Xiply Whitepaper

Empowering the Creator Economy & Rewarding Viewers

Authored by Omar Farooq, 5th January 2025

Introduction

In the heart of bustling New York City, a vibrant community of creators, entrepreneurs, and businesses is buzzing with a shared challenge: how to connect authentically with their audience and turn their passion into profit. Amidst the noise of social media algorithms, the struggle for visibility, and the limitations of traditional marketing, a new solution has emerged—Xiply.

Xiply is not just a video platform; it's a movement. It's a gateway to a fairer, more rewarding ecosystem where creators own their content, viewers are valued for their attention, and advertisers achieve real results.

At the core of this revolution is the Xiply Token (XIPLY), a powerful tool that fuels engagement, unlocks new revenue streams, and empowers everyone in the Xiply community to thrive.

AI Agents

Xiply introduces AI agents to further empower creators and businesses. These intelligent agents autonomously engage with audiences on social media and other platforms, using real-time data from leaderboards, marketplaces, trend spaces, CRM, and sales data to personalize interactions and drive conversions.

It leverages the transparency and security of blockchain technology to create a more equitable and sustainable advertising model.

The Problem

- **Everyone has something to sell**:

- **But traditional methods are complicated and inefficient**:

    ○ **Creators** struggle to reach their target audience and convert views into sales.

    ○ **Viewers** are bombarded with irrelevant ads and lack control over their data.

    ○ **Advertisers** struggle to measure the effectiveness of their campaigns and ensure genuine engagement.

The Xiply Solution

Xiply addresses these challenges with a unique ecosystem built on the following pillars:

- **Autonomous Social AI Agent:** Automates social media engagement and marketing for creators, using real-time data to personalize interactions and drive conversions. Leverages AI agent frameworks like **a16z's Eliza** and other cutting-edge technologies to provide intelligent and adaptive responses.

- **Interactive Video Ads:** Engage viewers with interactive elements and reward them for their attention.

- **Ad Revenue Sharing:** Distribute ad revenue fairly between viewers, creators, and the platform.

- **Blockchain Transparency:** Ensure transparency and accountability with on-chain tracking of ad views and payouts.

- **Creator Empowerment:** Provide creators with tools and resources to build their own independent platforms and monetize their content directly.

Potential impact to related industries

The Xiply Token and Xiply platform have the potential to disrupt and transform several key industries:

1. **AI Agent Services:** The XIPLY token's utility in prioritizing AI agent responses and ad targeting could significantly impact the emerging AI agent market. This could lead to increased adoption of AI-powered marketing and customer engagement tools, influencing how businesses interact with their audiences and manage their online presence.

2. **Advertising Industry:** The XIPLY token introduces a new model where viewers are paid to watch ads, potentially increasing viewer engagement and ad effectiveness. This could disrupt traditional advertising models and shift more ad spend towards platforms that offer such incentives.

3. **Small Business Marketing:** With Xiply's interactive videos and QR codes, small businesses can market their products and services more effectively without needing extensive technical skills or a website. This could democratize digital marketing and make it more accessible to small businesses.

4. **Payment Processing:** By integrating with payment providers like Stripe and PayPal, Xiply allows businesses to receive payments directly, potentially reducing the reliance on traditional e-commerce platforms. Crypto off-ramps are also becoming more accessible.

5. **CRM and Marketing Automation:** Xiply's all-in-one platform, which includes CRM, email, and SMS marketing, could impact the CRM and marketing automation industries by offering a more integrated and streamlined solution.

6. **Content Creation and Monetization:** Creators can earn ad revenue through the Xiply Token, providing a new revenue stream and potentially attracting more content creators to the platform. This could impact platforms like YouTube and Patreon.

7. **Blockchain and Cryptocurrency:** The use of XIPLY tokens for ad rewards and transactions could drive adoption of blockchain technology and cryptocurrencies in mainstream applications, influencing the broader financial and tech industries.

8. **Event Management and Ticketing:** Xiply's interactive sale funnels for booking and ticketing could impact the event management industry by providing a more efficient and integrated solution for managing events and ticket sales.

9. **Video Streaming and Engagement:** The platform's focus on interactive videos and QR codes could change how video content is consumed and monetized, impacting the video streaming industry.

10. **Education and Training:** Xiply's interactive video capabilities can revolutionize online education and training by providing engaging and personalized learning experiences. This could impact traditional learning management systems and online course platforms.

