

# ZIB Token

By RipBull Networks Inc.

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**Abstract—** ZIB is an Ethereum ERC20-based token, introduced by Rip Bull Networks Inc. (RBN) in the summer of 2018. This paper discusses our use of the Ethereum blockchain as well as the ERC20 token. The paper will explain ZIB's various qualities in addition to its value to users and its management potential. It will also outline our roadmap and will give you additional background information on Rip Bull Networks. This includes our plans to expand the ecosystem to give our token value and meaning through useful tools, services, and interactions within a collaboration tool that features an innovative digital workspace layout.

**Keywords—**ERC20; Channels; cryptocurrency; ethereum; messaging; blockchain; ZIB; smart; office; virtual; token; messenger; decentralized; work; collaboration; adoption

## I. INTRODUCTION

Rip Bull Networks Inc. [1] is a software development company located in Northern California specializing in easing the adoption of 21<sup>st</sup> century communication tools that make our lives more productive. The Rip Bull Networks team spends its days engineering messaging platforms that offer advanced features but that are also easy to use. This ensures they cater for people who struggle to adopt new technology. The Rip Bull Networks Inc team has built two products to date: Pantepic and ZIB Messenger. The third product aims to leverage blockchain applications that bypass traditional avenues and enable us to support new user growth before monetization of our platform begins.

Ethereum [2] is an extremely exciting ecosystem that individuals or groups can use to launch innovative and decentralized networks. It is arguably the most comprehensive [3] crypto currency and blockchain [4] network for the construction of new web solutions. The structure of the Ethereum blockchain is very similar to bitcoin's as it features a shared record of the entire transaction history. Every node on the network stores a copy of this history.

The big difference with Ethereum is that its nodes store the most recent state of each smart contract, in addition to all ether transactions. [10] Pantepic seeks to leverage this new ecosystem to add value, govern, and grow our platforms.

## II. PANTEPIC FEATURES AND OFFERINGS

Pantepic is a free messaging application for consumers. It will be available on the App Store for iPhones, on Google Play for Android devices, and via a desktop app for computers. It features in-demand functionality (some of which will be introduced soon) such as self-destructing messages for private chats, a scheduling feature to help with message organization, and map-based media sharing so users can chat with their phone contacts based on location.

Pantepic also has other advanced features with a focus on being purely a Mobile Messenger, rather than being in the social media vertical. These two verticals – Mobile Messenger and social media – are often confused and conflated. Pantepic is firmly a Mobile Messenger, though.

The mobile messenger vertical grows stronger every year with newcomers and existing innovators revolutionizing the way we connect with one another. There is now a choice for users who before had become accustomed to traditional offerings like caller ID and long-distance plans from the telecoms industry

Mobile Messengers also offer users something different to the social media industry. This is an industry that capitalizes on user data to generate advertising dollars. Pantepic, however, is a pure communications tool, built for use on devices people are comfortable using. It allows users to connect freely, securely, and enjoyably with friends and loved ones.

Some key points that set Pantepic up for success include:

### A. *File Sharing and Storage Privacy*

With Pantepic, you can share images, audio, video, links, and much more. Importantly we try to keep Pantepic as private as possible by only storing items on a user's own device.

### B. *Sticker, Emoji, and GIF Purchases*

Line Messenger from Japan makes a reported \$20 million dollars per month selling stickers and messaging expressions to its users around the world. We intend to offer a similar value-added service in Pantepic.

### C. *Epic Points with Bounty and Reward Incentives*

Whether a user intends to report bugs on their device, share the application with their friends, or even change their status X times during a given timeframe, they will receive Epic Points. The idea is to reward those who

engage, assist, and contribute to the platform in ways that grow and enhance our application.

#### **D. *Android, IOS, Web, and Desktop Applications***

Pantepic will be available on Android devices as Android is the most widely used operating system worldwide. The app is available in 37 languages and will feature on app stores in 26 countries. Pantepic is also available on iOS devices, including the newest iPhone versions released in 2017. There will also be Pantepic web and desktop apps for PC users. These apps will utilize Electron, the same technology Slack and Skype used to build their desktop apps.

### **III. ZIB FEATURES AND OFFERINGS**

#### **ZIB is a channel messenger application designed specifically for internal business communications.**

ZIB includes interactive virtual office layouts that users can purchase within the Rip Bull Networks Inc ecosystem. These interactive office layouts provide users with a visual representation of their physical office location if they work in a company with buildings and offices for employees.

