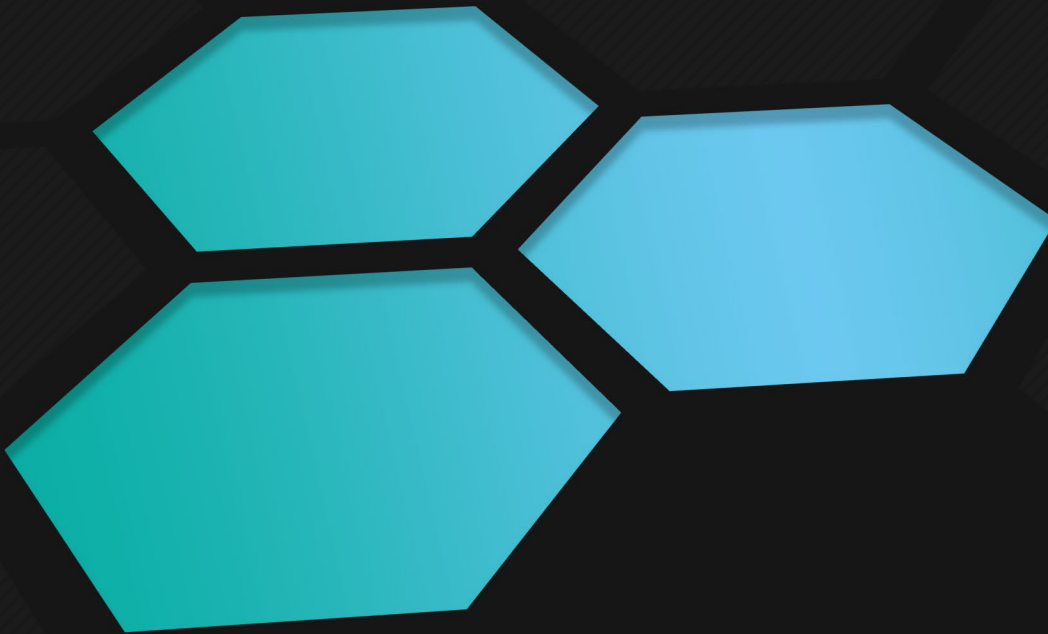
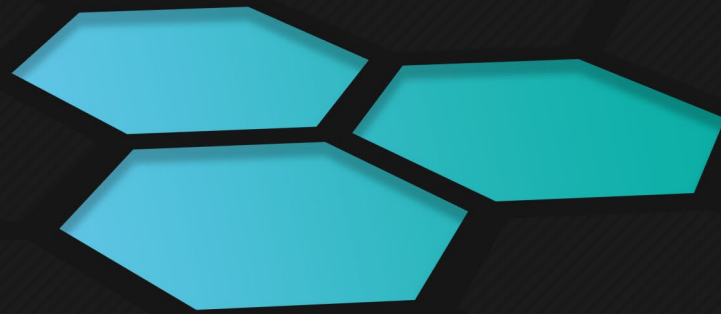
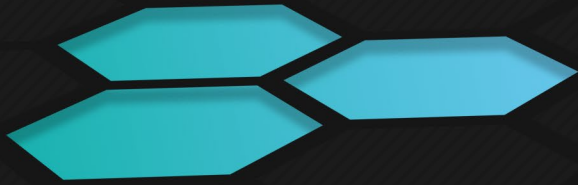




Internet of People

Core Report - July 2018





Management

New Chapter System

Today, the D Day of August, it is with great pleasure to announce that Internet of People took another step towards global reach and ease of use. We redesigned the structure of our community in order to enlarge its scope and to allow more people to actively participate in the development and sustainability of the IoP network.

As you know, IoP is a SHA256 coin that runs on a permissioned mining system based on what we call “mining license”. Until now, the community was structured based on geographical location with mining licenses granted based on a bureaucratic mechanism. Starting today, we changed this antique and defensive approach and we adopted the following licensing / rewarding mechanism:

- everyone can start a “chapter” at any time
- there will be 31 mining license up for grab that can be used by the best chapters in order to mine their own IOP
- there will be an extra reward per month of around 14000 IOP generated from 30 extra mining license managed by the community services which will be awarded based on the voting ranking of the chapters.