11. **Human Resources and Recruitment:** Xiply's video tools can be used for interactive job postings, candidate screening, and employee onboarding, potentially streamlining HR processes and improving candidate experience.

12. **Healthcare:** Xiply can enhance patient communication and education through interactive videos and personalized content, potentially impacting telehealth and patient engagement platforms.

13. **Non-profit and Fundraising:** Xiply can empower non-profit organizations to connect with donors, promote their cause, and raise funds through engaging video campaigns and interactive calls to action.

The Xiply Token (XIPLY)

The Xiply Token (XIPLY) is a BEP-20 token built on the BNB Chain that fuels the Xiply Token ecosystem. It serves as a utility and reward token, facilitating transactions and incentivizing user participation.

Token Utility

The Xiply token fuels a revolutionary advertising ecosystem, empowering users to earn crypto rewards, creators to monetize their content, and advertisers to achieve impactful results.

- **Viewer Rewards:** Viewers earn XIPLY for watching and engaging with ads.

- **Creator Rewards:** Creators earn XIPLY for triggering ads on their content that viewers watch in full.

- **Advertiser Payments:** Advertisers purchase Ad Packs with USD to fund their campaigns. 72% of this revenue is used to buy back XIPLY tokens on the open market and store them in the Xiply Rewards Foundation wallet.

- **AI Agent Priority:** Creators can lock up XIPLY tokens to increase their priority for AI agent responses to social media interactions, ensuring timely and effective engagement with their audience.

- **Ad Targeting Priority:** Advertisers can lock up XIPLY tokens to prioritize their ads in viewer ad queues, maximizing visibility and campaign performance.

- **Future Utility:** Governance and access to premium features.

Tokenomics

• Xiply Token (XIPLY) is a BEP-20 standard token operating on the BSC Chain.

• Total supply of **1 billion Tokens**, deflationary

• Token Distribution:

  • **5%** Seed Investors Allocation (50 million tokens)

  • **20%** DEX Liquidity Pool (200 million tokens released gradually)

  • **20%** Airdrops (200 million tokens airdropped)

  • **35%** Reserved for future development and partnerships (350 million tokens)

  • **20%** Foundation Team (200 million tokens, 24-month lock)

Token Release Schedule

Event	Date	Amount (Xiply)	Notes
Airdrop Promotions Start	Q1 2025	200,000,000	+30 Get Started Step Tutorial Rewards
Seed	Q1 2025	50,000,000	Seed Investor Allocations, No Locks
DEX Listings	Q1, 2025	200,000,000	Initial DEX Listing
Marketing Partners	Q1, 2025	50,000,000	Allocated over the first 2 years, No Locks
Future Fund Raising	Q3, 2025	300,000,000	No Locks
Team Tokens	Q1, 2027	200,000,000	Locked until this date.
Airdrop Withdrawals	Q3, 2025	-	Users can withdraw their earned Xiply tokens.
Xiply Credit Withdrawals	Q4, 2025	-	Users can withdraw their earned Xiply rewards from watching ads and other activities.

Xiply Token Platform & Partners

The Xiply Token platform provides a suite of tools and services for creators, viewers, and advertisers:

- **Xiply:** A centralized video streaming platform that allows creators to create interactive videos with embedded booking calendars, product showcases, and more. Xiply will be the first platform to integrate Xiply Token's ad revenue sharing model.

- **Xiply Manager:** A platform for advertisers to create and manage ad campaigns, track performance, and access detailed analytics.

Benefits for Stakeholders

- **Viewers:**

  - Earn rewards for their attention.
  - Enjoy an ad-free experience by default.
  - Have control over their data and privacy.

- **Creators:**

  - Monetize their content effectively.
  - Build a loyal community.
  - Gain independence from centralized platforms.

- **Advertisers:**

  - Reach a highly engaged audience.
  - Pay only for 100% engagement.
  - Access transparent and verifiable data.

Roadmap

Xiply TestNet Release
Jan 2025

TGE & "Get Started" Airdrop Rewards
Jan 2025

XIP_v1 Agentic Services
Feb 2025

Initial DEX Release
Feb 2025

Ad Manager, CRM & Marketing Tools
May 2025

First Burning Event
Jul 2025

Cross Platform Agentic Services
Sep 2025

Xiply Everywhere Widget
Dec 2025

Advertiser Credit Refunds
Jan 2026

**Xiply (MainNet)**
Jan 2026

Sale Funnels Plus
Mar 2026

Marketing Strategies

- **Limited Time Offer - Xiply Token Airdrops:** 200 million tokens will be given away mainly thru the "Get Started" Airdrop Promotion:

    - **Register On Xiply.io:** Anyone can claim Airdrop Rewards by registering on Xiply.io using their Google, Apple or MetMask Wallet ID.