ZIB also features environmental tools similar to those used daily in a traditional office environment. We call them reminders and they include things like how to operate in a conference room, holding random conversations by the water cooler, or even knocking on someone's virtual home office door which they've decorated using the ZIB smart element marketplace. These tools and features will change and improve the traditional office experience as well as enhance communication in the workplace.

It's a proven fact that teamwork and good internal collaboration enables organizations to deliver outstanding services and products for their customers. ZIB provides the tools to create, experience, and use a virtual work environment in fun and interactive ways.

### **IV. FEATURES OF ZIB OUTLINED**

#### **A. *Channel Messaging***

Channel Messengers have become increasingly popular in workplaces. The urge to conduct business outside of the four walls of an office while staying connected to those who may be within those four walls, is vital. Channel Messengers allow groups or organizations to remain active participants in daily projects and tasks, even when individuals are not together in the same place. Channels, or rooms as they're referred to in ZIB, can be associated to a conference room or a huddle space at work. Simply put, with ZIB, users experience the same level of human connection they do in a physical room, but in a virtual environment.

#### **B. *Smart Office Elements***

Smart office elements in ZIB are graphically designed tools such as desks, computers, tables, monitors, and more. They mimic items found in physical offices, whether those items are used for decorative purposes or as business tools. For instance, a user can decide to purchase a filing cabinet from the ZIB Office Marketplace. They can choose the design of the filing cabinet as well as the size in GB or TB. In other words, it is both a decorative feature in their virtual office environment as well as a business tool – in this case, a tool for data storage.

#### **C. *Smart Office Marketplace***

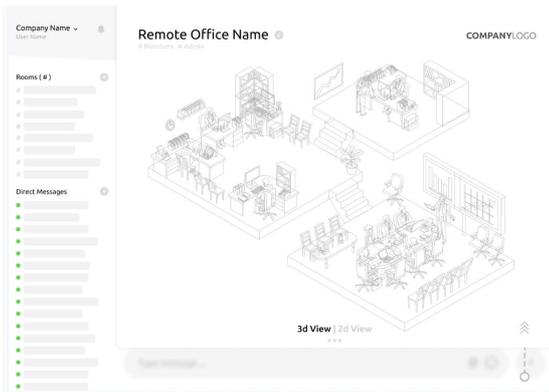
To facilitate the exchange of smart office elements between ZIB Messenger users, there must be a storefront that lets users make purchases and offer items for sale/exchange. Our marketplace is accessible from within the ZIB application, although it is a separate module that operates in a similar way to an app store. ZIB Tokens are the underlying medium for the purchase of these elements. They are exchanged using cryptocurrency or country currency.

#### **D. *Internet Service Providers (ISPs)***

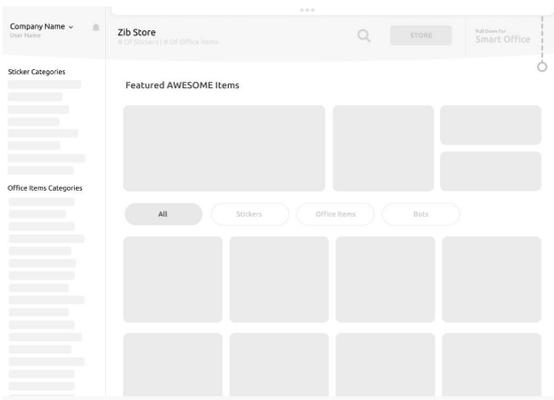
For more than a decade, ISPs have been losing revenue and, worse, customers to the mobile messenger vertical. The team at Rip Bull Networks plans to modify the delivery of our software to let ISP's offer their own channel messenger service. This will enable them to compete with the messaging products coming out of Silicon Valley. ISPs already have more business customers than the tech companies producing those products, including Facebook. Therefore, the path to adoption of ZIB will be less challenging when offered to customers via various white label and license relationships with ISPs.

#### **E. *Virtual Office Layouts***

Games such as Grand Theft Auto and Sims have monetized their platforms by adding virtual marketplaces. This creates an experience similar to physically shopping except users do it within the game using an avatar to exchange currency for virtual goods. ZIB Messenger takes inspiration from this as we are applying a similar concept for office workers to our channel messenger experience. The proof of concept from the gaming industry demonstrates how ZIB will achieve success by catering to individuals who engage in virtual reality character customization and/or office decorating/optimization.



