

how  wow

Whitepaper

Summary

Howwow has a unique proposition. There are two elements to Howwow's Business Plan. These two elements are combined by a unique synergy which will allow Howwow to grow rapidly. The first element of Howwow's strategy is dedicated to solving one of the great modern problems in the consumer industry. Solving this problem alone could render Howwow a multi billion dollar enterprise. We call it the "User Manual Problem". User manuals are a nightmare for consumers. This isn't a subjective statement it has been statically proven that user manuals found in consumer products ruin the consumer experience (1). Consumers dread the moment they have to assemble the furniture they've just purchased from e.g. IKEA. A mixed array of complex instructions and badly drawn diagrams masquerading as "instructions" leave the customer confused and helpless. The same experience is repeated time and again, everything from coffee machines to bunk beds contain the dreaded user manual. The founder himself was inspired to create Howwow because he too thought Written Instructions or user manuals were absolutely inadequate.

The difficulties of navigating user manuals are well known but is there a better way? Howwow has provided a simple solution. Howwow is a video based App which hosts video guides. Video guides are far superior to user manuals. Statistics and logic both prove this point. Put simply, it is far easier for a consumer to watch a video guide and then follow than it is for them to read a user manual and then follow. The solution is clearly effective. Howwow will work with big companies to transition from outdated user manuals to clear video guides. Instead of spending millions printing large amounts of user manuals, Companies can instead produce the video guides for a much cheaper price, Howwow will simply host the content and deliver it to the consumer. But how will Howwow get the industry to stop using inadequate and frustrating user manuals and transition to using video guides? How

will Howwow make money doing this ? Our business strategy for penetrating the market is outlined in the “Business Strategy & Marketing” section of the Whitepaper.

The first key element to Howwow’s business plan that involves replacing user manuals and transitioning to video guides can be succinctly called Howwow Enterprise, since we are working within the Enterprise space by providing an SaaS (software as a service) solution to big companies. The second key element to Howwow Business strategy is complementary to the first and can be described succinctly as Howwow Social. Howwow Enterprise essentially involves partnering with companies and hosting their “video user manuals” on our App platform. By doing this, Howwow Enterprise will generate significant user traffic, this will inevitably give us an opportunity to monetize. There is however a second key benefit to this user traffic. Once the users are attracted to use Howwow in order to watch a particular video user manual we want them to stay and become a regular Howwow user. Howwow Social is the perfect platform to exploit this user traffic.

Howwow Social is a video based “how to” Social Network. Put simply, it is like a “how to” version of YouTube which is built to effectively cater to the “how to” community. But, Do we really need a “how to” version of YouTube ? Doesn’t YouTube already do a great job at hosting “how to” content ? All of these question are later answered in the “Market Opportunity – Howwow Social” section of the Whitepaper. The reader might be surprised to discover that there is a massive opportunity and market gap for a video based how to social network.

To Summarize, Howwow has an effectively engineering dual strategy to build the perfect “how to” community. The first element of the strategy is called Howwow Enterprise, to solve the user manual problem by driving industry transition to video guides. The second key element of the Howwow’s strategy is described as Howwow Social. The Howwow Social community can be effectively populated by using the consistent user traffic traffic generated by Howwow Enterprise. Both Howwow Enterprise and Howwow Social will be contained in one App. These two

elements can simply be considered as two separate features within the same App.

The final element which needs summarizing is the Howwow Token. The whole Howwow business model is built upon a unique synergistic concept. The synergistic concept works as follows. Howwow Enterprise will host and deliver video guides for a wide range of products. This essentially means a large number of users will be compelled to use Howwow Enterprise to watch video user manuals. This consistent user traffic will give Howwow Social a unique opportunity to create an inclusive, user beneficial, “how to” social network. The HOW token will essentially be the in app currency for this social network. Why do we need a token ? Put simply, social networks are currently suffering due to the exploitation of content creators and users. Users are not being made to feel an inclusive part of the platform, instead social networks are unfairly “using the users”. More and more users are waking up to this reality and are seeking alternative platforms that give them a genuine stake in the successes and failures of the platform. Tokenisation offers a unique opportunity to give users a stake in a platform. To date, no big social network has successfully integrated tokens into their platform. Howwow Social could be the first to effectively do this. The “Howwow Token” section of the whitepaper elaborates on the potential uses of the HOW token in the Howwow Social Platform.

