



White Paper

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Abstract

What is crowdsourcing?

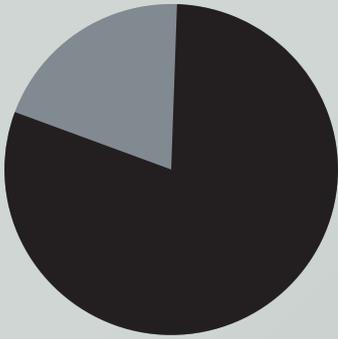
When you crowdsource, you invite anyone to become contributors to your digital space. In a time where information is constantly streaming at our fingertips, businesses are using internet savvy users as the primary source to inform their platforms.



Wikipedia (www.wikipedia.org) , an exclusively user-generated encyclopedia that is peer reviewed. This has become so successful that with any keyword search in over 270 languages, its likely that Wikipedia will be the first website to show up.

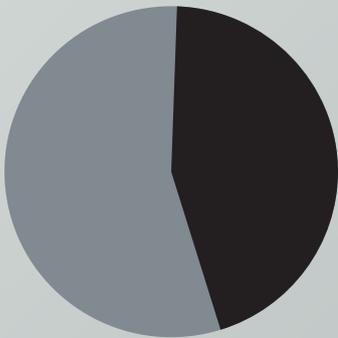
What is gamification?

By adding a game-like element to your platform, you can encourage ongoing participation and engagement.



80%

of smartphone users play mobile games on their device



46%

of smart device owners play games on a regular basis, and these 'gamers' aren't exclusive to a certain demographic, meaning all walks of life are interested and engaged by digital games.

SOURCES

<https://www.gamify.com/gamification-blog/7-best-gamification-examples-2020>

<https://www.forbes.com/sites/groupthink/2014/10/16/why-mobile-games-are-shaking-up-the-advertising-business/?sh=40ab56535bf4>

Starbucks rewards app



2.65 billion in revenue

25% customer loyalty

Starbucks Rewards App, users earn points whenever they make purchases to work towards bigger rewards. By implementing this gamification system, Starbucks reported an initial increase in revenue of \$2.65 billion, and customer loyalty growing more than 25%.

Imagine if you could combine both of these elements to virtually any digital space and reward users in a truly global currency.

SOURCES

<https://www.gamify.com/gamification-blog/7-best-gamification-examples-2020>

Enter Kupp: a gamification token that can be applied to your business in a fully customizable format.

Audience engagement

Allow virtually anyone to become a brand ambassador by prompting them with simple tasks to earn Kupp tokens

- Like 5 posts
- Sign up for email updates
- Share picture of you using the product

Employee Motivation

Reinvigorate healthy competition and socialization in your workplace with a task hub that rewards employees beyond a paycheck.

- Show up to work 30 min early for a week
- Respond to 10 customer service emails
- Finish assignment before deadline

Find your employees creatively bringing new tasks to the table with continued desire to earn more Kupp token

Customer Interaction

Create a globally accessed freelance employee-base, by allowing anyone to contribute needed information to your database.

- Completing surveys
- Entering data (websites, etc)
- Translating content to different languages

You no longer need to pay one employee to do many small tasks; instead, you can reward many customers for completing these tasks with Kupp token.

SOURCES

<https://www.pcmag.com/encyclopedia/term/crowdsourcing>

<https://www.merriam-webster.com/dictionary/gamification>

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<https://www.forbes.com/sites/groupthink/2014/10/16/why-mobile-games-are-shaking-up-the-advertising-business/?sh=40ab56535bf4>

<https://www.grin.com/document/421552>

Introduction

Kupp is a crypto token that can be utilized by any business to gamify their audience, employees, or customers.

It is human nature to be motivated by rewards. In the classic dynamic we currently exist in rewards are stable, predictable, and one-sided.



You want a product



You find a store to buy the product



Your reward is getting that desire met



You need to earn money



You find a job



Your reward is having a pay check



You want to expand your brand.



You pay for advertising



Your reward is that your audience grows

What is flawed about this dynamic is that it creates front-end intrigue, but this quickly plateaus. It leads to less frequent visits to your business, undermotivated employees, and quickly distracted audiences.