Rank	Reward
1	49.04%
2	7.59%
3	4.97%
4	3.79%
5	3.10%
6	2.64%
7	2.31%
8	2.06%
9	1.87%
10	1.71%
11	1.58%

Rank	Reward
12	1.47%
13	1.38%
14	1.29%
15	1.22%
16	1.16%
17	1.10%
18	1.05%
19	1.01%
20	0.97%
21	0.93%
22	0.89%

Rank	Reward
23	0.86%
24	0.83%
25	0.81%
26	0.78%
27	0.76%
28	0.74%
29	0.72%
30	0.70%
31	0.68%



Management

- mining license granting and reward awarding take place once a month, after the community voting process is concluded.
- the only requirement is to join our Discord server, introduce yourself and ask for a reporting channel. Submit a report or your introduction proposal and try to get as many votes as possible. No more restriction on one country, no interview or ID check - yes, is that easy.

Following this major change, it was never easier to become part of a worldwide movement for the freedom of the Internet and to actively participate in creating a better world for all. Internet of People, run by people, built by people for all people.

If you want to open a chapter and get a mining license, join our community discord <https://discord.gg/AjDZd52>

We hope to see you soon and vote for your amazing accomplishments!

Exchanges

<http://www.coinbene.com/>
<https://www.coinexmarket.io/>

Indacoin

IndaCoin has now lowered the charges from 30% to 12%. So, if you buy IOP with your credit card in Euros, USD or Rubles directly from the website or the Core Wallet, you will pay 60% less fees.

New Chapters

Kenya Gearbox



Management

New Alliances

- We are in early agreements with <http://app.cryptoboxes.net/#/market> to include \$IOP in platform and use it for engagement of new community members and support it with profile services.
- We have the second meeting with Mexican National Center for Disasters to work together in using IOP platform and blockchain for crowding risk management.



MarCom

New Web Portal Design Deployed

The IoP website has been given an ultra-modern facelift to provide a clear and clean design for users. Our global web presence has been solidified through the fantastic work of our team. In particular, Keks, Rich, Amon and Istvan worked on the content for the new website.

CoinBene IoP Listing and Marketing Campaign Kickoff

One of our primary marketing campaigns has been launched now that part of the Mercury codebase has been made public on Github. The campaign was orchestrated in coordination with the CoinBene marketing team. As a result, we received significant exposure on 600 crypto specialist portals, check this link:

- <https://cloud.iop.global/index.php/s/LKmHDqW7xCQ7rfe>
- <https://cointelegraph.com/news/p2p-network-to-stop-private-data-breaches-and-censorship-via-new-protocol-dapp-platform>
- <https://jp.cointelegraph.com/news/p2p-network-to-stop-private-data-breaches-and-censorship-via-new-protocol-dapp-platform>
- <https://it.cointelegraph.com/news/p2p-network-to-stop-private-data-breaches-and-censorship-via-new-protocol-dapp-platform>
- <https://es.cointelegraph.com/news/p2p-network-to-stop-private-data-breaches-and-censorship-via-new-protocol-dapp-platform>
- <https://ar.cointelegraph.com/news/p2p-network-to-stop-private-data-breaches-and-censorship-via-new-protocol-dapp-platform>
- <https://br.cointelegraph.com/news/p2p-network-to-stop-private-data-breaches-and-censorship-via-new-protocol-dapp-platform>
- <https://www.newsbtc.com/2018/07/30/internet-of-people-starts-trading-iop-on-coinbene-releases-mercury-protocol-beta/>
- <https://www.newsbtc.com/2018/07/30/internet-of-people-starts-trading-iop-on-coinbene-releases-mercury-protocol-beta/>
- <https://www.investing.com/studios/article-279>
- <https://de.investing.com/studios/article-12>
- <https://br.investing.com/studios/article-17>
- <https://es.investing.com/studios/article-7>
- <https://mx.investing.com/studios/article-2>

CoinBene is one of the top global crypto exchanges. They have a new model for trading coins and tokens with lower trading and transfer fees.