To conclude the Summary, Howwow is a unique and truly revolutionary project to completely overhaul the user manual industry and bring modern sleek video guides to the consumer. Howwow Enterprise truly solves one of the great consumer problems, the nightmare of user manuals. Every Entrepreneur knows that solving great problem makes for great business. Howwow Social is a complementary element of the same Howwow App that will seek to cater exclusively to the giant “how to” community. “How ?” is such a powerful question, a high quality community and technologically enhanced video deliver system is needed in order to effectively answer those “How to ?” questions. If you doubt the need of Howwow Social or you doubt the prospects of Howwow Enterprise. Then we encourage you to read to the end of this Whitepaper. By the end of it, we are sure you will be wowed.

Contents

Table of Contents

Summary.....	2
Contents.....	5
Howwow Enterprise.....	5
Problem.....	5
Solution.....	7
Howwow Social.....	7
Problem.....	8
Solution.....	9
Product.....	10
Market Opportunity.....	11
Howwow Enterprise.....	11
Howwow Social.....	13
Business Strategy & Marketing.....	14
Howwow Enterprise.....	14
Howwow Social.....	17
Howwow Token.....	19
References.....	20

Howwow Enterprise

Problem

There are two key problems Howwow seeks to solve, the first problem will be solved by Howwow Enterprise. The second problem will be solved by Howwow Social. The first key problem can be described simply as the user manual problem. The user manual problem can be concisely explained as the problem that consumers face, when they struggle to understand the complex written instructions that come with consumer products. In the next few paragraphs a statistical analysis of the user manual problem is conducted.

One particular industry where User Manuals are used heavily is the furniture industry. Furniture is everywhere. By definition, anybody with a home has furniture in it. By far the biggest company operating in this industry is IKEA. The Swedish powerhouse of furniture. Many people are familiar with IKEA and many are familiar with their very confusing user manuals. But this problem is not exclusive to IKEA, it is a general problem within the Furniture Industry.

Surveys have also shown that this user manual problem is no myth. 44% of adults in the UK are not able to assemble flat pack furniture (1). 26% of adults said that it takes them half a day to assemble a single piece of flat-pack furniture(1). Meanwhile one in ten admitted to needing a whole day. These statistics are a damning indictment of the extent of the problem. However, the market for flat pack furniture is still huge with nearly nine out of ten homes in the UK containing at least one piece of flat pack furniture.

This user manual problem is particularly pertinent in the furniture industry but it also persists in many other consumer industries. A typical home contains numerous consumer products, the vast majority of these make some use of user manuals.

Everything from Coffee Machines to home based gym equipment require user manuals and often they fail to fulfill their purpose.

Howwow believes consumers dislike certain products due to the difficulties in deciphering the user manuals(2). Complex written instructions offer no clear explanation through the assembly process. The problem doesn't lie intrinsically with the products but rather with the instructions. Therefore a solution is required that addresses these poor user manuals.

Solution

Following written instructions or user manuals is generally quite difficult even when the words are accompanied by images. These types of instructions have proven to be both annoying and inadequate to the consumer(2). In general, it is much easier to see someone doing something and to copy rather than read about someone doing something and attempt to copy. The deeply flawed current solution i.e. user manuals ask the consumer to 'read and then copy'. The solution provided by Howwow asks the consumer to 'watch and then copy'. Howwow Enterprise is a feature within the Howwow App that will allow consumers to view Video guides or Video User manuals.

For now, it is best to summarize the solution provided by Howwow Enterprise by using a real world example. Lets use IKEA as an example, a typical IKEA customer would typically be forced to try and decipher a long list of complex instructions when assembling furniture. However, if Howwow enterprise is implemented as an SaaS solution by IKEA. The consumer would simply find a QR code enclosed inside the Furniture packaging. After scanning the QR code, it would link to a Video Assembly Guide produced by IKEA. The consumer can then follow a clear visual guide to assemble the product. The benefits are obvious.

Howwow Social

Problem

A “how to” Social Network, is there really a need for one ? That is the question that may first come to mind. The best way to explain the need for a “how to” social network is by using the curious case of Instagram as an example. Before Instagram people would typically just use Facebook to post their images. The need for an “Instagram type” social network had not occurred to many. But the founders of Instagram spotted an opportunity.