    - **Complete Steps to Claim Airdrop Rewards:** Each step completed will earn the User 10-30 Xiply Reward Tokens once completed successfully.

    - **Video Guided Tutorial Steps:** Users will be encouraged to complete each step by watching an educational video about a Xiply feature.

    - **Withdraw Tokens:** Users can withdraw their Airdrop Reward Tokens anytime after 31st July 2025. Users must accumulate at least 500 XIPLY tokens to be eligible for withdrawal.

    - **Lock Up Reward Tokens Before Withdrawal Date:** User can use their earned Airdrop rewards to boost their Ai Agent processing priority and their Target Video Ad campaigns.

    - **Ongoing Case Studies:** Personal Trainers, Educators & Locals brands using Xiply for Bookings and Memberships.

    - **Ongoing Case Studies:** YouTubers with Audience sizes of +50k subscribers migrated their fan base to access premium Member-Only content.

    - **Ongoing Case Studies:** SME Sale Departments using Xiply Ai Agent Services to up-sell 24 / 7 using their social media accounts and Xiply Sale Funnels for direct, upfront payments.

- **Xiply Hero Block Promotions:** Promote Xiply's key features and benefits, including:

    - Influence on Autopilot

    - Get Booked, Go Beyond

    - Build Community, Members, Clients on Autopilot

    - Get Paid To Watch Ads - Earn Ad Revenue Share

- **Targeted advertising campaigns on YouTube and other social media platforms.**

- **Content marketing, including blog posts, articles, and social media updates.**

- **Community building through online forums and social media groups.**

- **Partnerships with influencers and other businesses in the creator economy.**

Call to Action

- **Join the Xiply Team & Token community - Be a part of the future of advertising.**

- **Visit the Xiply Token website to learn more and participate in the token sale.**

- **Follow Xiply Token on social media for the latest updates and announcements.**

- **Spread the word about Xiply Token and help us build a fairer and more rewarding advertising ecosystem.**
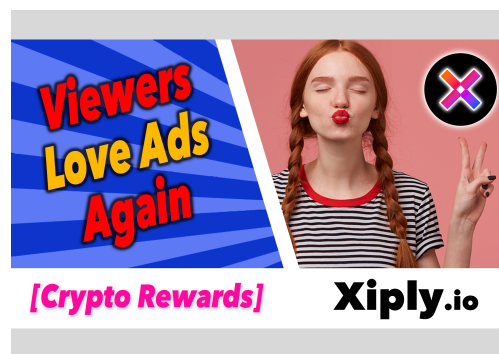
Team

Xiply Co-Founders currently comprises of two experienced professionals in blockchain and video streaming. Technology, Marketing and Sale Co-founders joining post token launch.

Omar C   https://www.linkedin.com/in/omar-servelocity

Co-founder of Ascertia.com (information security consultancy). Highly commercial and experienced executive who blends an instinctive entrepreneurial style with a deep technical understanding of software development.

Saqib A   https://www.linkedin.com/in/msaqibali

Co-Founder, Platform & Apps. Lead Software Architect. Successfully delivered solutions for large and medium enterprises for over 15 years. He is well versed with technologies related to Cloud and Blockchain. Currently busy with 4 other gurus building Xiply.com.

Yasmin R

Digital Marketing, highly accomplished and results-driven digital marketing leader with proven track record of building and managing high-performing teams; overseeing digital marketing campaigns from concept to fruition, including strategy development, media management, and performance analysis.

Conclusion

XIPLY Token is poised to revolutionize the digital advertising landscape by creating a fairer and more rewarding ecosystem for everyone involved. By empowering creators, rewarding viewers, and providing advertisers with a transparent and effective platform, Xiply Token is building the future of video advertising.

AI Social Agents

The recent explosion in the adoption of AI social agents by brands, businesses, and creators underscores the growing need for automated and intelligent marketing solutions. Xiply's AI-powered outreach and engagement tools address this need directly, enabling 24/7 upselling and community building.

Disclaimer:

This Whitepaper is for informational purposes only and does not constitute financial or investment advice. Investing in cryptocurrencies carries [1] risks, and you should always do your own research before making any investment decisions.

Xiply.io

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