Marketing

YouTube Channel

Thanks to the fantastic work of Moritz, our video material is taking shape on our YouTube channel. We've seen high viewer ratio growth, especially for the Mercury video, which hit 1000 views in less than three days. Media kits and community interviews filmed during the Berlin conference have been prepared and deployed on a set schedule so followers will receive new material twice a week. This campaign was possible thanks to the hard work and creative planning of the team before and during the conference. We encourage community members to share these videos on their social media and make them part of their presentations at Meetups.

Mercury Pitch Deck

Marketing is working on pitch deck for Mercury and preparing a marketing funnel to start targeting email lists and sending updates direct to patrons, members and newcomers. Media kits and other marketing materials will be accessed through cloud solutions once the sign in and security of the file sharing are resolved.

Portugal Conference

Rich attended the AnarchoPortugal conference in Portugal, where he distributed Titania Boxes to representatives of projects who share goals with loP and Libertaria. It was refreshing to see a wide range of strong decentralized technology being developed by projects from all sides of the political spectrum.

Singapore Conference

Keks has prepared a speech that he will deliver in Singapore in August as part of the Future of Finance track at ImagineCon 2018. Afterwards he will join discussion in a live panel with representatives of universities and other crypto projects.

Finally, we want to remind everyone that the community is loP's main strength. The next cycle of growth in the crypto space will depend on communities. Together we will build the free future.

Social Media Stats

We've increased our promotions and budget on social media with the following results in month of July.



Marketing

Facebook (broad general public)

- New Page Likes 1.236 (now totalling 3011)
- Total people reached by ads 172.128
- Total times ads were served to people 382.487
- Post Engagement 40.810
- Post Reactions 2.223
- Post Shares 62
- Unique Clicks on links in posts 5.384
- Website Conversions 1.188 (within 1 day)
- 10-Second (or more) Video Views 12.164

Linkedin (targeted at specifically developers for Mercury)

- Video impressions 4.606
- Engagement towards website 582

Youtube (Mercury promo's, broad audience)

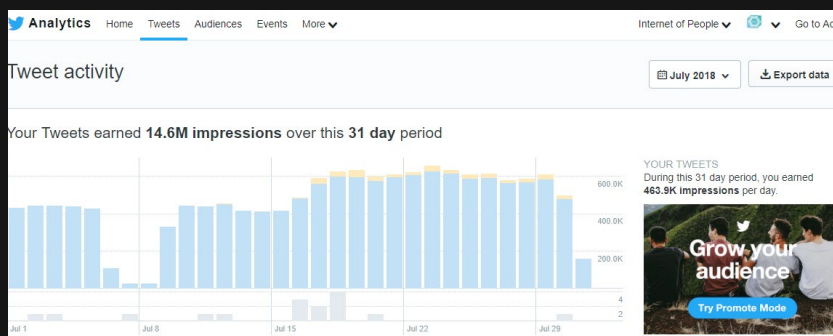
Had several promo's surrounding Mercury video's

- Unique impressions over all video 35.770
- Average targeting view rate (impressions vs actually viewed) 25,62%
- Average % watched of promoted video's 10.19%
- Watch time total 27.250 minutes
- Video likes 467
- Video comments 380
- YT channel subscribers 380
- Video shares 189

Our top visiting countries this month in Watch time:

USA, United Kingdom, Germany, Netherlands, Hungary

Twitter





UI / UX & Graphic Design

Lee has been providing support and design guidance to the IOP chapters and IOP core, such as the release of Italian translations of some of our print media and design of announcement images. Official google slide templates are also in production.

Lee has arrived in Germany this month and is now residing in Ulm until October. If circumstances provide, Lee will come in to Karlsruhe at intervals to work alongside Iliana and assist.



Development

The first two weeks the development team finalized the new core wallet release. The server backend supporting the update function was deployed and some last minute bugs were fixed. The new version was released on July 14. We are now tackling the remaining scaling issues on Linux desktops.

After the release of the core wallet, the development team has worked on the math behind the new chapter system. A new mining software was created for the chapters, which is working and in production already. Collaborating with members of the Brazilian chapter, we have started on implementing an improved version of this system using voting on chain. A lot of thought is going into incentivization of participation and disincentivization of sybil attacks.