Facebook is a one-size fits all solution to Social Networking. It allows you to post text, video and images to your friends and followers. Facebook is extremely successful so this model is obviously working very well for them. But there is a deeper point to be made. Instagram recognized that image based social networking was a unique category within itself with its own unique community. Put simply Facebook is great for social networking and you can post images on it but image sharing has a huge unique community that requires dedicated software to express themselves. Instagram recognized this and delivered their product. Instagram’s software was made to cater to the image sharing community.

Howwow also sees a unique opportunity. YouTube is an great platform for video based social networking. Billions people around the world regularly use YouTube to share and view a wide array of videos. But Howwow recognizes a particular community within the YouTube community which may benefit from a dedicated software solution that caters to their needs. This community is the “how to” community. Unfortunately, YouTube does not cater to this community.

The best way to describe how YouTube does not effectively cater to the “how to” user is by using an example. By definition the typical how to user simply wants to

follow a video that explains how to perform a particular task. Lets take the example of cooking. If you wish to make a particular cake by following a video on YouTube you will soon run into problems. Whilst following the video steps you will inevitably have to press the pause button in order to give yourself time to follow the last set of instructions. Pressing the pause button whilst your hands are covered in flour and eggs is quite difficult. This is not just true of how to cooking videos it is true of all how to videos. By definition, when you are following a How To video your hands are full. Whether your mending a bicycle or baking a cake, the inconvenience of having to constantly press the pause button or rewind the step you just missed is quite annoying. Technology is supposed to make our lives easier. The How to user has a specific requirements and YouTube's App does not cater to the user.

Solution

When you're following 'how to' videos your hands are invariably full and YouTube just keeps playing. Howwow's App will have voice recognition built in, meaning if you are attempting to bake a cake and your hands are untidy you can simply say 'stop' and the video will stop. Anybody following a 'how to' video will at some point need to say 'stop' in order to follow the instructions they have just seen. In this way, Howwow will be optimized to cater for the huge 'how to' community. Anybody who has ever watched or searched for a video telling them how to do something is a potential user of Howwow Social.

We believe this simple voice recognition feature can revolutionize the 'how to' market. In the same way that Instagram revolutionized the image sharing community by providing a App with enhanced features such as image filters. Howwow can have a similar impact. The added feature of voice recognition along with other features can make Howwow a thriving social network. Content creators on Howwow will be also be helped by the fact that the App will also be optimized so that makers of 'how to' videos can seamlessly provide for their followers.

The potential of Howwow Social is best described by using a real world example. Can you imagine a scenario where a busy young professional unable to make time for the gym uses Howwow Social ? They simply choose the latest video gym routine from their favourite fitness blogger on Howwow Social. Click Chromecast to broadcast from their phone to the TV, put their phone within shouting distance and begin exercising. After each step in the gym routine video they simply say 'Stop'. They then complete the necessary reps and when ready for the next exercise they say 'Play'. No need to constantly press the play button or fiddle with timers.

Can you imagine a scenario where a young woman getting ready for her graduation ceremony uses Howwow ? She simply selects a hairdo video from her favourite fashion video blogger. She can choose to Chromecast to her TV or simply use her phone only. She places her phone within shouting distance. After each step in the hairdo routine she says 'Stop' so she can follow the latest instructions from the video. There is no need for her to annoyingly fiddle with the pause button with untidy hands. In the case of 'how to' videos there is often the need for the user to repeat a step they might have missed. This too will be achievable through voice recognition. No need to fiddle with the highly annoying rewind scrolling whilst your hands are full. It's modern, it's convenient, it is the future. The amalgamation of two up and coming 'megatrends' video and voice recognition will be used to solve the 'how to' problem. To summarize, Howwow seeks to cater to the How To community in the same way that Instagram caters to the image sharing community. Howwow believes that in the same way that Facebook was not optimized for image sharing which gave us Instagram, YouTube is not optimized to cater to the How to community, which gives Howwow a unique and exciting opportunity.

Product

The Howwow App will function in a pretty simple way. It is important to note that Howwow Enterprise (the video guide hosting service) and Howwow Social (the how to video based social network) will both be integrated into one App. Therefore

a user wanting to use the Howwow platform would have to create a user account and this account would give them access to both Howwow Enterprise and Howwow Social. The design goals of Howwow App will revolve around ease of use. It is critical that our users can immediately recognize the different functions of the Application in order for them to benefit from many integrated feature. It is also important to note, that the Howwow App is still in the prototype stage.