When you gamify your business, you create a reward system that engages your target in a way that ultimately improves the business itself. By offering tasks with a small reward, you create constant mutually beneficial engagement.



How many times have you already used some form of tokens in your life? Though your first response may be “not much,” think again. Do you have a credit card that offers “points,” rewarding you for spending on it? Does your favorite online game have a coin system, where you unlock new levels or extras based on playing? Even think of your local coffee shop’s punch card – these are all small things that motivate you to keep coming back. You feel comforted by the fact that your consistent loyalty gives you something in return, despite the fact that you may even be spending more time or money simply to receive the reward. This is a long-standing psychological phenomenon that will inevitably translate into the cybercurrency market, and we plan to have Kupp token available to pave the path.

Use Kupp to Gamify your Digital Platform

By gamifying your digital platforms with Kupp, users can become contributors to your business in a way that makes them feel valued while also offering services to your business you would be paying for anyways. You can consider every person that interacts with your brand to be a potential freelanced employee that receives customized directives from you.

This freelance model using a global currency like Kupp token will instantaneously expand your audience beyond its current capacities. An additional benefit to this is that it solves the issue of the distracted customer; if your customer receives small rewards for interacting with your brand, they will likely spend more time on your platform - with deals to encourage them to invest more of their money or earned Kupp tokens in the products you are offering.

Use Kupp to Gamify your Business

With a major shift in office culture dynamics as a response to the COVID-19 global pandemic, home-office work environments have become a necessity. This initially was extremely appealing for many employees; eliminating commutes, working in the comfort of their own home, taking breaks as they wish, and employee efficiency increased at a quick rate. It was also appealing to businesses, as it eliminated the overhead costs of hosting a workplace environment – no need to rent office spaces, heating, electric, cleaning and food services, it turned out to be an extremely effective economic move for them. Unfortunately, the novelty of this home-office concept quickly lost its appeal as humans are largely driven by social behaviors. After several months at home with very little social interaction to encourage healthy competition and comradery many employees found themselves stagnant and lacking motivation once again. Regardless of where you or your employees are, be it virtual or in person gamifying your company platforms with any task that will initiate the socially driven competition that will keep your employees active and engaged.

Transaction Technology

Audience Engagement

Put your audience's fingertips and idle time to use in a simple way that makes an impact. Task prompts can be to follow an Instagram account, submit a post or picture, make a download, watch an ad, edit a caption. This will create an ongoing conversation between your brand and your audience, keeping their attention beyond what they initially came to you for.

Employee Motivation

It is impractical to expect the average employee to maintain motivation and efficiency over years of repetitive work. By introducing a task-hub, you can reinvigorate employees with ever changing tasks with a reward that is not just a paycheck. By incentivizing menial tasks or in-house expenses, you can target weak areas in your business and have employee led change.

Customer interaction

Many businesses require huge imports of user data and interest. These things do not come easily and employing people to acquire this information is expensive. Instead, you can offer an opportunity for any customer to work for you. They can complete surveys, enter data, translate content – consider them to be thousands of globally based freelance employees, rewarded in a globally recognized currency.

Incentive

Kupp is for Everyone

Now, like never before, millions of people worldwide have had access to university level educations and beyond only to enter an over-saturated workforce. With vast skillsets that are not being optimized at their entry-level positions, they have little incentive to push above the status quo. Simultaneously, the blue-collar labor based work-force is becoming technical as taxi drivers become Uber drivers, restaurant owners become food delivery services, and so on.

All of these people have things in common: they are using technology throughout their day at some capacity. With Kupp tokens in place, they are able to channel their time and skills towards a goal with continuous rewards. They have the capability of achieving the freedom of a freelancer without the worry of where the next job may be. Once they are plugged into a network of Kupp token enhanced applications, they can work as much or as little as they want.

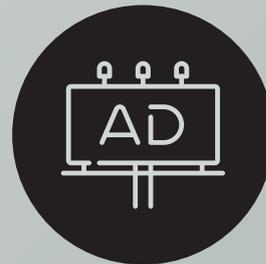
Kupp is for Your Digital Platform

Many digital platforms rely on catching the attention of new customers based on their impulse and curiosity. It takes an increasingly clever platform to capture today's consumer's interest for more than a few minutes, let alone have them revisiting your site or app on a regular basis. Creating a username or downloading an application is quick and easy for anyone to do. So much so that many of us have usernames to more sites than we could list and applications that if they were physically laid out on a shelf in front of us, would clutter a room.

