roadmap



Quarter 2 -2020

- ✓ Initialization of the Concept: Making an entry into the revolutionary cryptocurrency industry
- ✓ Designing the Brand –Creating the visual identity for Pluton for working across multiple platforms. The brand was designed with the motive of featuring an elegant design along with the user-focused and monetized publishing criteria.
- ✓ Team Building & Market Research & Analysis: Defining roles within team, analytical & statistical cryptocurrency along with research for content writing.
- ✓ Website Design & Development: Delivering attractive, clear, and concise information for the investors.
- ✓ Expansion of the team: Screening as well as adding qualified team members for specialized roles.
- ✓ Coin Specification: Agreeing on the algorithm along with the core specifications, monetary system, security, and speed.
- ✓ Market Research Analysis & Consulting: Getting an understanding of the competition, marketplace, audience, and investors.
- ✓ Website Development: Launching completed website that is ready for pre-sale.
- ✓ Continued Process of Team Building & Market Research: Assigning roles within team along with analytical & statistical cryptocurrency analysis and research related to content creation.



Quarter 3 -2020

- ✓ Networking and Presale Launch: Anticipating successful launch of the application. Releasing wallets along with the set-up guides. Opening pre-sales to the public through the official website. Establishment of Ethereum.
- ✓ Staking Pools: Partnering with staking pools.
- ✓ Market Exchange Listing: Securing listing on Cryptobridge and Cryptopia.
- ✓ Releasing Whitepaper: Delivering detailed authoritative report on the innovative Pluton.

Quarter 4 -2020

- ✓ Alpha Releasing Pluton for Content Publishing: Ensuring alpha release of the innovative Pluton for user testing. Integration of compatible web application.
- ✓ Beta Releasing Pluton for Content Publishing: Ensure beta release of Pluton with refinements and improvements.



Quarter 1 -2021

- ✓ Launching Pluton & Content Publishing Application: Ensuring full release of Pluton delivering cutting-edge user experiences and monetized content publishing.
- ✓ Ensuring Team Building & Brand Awareness: Ensuring top-level marketing along with local conferences and Q&A sessions.





Quarter 2 -2021

- ✓ Introducing Pluton to the E-books Marketplace; Delivering access to the global-level decentralized e-books marketplace.

Quarter 3 -2021

- ✓ Ensuring Alpha Release of Pluton for E-books Marketplace: Ensuring alpha release of the given platform for user-level testing.
- ✓ Ensuring Beta Release of Pluton for the E-books Marketplace: Ensuring beta release with refinements and improvements.



Quarter 4 -2021

- ✓ Ensuring full release of the E-books marketplace
- ✓ Ensuring extended roadmap release