Market Opportunity

Howwow Enterprise

Howwow Enterprise has a huge potential market to exploit. After conducting market research Howwow has identified three key markets that could potentially benefit hugely from the introduction of Video guides to replace user manuals. The first industry is obvious. It is the furniture industry. Sometimes it is difficult to comprehend the actual size of the furniture industry. Put simply, almost every home in the world contains at least one item of furniture. By working with furniture manufacturer and retailers in a win-win relationship Howwow Enterprise has the potential to reach billions of consumers world wide just by targeting the furniture industry. The Global market leader in the furniture category IKEA recently made over \$32 billion in sales just recently (3).

The furniture industry makes heavy use of user manuals. Often the furniture is delivered in parts to the customer and they are forced to make use of the user manual to try and assemble the furniture. As has already been explained, this causes a lot of confusion and inconvenience for the end user. Howwow Enterprise could be of great benefit to this industry and it is easy to see how such a technology would be embraced by the market leaders in this category. Howwow Enterprise would offer a far superior alternative to user manuals, if you would like to see why

companies would transition to Howwow enterprise, please read the “Business Strategy and Marketing” section of the report.

Another key industry identified by Howwow Enterprise as ripe for disruption is the Consumer Electronics space. User manuals are used heavily in a wide range of consumer electronics from everything to Digital Cameras to Smart TV's. People want to make the most of their gadgets and complex user manuals just get in the way. Howwow Enterprise will seek to host simple clear video guides that allow people to seamlessly make the most of their gadgets. The consumer electronics industry is a 200 Billion dollar industry and the opportunity for Howwow Enterprise to act as an SaaS alternative to user manuals is huge (4).

The third key industry that Howwow Enterprise could disrupt is the small Appliance industry. Small Appliances are products that are typically found in the kitchen, everything from Coffee Machines to Fancy smoothy makers. Hundreds of millions if not billions of consumers use these items everyday. This industry offers Howwow a unique opportunity to access this consumer base by offering Manufacturers and retailers of Small Appliances an opportunity to use Howwow Enterprise as a effective SaaS upgrade to the currently prevalent user manuals.

These three industries, Furniture, Consumer Electronics and Small Appliances are three main target markets for Howwow. We believe these three markets allow Howwow Enterprise to access the maximum number of customers. Since Howwow Enterprise is using a revenue model based on advertising which is explained in the Business Strategy section of the Whitepaper, the larger the audience size the better. We believe the aforementioned three industries give us access to a very large pool of customers and hence maximize our ad revenue potential. However, Howwow enterprise is by no means limited to these three industries. Any big industry which seeks to transition away from using user manuals is a potential Howwow client. The opportunities are absolutely huge. We ask the reader to simply imagine the vast number of industries that utilize user manuals, there are so many.

This gives you some comprehension of the massive potential growth that Howwow Enterprise can benefit from if an effective business model is implemented.

Howwow Social

The best way of quantifying the huge market opportunity of Howwow Social is by using the example of the famous gaming platform Twitch. YouTube is a massive hub for gaming and for gaming video content. However, Twitch is a specific platform which is specifically dedicated to fulfill the needs of gamers. Twitch is hugely popular and there is a lesson that be learned from this. YouTube is great but it has such a huge range of communities that it finds it hard to produce a “one size fits all” product. So users of specific sections of YouTube like gamers often look for alternatives that fit there requirements better.

We at Howwow believe that there is a huge section of YouTube which is being neglected, the how to community. Previous sections of this Whitepaper have already outlined why Howwow Social will effectively cater to the needs of the how to community. So if the reader has skim read the Whitepaper we encourage them to go back and re-read the “Solution – Howwow Social” section of the report in order to understand the superiority of Howwows product.

The ‘how to’ market has stagnated. Initially ehow dominated the market in the early 2000’s. ehow was described as a Content Farm, a website that pays freelance writers to produce articles in order to gain ad revenue(5). Commentators criticized ehow for its focus on SEO at the expense of content quality. Former eHow employee Jack Herrick left ehow to start wikiHow. He described the difference between ehow and wikiHow as "eating a McDonald's burger vs. a wonderful, home cooked meal"(6). According to Herrick the wiki format was much better for the consumer than the cluttered eHow presentation. As of 2017, wikiHow gets far more traffic than eHow (7).