Businesses primarily invest their advertising budget to these download numbers and clicks but fail to invest in a system that propels continual visits to their platform. By gamifying their platform, they can intrigue their customers at any angle they want and reward them for that engagement.

Kupp is For Your Retail Business

Traditional advertising model: Invest in TV commercials, print ads (newspapers, magazines, billboards), use the celebrity market to make a debut feature, invest in commercial retail spaces. This required massive budgets and years saturating the market before your brand became familiar enough for exponential growth. Requires you to have a broad creative marketing and advertising team, constantly investing into several avenues, with very little return on investment in the first years of establishment.



Current advertising model: Invest in social media “brand ambassadors,” sending them discounted or free samples with a hope that a percentage of their followers are influenced to look. Invest in Google SEO, which requires constant payments and is extremely competitive to remain relevant on the top of searches. Invest in sponsored ads on Facebook and Instagram, and have constantly engageable social media platforms. Have an operating retail website that is compatible across several devices. This requires not only a creative marketing team, but also social media specialists, coders, SEO experts, etc. With this model some brands reach near immediate success, as long as they are constantly feeding all of these branches simultaneously. However it is extremely competitive and you can quickly become old news, there is not much to keep people interested in comparison to a newer, shinier model.



The Future with Kupp Token:

Use your existing digital platforms and gamify them with our software. Fine tune the ways in which you want to engage with your audience. Give incentive for tasks like:

- X Kupp token for every piece of original content wearing a certain brand
- X Kupp token for sharing a post
- X Kupp token for letting an ad play in full
- X Kupp token for creating a login for the website
- X Kupp token for subscribing to emails
- X Kupp token for sales or promotions (any purchase over \$100 will get x Kupp token)

This will be a virtual punch card for your modern customer.

Most startups are built on an idea that will make the user's life easier, more interesting and more convenient. They require a high volume of data input but do not have the manpower to constantly update their databases. With the digital world evolving at such a rapid pace, is it near impossible to keep up and requires huge teams with specific technical skillsets.

Most digital platforms and applications can only reach as far as the language demographic they serve. For many, this means that they are in the native language of the developers and most likely English. What if you could open your application up to any language and have freelanced employees translating and inputting data for you in their own language and country? They could work to edit spelling and grammatical errors, fortify SEO compatibility with their nations, supplement with local insight. By paying in a global currency, you have the ability to make your digital platform global like never before.

Data-focused Gamification: Foodbuk

An application that generates recipes based on whatever ingredients that you have at home. This app was designed in response to the COVID-19 global pandemic. Many people have found themselves in their kitchens more than ever before. Without the ability to comfortably go to the market for a particular ingredient, this offers a solution for both the novice and experienced cook. Users can click the ingredients that they have on-hand, specify cuisine and dietary preferences, and see a list of websites with recipes that match their search. If they have a particular recipe in mind they can also search that to browse various versions of it and find the one that fits best.

Languages: Turkish, English

Virtual Location of Data: Turkey

In order for Foodbuk to continue to expand, it requires constant input of websites with recipes that can be linked into the algorithmic base. Currently, this application is primarily linked with Turkish due to the location of the coding team. With Kupp token, users can be prompted to input data and be rewarded to make the application accessible to wider audiences.

30%

450M KUPP TOKEN
APPS & CUSTOMERS
FREELANCERS
BRANDS

30%

450M KUPP TOKEN
EXCHANGES FOR
CIRCULATION

30%

450M KUPP TOKEN
KUPP SAFE UNTIL 2025

10%

150M KUPP TOKEN
TEAM
100% COMPANY INVESTMENT



Welcome to KUPP

The beauty of Kupp is that it is customizable to virtually any capacity you need to use it for. Once you are able to identify an area of your business that could benefit from gamification, you can begin to implement Kupp token into your platforms.

Gamification inspires creativity. The more you begin thinking outside of the box to create tasks for your audience, customers, or employees, the more readily you will fill your Task Centers. There are no quotas, deadlines, or algorithms that you must attend to. With gamification using Kupp, the sky is the limit!



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