- Q3, 2017 ZIB Messenger development starts and Pantepic begins Quality Assurance Testing
- Q4 2017 The Pantepic mobile messenger service launches in 37 languages
- Q1 2018 Token Sale [6] and the Cryptocurrency Wallet are conceptualized and development sprints are set. In parallel, Pantepic goes through UX/UI revisions
- Q2 2018 Pantepic enters the next and last development cycle before marketing sprints begin
- Q2 2018 ZIB Messenger's "Smart Office" conceptualized with ZIB token governance as the utility token
- Q3 / June 2018 Pantepic application updated with enhanced communication capabilities and features
- Q3 / July 2018 ZIB Messenger BETA begins with Internet Service Provider-agreed testers
- July 2018 Presales of ZIB Token begins
- Q3 / August 2018 Pantepic launches the Epic Points schedule to create a pathway to the utilization of ZIB's value-added services
- Q3 / October 2018 ZIB Token Sale
- Q4 2018 ZIB Messenger released to Internet Service Providers for licensing privileges
- Q4 2018 Pantepic releases Emojis, Stickers, and GIFs that can be exchanged or purchased within the consumer messaging platform



## V. ROADMAP

Rip Bull Networks began its journey in summer 2014. This journey had its ebbs and flows but we were able to achieve many successes including:

- Q4, 2014 Raised initial seed funding
- Q1, 2015 Team recruitment began along with the development of System Requirement Specifications
- Q2, 2015 Pantepic's Software development Sprints begin.
- Q3-4, 2015 Pantepic is conceptualized and key decisions are made for future development
- Q1-2, 2016 Front-end development of Pantepic begins
- Q3-4, 2016 Reboot of Pantepic's core backend services, derailing mission
- Q1-2, 2017 Pantepic back on the rails with front-end development starting again



Figure 1 a ZIB element

### **ZIB Messenger Features:**

- ❖ Smart Elements
- ❖ Smart Layouts
- ❖ Emojis, Stickers, and GIFs
- ❖ Channel Room Collaborations
- ❖ Avatar Builder
- ❖ Presence
- ❖ Service Integration
- ❖ Internal Communications
- ❖ File Management
- ❖ Screen Sharing
- ❖ Admin and Super Administration
- ❖ Available Platforms (iOS, Android, Mac OS, Windows)
- ❖ Licensable to MSP's, ISP's, and Cloud Solution Providers

## **VI. ZIB TOKEN USE CASES**

ZIB Token can be classified as a utility token. Utility tokens, also known as user tokens or app coins, offer users future access to a company's product or service. The defining characteristic of utility tokens is they are not designed as investments. If properly structured, this feature exempts utility tokens from federal laws governing securities.

By creating utility tokens, a startup can sell "digital coupons" for the service it is developing, much as an electronics retailer accepts pre-orders for video games that might not be released for several months. [12]

Below are a few ways ZIB Token will be used to purchase the products and services made by Rip Bull Networks Inc and delivered through ZIB Messenger and Pantepic.

### **A. As a means to buy and sell digital goods inside the messenger application:**

- Exchanging for Stickers, Emojis, and GIFs [13]
- Exchanging and utilizing Virtual Office Layouts within software Collaboration Tools (**patent pending**)
- Exchanging Smart Elements within Collaboration Tools (**patent pending**)
- Functional integrations with Smart Elements and third-party software
- Future integration with Epic Points
- Purchasing avatar actions
- Purchasing emojis, stickers, and GIFs
- White label solutions
  - Internet Service Providers

- Cloud Solution Providers
- Managed Solution Providers
- Admin and standard user options
- Proprietary Marketplace accepting ZIB Token, cryptocurrencies, and USD

### **Referral rewards:**

A user who refers Pantepic to others will receive a time-decreasing number of ZIB tokens.

The time decreasing value ensures users continue to collect a referral reward while keeping the number of tokens reserved for the referral program at a fixed level. For demonstration purposes, we'll refer to this number as  $R_n$ .

$R_0$  can be the value set initially and denotes the number of tokens given for one successful referral. The following calculation that applies is as follows:

$$R_n = R_0 + \frac{R_0}{2} + \frac{R_0}{4} + \dots$$

### **1) Loyalty Bonus:**

ZIB tokens are distributed to end users who satisfy the loyalty bonus criteria. The total number of ZIB tokens to be distributed as loyalty bonuses is, again, fixed. This can be demonstrated by denoting this fixed number as  $L_n$  and  $L_0$  as the initial value set.