Despite wikiHow’s benefits it still has the same essential structure as an article

based website/App. wikiHow essentially consists of a large collections of articles which although helpful severely lack a social element. It is clear to see how and why Howwow's Social would be very different. wikiHow is a Wikipedia style 'how to' website/App. Howwow Social seeks to be YouTube style, video based 'how to' social network. The advantages in the latter are obvious.

It is interesting to note that YouTube's 'how to' section is far more popular than wikiHow. wikiHow has 1.7 million registered users, 200,000 articles and over 1.2 billion page views (7). Meanwhile one of the larger YouTube 'how to' channels named 'how to basic' has over 1.3 Billion page views and 8 million subscribers(8). It is clear that the market leader in the 'how to' space is YouTube and by a long distance.

Despite the fantastic benefits of YouTube it has been clearly outlined in previous paragraphs why Howwow Social would be much better at catering to the needs of 'how to' consumers with its unique amalgamation of voice recognition and video. The consumer experience for the 'how to' customer is lacking. A unique social 'how to' ecosystem is needed to cater to the 'how to' consumer.

Business Strategy & Marketing

Howwow Enterprise

The fundamental problem that Howwow solves has already been discussed. The superiority of video instructions to the user manuals currently in use has been outlined in the solution section of the Whitepaper. Many of the clear advantages of Howwow Enterprise for consumers have been cited but what about the benefits for companies ? Why would companies transition away from user manuals ? What is in it for them ? The following paragraphs will seek to answer these questions.

First and foremost. The first key advantage is related to advertising. Potential

partner companies of Howwow spend billions on adverts that show that show on both TV and video hosting sites like YouTube. These ads are relatively untargeted. This inefficient and sometimes annoying form of advertising is not ideal from the ad buyers perspective. YouTube does make an effort to target ads based on user behavior but this is quite hit and miss. Ask yourself this question, how often have you seen an advert for a product that you have no interest in ? The answer is obviously, way too many times. TV ads are even less targeted, in-fact they rely on volume meaning TV ad sellers show ads to such large numbers of people in the hope that some group of people may be interested. This seems inefficient, especially if you couple this with the fact that TV audiences are declining anyway. Ad buyers could benefit significantly from new platforms to advertise their products. Howwow Enterprise, a feature within the Howwow App could be the solution. But, why ?

Lets first explain how ads on Howwow Enterprise would work. As has been explained previously, Howwow Enterprise will host video user manuals produced by client companies like IKEA. So a typical user, lets call him Thomas will buy an item of furniture, once he reaches his home he simply opens the Howwow App, scans a QR code enclosed in the packaging which links to a video user manual for his product. An quick 15 second ad can be placed at the beginning of this video guide. Depending on the length of the video, perhaps another short ad can be placed within the video but the feelings of the consumer will be taken into consideration in order to ensure that ads do not become excessive and thus annoying. So why is this model of advertising on Howwow so special ?

In order to answer this question, it is important to give a quick overview of the objectives of advertising. The ultimate aim of advertising is to increase demand for a particular product or service. In order for adverts to be successful, firstly it is important to ensure that the ads are targeted at the right audience. If you target your adverts at the wrong audience, your adverts will be ineffective and the increase in demand for your product will be negligible. Secondly, it is important to

ensure that size of the audience is suitably large. You could have perfect ad and targeted at right audience but if audience is tiny, then the impact on product sales would be negligible. Howwow Enterprise hits the sweet spot for ad buyers. Firstly, Howwow Enterprise will allow Ad buyers to advertise to an ideal group of people. Lets the previous example of Thomas the IKEA customer who has just purchased a bed. Howwow enterprise ads allow IKEA to purchase a small video ad before the video user manual, to be shown to a customer like Thomas. This is an advertisers dream, Thomas has just bought something from IKEA, he is by definition interested in IKEA products. So, the ad budget from IKEA spent trying to upsell Thomas into buying another accessory is far more efficient than relatively randomly targeting people on YouTube. Howwow Enterprise will allow ad buyers to target ads at people who have just spent money purchasing a specific Item and in some cases a consumer who has purchased an Item from that very ad buyer . This will allow advertisers to target their adverts at a large number of their target market in the most efficient way possible using the most one of the most effective form of advertising, video advertising. It is perfect storm for the ad buyer.. There are also other advantages to using Howwow for companies, this is shown in the next paragraph.