We have also deployed an internal version of the new block explorer, which is in its last stages before release to the public. It will fix many issues we have with the current version and finally support the API calls requested by coinmarketcap. Meanwhile we set up the Titania boxes that were handed out in the Libertaria raffle.

The IOP website was filled with a lot of new content on mercury, the IOP coin, our wallets and exchanges. We have updated the FAQ section and improved page navigation. We also moved the page to a new server to support the higher traffic resulting from the start of our marketing campaign. This move resulted in the decision to transfer the webpage to AWS together with the IOP Intranet in the near future. Preparations have already started.

We are also transferring our development schedule to the Libertaria JIRA board to better coordinate future development of Mercury dApps and the new consensus client software. We have taken a first look into the mercury SDK and started brainstorming on a few “early dApp” ideas.

The development team has started creating content for a blockchain development curriculum that will be used to educate onboarding developers and will lay the foundations for the blockchain courses at University of Nayarit.



Development

Mercury

Writing The Button TM app: It is a “Hello world” dApp for Mercury which uses the open social graph to broadcast a single message among the relations of a profile. The idea is to give new developers an insight into the Mercury protocol and a start to develop.

It is a command-line tool for now, but can be improved to become the next so famous Yo app. Developers can experiment with the Connect SDK analyzing the source code of this sample application and start from there.

A co-operation started with Latin American developers from the Dev Division (Gibrán, Franklin, Jnonymous, Juan-Jose) so they can give feedback during development and receive help in learning Rust and the details of the SDK.

Also we hired a new full-time senior developer with expertise in C++, networking and asynchronous messaging to join explicitly the Mercury team.



Community Care

This month we have opened up our discord server to be viewable by all. To participate in the discussions you still need to introduce yourself and get a role assigned. But all reports and information are freely accessible to anyone

Next to that it's now also possible, if you want to start a chapter it's now possible to request your own chapter in [#chapter-requests](#) channel.

Our telegram channel and discord server have grown both in numbers of people and in activity and our admins and support staff have been helpful to welcome and greet our new community members.

The community care does not only take place there, we also met in real life where we had the chance with community members and interested people and in the month July we're happy to report 680 email conversations with people that were interesting in our community or technology. If you have a question, feel free to email it to support@iop.global



Education

We created the live bluepaper to track and document all the task we are working with Nayarit University in a document to share with everyone that want to know more about the Project.

We scheduled the first Blockchain Conference with high level speakers from Mexican ecosystem.

We got Nairobi University <http://www.gearbox.co.ke/> FabLab as the first chapter and Africa and will be working in IOP education Strategy.

We Hold a meeting with a professor from <http://www.uam.mx/> to start a chapter in the University focus in work in P2P Digital Contents.



Member & Chapter Services

After DWK's announcement last week, we had to make some changes to our focus. Since we no longer need to do interviews or ID verifications for new members or chapters, we can now focus on serving the community more. With this in mind, this is our plan going forward.

Guiding new members

We were already starting to develop a learning program for new members. This will include our own resources, as well as external ones that we can share with new members. We will also have one on one sessions with people who need assistance.

Recruitment Services

Our recruitment service is already developed and being used. We'll now offer this service for chapters as well.

Anyone can avail of this service. It can range from basic advice to us completing every step, how much we are involved is up to you.

We will also welcome profiles from members on our database (once it is online), to make themselves available to the community for work. Providing information is optional, and you will choose what information is shared. Eventually, the database will be searchable and members and chapters can connect directly. We will continue using our current application form until this is up and running.

Translation Coordinator

We are still looking for a Translation Coordinator for the Marketing Division. If you are interested, you can view the job profile and send an email to Danielle at danielle@iop.global. If you have questions about the position, you can message Janette or Camelia.



Risk and Compliance

Risk and Compliance has established relationships with key legal partners familiar with the most stringent regulatory environments regarding crypto for the community. We will announce these legal partners and detail the projects they are working on for us in the coming months as they reach completion.

We are analysing the recent changes to the chapter system and ensuring new parameters will not impact market liquidity or trigger regulatory concerns that are relevant to the IoP Project in its current phase.

As always a continuous review of IoP marketing and promotional material is ongoing. There are no compliance or regulatory issues at this time. Thank you to everyone in the community for their continued patience in adjusting to the ever changing international regulatory environment.