### **2) Promotions:**

To promote the purchase of digital goods, value-added services, and advertising initiatives, ZIB tokens are distributed free under various categories. For example, a business owner can be allocated ZIB tokens to run advertisements within the platform for a short period of time. This reward engine is both targeted and focused. The number of tokens reserved for promotions is yet again fixed. For illustrative purposes, this fixed number is denoted as  $P_n$  and the disbursement is measured in per day payouts ( $P_0$ ).  $P_0$  is a fixed value as promotions are only applicable for a fixed number of days ( $n$ ).

$$P_n = P_0 * n$$

Total tokens reserved for reward

$$T_r = R_n + L_n + P_n$$

## **VII. TOKEN DISTRIBUTION**

ZIB token has a fixed value of supply totaling one billion tokens. This supply is divided into various distribution categories.

A. Marketing and Rewards

B. Development and Operations

- 1) New Features
- 2) Mobile wallet
- 3) Scaling and Infra

C. Reserved supply to be used, as required, over the time. As demand for ZIB Token increases due to the success of value-added services and advertising subscriptions, the currency will be topped up from the reserve pool as required and in a controlled and secure manner

VIII. TOKEN SALE AND FUND UTILIZATION

A fixed number of tokens will be put on sale. The funds generated from this token sale will be utilized in various categories.

IX. HOW THE TOKENS WILL BE DISTRIBUTED

In order to keep the value of ZIB tokens healthy, tokens will be released on a pre-determined and calculated basis. No new tokens will be mined, and any unused tokens will be destroyed at the determination of the Company.

Fig-1 shows the fund distribution.

Description	Percentage
Initial Token Sale	12.5%
Team & Advisors	20%
Incentive Scheme	10%
Treasury Tokens	57.5%
<b>Total</b>	<b>100%</b>

The token sale includes the initial sale of the token during a pre-sale funding phase as well as during the post token sale funding phase. A bonus of 50% will be provided to pre-sale investors.

For example:

- A pre-sale investor will receive 1,500 ZIB Tokens for 1 ETH
- Investing after our token sale date of October 3, 2018 would yield 1000 ZIB Tokens for 1 ETH
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The Team & Advisors section in the table above refers to ZIB tokens granted to the ZIB token team and ZIB advisors who have an attached vesting schedule. This will ensure the management team, the board, and employees remain aligned with the company's objectives which includes remaining focused on the long-term creation of value for ZIB Token.

The Incentive Scheme section refers to tokens that will be released over a three-year period to incentivize users, employees, and third-parties. This is to help drive a mass adoption of Pantepic.

The Treasury Token section refers to a pool of tokens that will be used to raise monies to fund the network after the initial token sale and until the platform is fully self-sustaining. As a safeguard, this will be held and ringfenced, only to be released in the event the network needs financial support. All current token holders will be informed, and the distribution will be controlled and managed.

All non-required tokens from the above buckets will be burned.

Funding Allocation

Description	Percentage
Development	50%
Marketing	15%
Security	10%
Admin / Operations	10%
Infrastructure	5%
Legal & Compliance	5%
Contingency	5%
<b>Total</b>	<b>100%</b>

X. POISED TO CAPITALIZE ON A CHANGING MARKET

The large tech companies today are a product of their time. Firms like Facebook and Google built their user bases in what we will look back on in the future as being the very early days of the internet. A strong ethos developed during these early days of keeping information free on the internet. As a result, tech companies built their business models around this desire.

They amassed the huge numbers of users they enjoy today by making their content, products, and services free to use. Think Facebook's social media platform and its messenger service as well as Google offerings like search, maps, YouTube, and more.

Of course, nothing is truly free. So, what big tech firms took from users in lieu of payment were access and data. They now sell both these things to advertisers.

The internet is constantly evolving, however, and we are currently witnessing one of the biggest events in that evolution to date. It is driven by a number of factors including governments around the world legislating to protect user data and the workings of big tech firms coming under increasing scrutiny by both lawmakers and users.

Another thing is driving this evolution, however – the availability of easy-to-use and frictionless payment platforms. These simply didn't exist when Facebook and Google were in their initial growth phases. Today, they are readily available, powerful, and practical.