Consumer experience is very important to retailers, user manuals give consumers a really difficult time, it is easy to envision the positive impact that video user manuals will have on the general consumer experience, this give companies another reason to transition toward video guides and use Howwow Enterprise as an SaaS solution. Companies often resist changing certain business practices because the potential cost benefit is lacking. However, using Howwow as an SaaS solution will in fact lead to a cost saving. Instead of spending large amounts of money on printing for user manuals, companies can slowly phase them out whilst introducing video user manuals hosted on Howwow Enterprise Finally, it is worth mentioning that Howwow's vision for the elimination of user manuals fits in perfectly with the green agenda. It is well known that the excessive use of paper has led to wide-scale deforestation. Many large corporations have made pledges to meet certain "green"

targets, Howwow Enterprise offers a unique opportunity, it allows these companies to potentially profit whilst meeting green targets.

A few more details are worth mentioning on Howwow Enterprise's ad model. Content creators on Howwow Enterprise are essentially the companies that upload video user manuals for the products that they sell. Ad buyers can effectively be any business interested in buying a particular Ad spot. We anticipate that content creators will often seek to purchase ad spots in their own video content. Meaning content creators would want their own ads to run against their own content. Since this is likely the most optimal use of their ad budget given the fact that it focuses on their target market.

Howwow Social

The clear need and market gap that Howwow Social intends to occupy has been outlined extensively in the problem and solution section of the Whitepaper. In this section the strategy for marketing and increasing adoption rates for Howwow Social is outlined.

We at Howwow have a simple yet clever way to attract users to use Howwow Social. This strategy essentially involves using the steady flow of users of Howwow Enterprise and attempting to convert them to users of Howwow Social. If the reader has read the whole of the Whitepaper to this point they should already be familiar with the concept of Howwow Enterprise.

To recap, Howwow Enterprise will essentially allow consumers to avoid confusing written user manuals that accompany products and instead view simple video guides. These simple video guides will be produced by the manufacturers of the products and be uploaded onto the Howwow Enterprise Platform. Howwow Enterprise will allow Howwow to generate revenue through the various advertising methods that were described in the previous section. However, it is important to note

that users of Howwow Enterprise are by definition “one time” users. Put simply, a typical user of Howwow Enterprise will be a consumer who has just purchased a particular product. This particular consumer will simply want to use Howwow Enterprise to view a video guide once in order to help them either assemble or understand how to use that product. After this purpose has been fulfilled the only other time they will need to use the Howwow Enterprise is when they purchase another product with an associated video user manual hosted on Howwow Enterprise. This “One time” use of Howwow Enterprise is perfectly profitable but the opportunity to make a one time user of Howwow enterprise into a full time user of Howwow Social is a no brainer. How will we achieve this conversion from one time Howwow Enterprise user into full time Howwow Social user ? This is described in the next paragraph.

Put simply, We will have both Howwow Enterprise and Howwow Social integrated into one mobile App with one user account. This means that a user intending to use Howwow Enterprise will be required to make a user account that gives them access to both Howwow Enterprise and Howwow Social. This simple yet effective method will significant ease the path to converting one time Howwow Enterprise users to full time Howwow Social users.

The other method Howwow will seek to organically increase the user base of Howwow involves reaching out to high potential influencers. Howwow will seek out talented potential influencers with low numbers of subscribers on saturated platforms like YouTube and Instagram. By pitching to them we can give them a unique opportunity to become the “first adopters” of this unique social network. It is well known that first adopters of a social network have a unique opportunity to attract large numbers of subscribers. YouTube and other similar such platforms are littered with very talented social media influencers that produce high quality content but have low subscriber numbers due to a number of reasons. Howwow Social offers them a unique opportunity to fulfill their potential.

Another question that needs answering is related to revenue. How will Howwow Social generate revenue ? Howwow Social will be populated by videos produced by a wide range of users which effectively outline, how to conduct a specific task ? Everything from “How to bake brownies” to “How to fix the Windows 10 Narrator problem ?”. In a similar to way to YouTube, Ad buyers can purchase “Ad Campaigns”. It should be mentioned that ad buyers naturally prefer to purchase ads that are shown with high quality content. Howwow Social will strive to maintain the quality of videos uploaded on the platform. Low quality videos would damage Howwow Social’s mission objective which is essentially to allow the world to learn “How to do anything ?”.