This evolution provides new entrants to the market with an opportunity to take on the big players. Previously, this required building a massive user base, something which made it almost impossible to gain traction.

Today, however, a new business model is emerging that is being driven by consumer demand. Those users are pushing back against the dominance of a small cluster of tech firms. Users don't like their opaque and less than clear business practices either. Instead, users want a model that puts their needs first.

This means ecosystems and platforms where users are stakeholders rather than a dataset that can be sold. Marketplaces and decentralized currencies are perfect examples of this as they level the playing field between developers, creators, investors, operators, and consumers.

The ZIB messaging platform and the ZIB token are perfectly placed to benefit from the ongoing evolution described above. We are also in a position to benefit from the new opportunities this evolution presents to all stakeholders involved.

## XI. PROOF OF CONCEPT

While the internet may be experiencing an evolutionary significant event, the concept that ZIB is built upon is not new. Examples exist in a range of industries.

The hugely popular game Fortnite is a prime example. Users can download and play it for free on their console or tablet device. That said, the game still made \$126 million in revenue in the one-month period of February 2018 [13].

Fortnite is also disrupting the market, with its popularity impacting the share price of other game developers [14]. A user backlash against Sony over its PlayStation 4 policies in

relation to Fortnite also had a negative impact the share price of one of the world's largest and best-known tech brands [15].

ZIB's business model is similar to Fortnite's where people can use the application for free and then enhance their experience by making marketplace purchases. In Fortnite, this means buying skins and dances while in ZIB it means buying office layouts and productivity tools.

Steemits' posting rewards [16] is another example of the concept in action. On Steemit, users post and curate great content on its platform. In return, they get Steem tokens as a reward. Steem tokens work like Ethereum ERC-20 tokens so are similar to the ZIB token.

The ICO investment community Bull Token is another example. Users can collect Karma by participating in the platform and doing things like voting on an ICO investment proposal [17]. This Karma can then be used to submit an ICO, trade their Karma, or exchange it for Ether.

## XII. VALUE ADDED SERVICES – ENHANCING THE USER EXPERIENCE

The messaging features of ZIB represent the baseline level of functionality that users will have available. Our value-added services will then give them a wide range of additional products and services they can purchase within the ZIB platform. These products and services will enhance their use of the app, increase their productivity, and make their overall experience more comfortable, natural, and enjoyable.

Examples of these value-added services include smart office layouts, objects, and other decorative or productivity enhancing elements.

Specific examples include:

### **Filing cabinets**

If you have used Slack before, you will know it charges for the amount of storage you want to use. In ZIB, we take this concept to a new level that is both more interactive and more user-friendly.

Instead of purchasing invisible data storage, ZIB users will purchase a filing cabinet. This will operate exactly like purchasing storage on other platforms, i.e. the user chooses the size they need and can then use the filing cabinet to store files shared in the conversations they are involved in.

However, users will also be able to choose a visual design style for the cabinet to add to their virtual office environment within ZIB. This enhances the user experience and makes the storage product more tangible. Users will also be able to purchase additional services in relation to the filing cabinet,

such as an integration with Dropbox. Users will make all these purchases with the ZIB token.

### **TV monitor**

A user wanting to host meetings on the ZIB platform using videoconferencing will purchase a TV monitor. They can then place this monitor in the conference room of their virtual office layout. They will also be able to purchase integrations with third-party videoconferencing providers such as Polycom, Cisco, LifeSize, and ZOOM, creating a stronger symmetry between the physical office environment and the virtual one.

Future features on ZIB will include virtual reality integrations which will blur the line between the physical and virtual working environments even further. This will create a less jolting experience for users as they move seamlessly and comfortably from one to the other.

## XIII. EXPECTATIONS FOR THE FUTURE

Our objective is for ZIB Messenger is to become the messaging application of choice for businesses of all sizes all over the world. Building relationships and developing licensing arrangements with ISPs and others is crucial to achieving this objective.

In addition, our aim is for ZIB token to become a stable, valuable, and essential currency in the business world. We see teams and businesses looking to ZIB token to solve communication problems, to increase productivity, and to help their users more easily adopt a modern and highly efficient tool for communication.

In parallel with this, our goal is to build the core user base of our consumer-focused messaging app, Pantepic. This will help with brand recognition for Rip Bull Networks and will further establish our credibility in the market. This, in turn, will give us an even stronger platform for strengthening our core products and creating new, value-added products and services.

## XIV. REFERENCES

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