Howwow Token

The Howwow token will play an essential role within the Howwow ecosystem. Many crypto enthusiasts have watched with delight as the adoption of crypto technology accelerated in 2017. Hundreds of startups are now transitioning to using “crypto” technology. Howwow believes strongly in the trend described by many as tokenisation. We see a future where different social networks will mint their own tokens for their respective ecosystems. This will inevitably yield a token economy where owners of tokens can exchange them for other tokens and for fiat.

The HOW token will play a crucial role in the Howwow Social ecosystem. As has been mentioned previously the steady stream of “one time” user traffic generated by the Howwow Enterprise feature to the App will allow Howwow Social to thrive. Social networks are currently suffering high levels of user dissatisfaction. Facebooks recent privacy violations are a case in point. Many social network have exploited their user base and have taken their content creators for granted. The market gap for Howwow Social has already been outlined in previous sections of the Whitepaper, However, the need for a token has not been explained. The HOW

token will act as a remedy for many of the current problems associated with social networks. By giving users and content creators HOW token rewards for participating in the network. Users will feel a real connection with platform. They will have a genuine feeling that they have a stake in the success or failure of the platform. The HOW token allows Howwow to offer a genuine revenue sharing model with users and content creators as opposed to an exploitative relationship.

The best example to give when examining whether a tokenised model would be successful in a social network environment like Howwow Social is by analysing the gaming industry. The gaming industry has successfully made use of virtual “collectibles” . Gamers value these collectibles and often boast about the amount they own. In rare cases these collectibles are bought and sold on the market for large amounts of money. Although, these collectibles give users a feeling of ownership in the platform that social media platforms do not, they are still lacking. Most of these collectibles have no monetary value, so ownership of these collectible has down sides. Many of these collectibles can be produced in the millions with no caps, so their value is inhibited. Tokenisation offers a unique opportunity for genuine wealth sharing that collectibles do not. Social media is great because of its users and refusing the share a fair amount of the revenue generated is simply unsustainable and bad business. Tokenisation offers a chance for novel blockchain based social networks to share the wealth. Instead of “reputation points” for valuable contributions, users can instead be rewarded with HOW tokens. To summarise, users and content creators are the most valuable parts of a social network. Sharing the wealth generated by these participant, or “giving back” to the community is essential when creating a sustainable social network. The best conduit to achieve this is through tokenisation. The exact details of HOW tokens uses within the Howwow Social platform are yet to be ironed out but rest assured, the HOW token will be the in app currency for the Howwow Social platform.

References

1. Reporter BDM. How flat-pack furniture has left half of us scratching our heads and most of us would pay for someone to build it for us [Internet]. Mail Online. 2012 [cited 2018 Mar 20]. Available from: <http://www.dailymail.co.uk/news/article-2205308/How-flat-pack-furniture-left-half-scratching-heads-pay-build-us.html>
2. Purtill C,. 'Do you think I'm stupid?' Why couples always fight when assembling Ikea furniture [Internet]. Quartz. [cited 2018 Mar 20]. Available from: <https://qz.com/504668/the-psychology-behind-why-couples-always-fight-when-assembling-ikea-furniture/>
3. Key figures - IKEA [Internet]. [cited 2018 Mar 20]. Available from: <http://www.ikea.com/gb/en/this-is-ikea/about-the-ikea-group/key-figures/>
4. Consumer Electronics - worldwide | Statista Market Forecast [Internet]. Statista. [cited 2018 Mar 20]. Available from: <https://www.statista.com/outlook/251/100/consumer-electronics/worldwide>
5. December 9 P on, Web 2009 in. wikiHow vs. eHow: Is The Wiki Way Better Than Content Farms? [Internet]. ReadWrite. 2009 [cited 2018 Mar 20]. Available from: https://readwrite.com/2009/12/09/wikihow_vs_ehow_is_the_wiki_way_better_than_content_farms/
6. Jack Herrick. In: Wikipedia [Internet]. 2017 [cited 2018 Mar 20]. Available from: https://en.wikipedia.org/w/index.php?title=Jack_Herrick&oldid=811047210
7. Statistics - wikiHow [Internet]. [cited 2018 Mar 20]. Available from: <https://www.wikihow.com/Special:Statistics>
8. HowToBasic - YouTube - YouTube [Internet]. [cited 2018 Mar 20]. Available from: <https://www.youtube.com/user/HowToBasic>