

History of Project (Past)

BOOSTO Project is a blockchain endeavor initiated by Boostinsider, a three-year A-round company domiciled in San Francisco, California with \$4MMUSD equity funding. In the past three years, Boostinsider has been focusing on building an AI-powered influencer search engine called SocialBook.io, which currently includes in-depth profile data of over 350,000 social media influencers with a combined reach of 2 billion+ global fans. As of today, SocialBook.io has more than 20,000 business users, most of whom are app developers or have the ability to develop simple applications.

During business interactions with both influencers and developers, we discovered that most influencers are lacking revenue opportunities with the current ad-driven model, which is primarily housed on centralized platforms like YouTube and Instagram. On the other end of the spectrum, developers are struggling to get their apps discovered in centralized app stores like the iOS store and Google Play. Most also struggle with relinquishing 30%-50% of their revenue to the app stores but have felt forced to deal with these exorbitant rev-shares as it was the only means to reach the masses. These are the reasons why we are building BOOSTO - an influencer driven decentralized app store. It is a merging of two revolutionary movements: influencer marketing (referral marketing) and decentralized applications.

What is the Current State of the Project? (Present)

We have successfully finished our private sale from renowned investors like Bo Shen from Fenbushi, Paul from Pantera, NEO global capital, LD capital, Giant Network, VenturesLab, and many more.

Unlike 99% of the blockchain projects out there, we have a working product. Our first step is to introduce tokens to our existing platform <https://socialbook.io>, allowing everyone to send tokens to any social media influencers. In the meantime, we have integrated Social Wallet into our current system, enabling token transference across different blockchains.

We also have a professional crypto community called cryptoinfluence.io (ranked top 3 on Google for keywords like 'crypto influencer'), which features more than 500 crypto influencer profiles and has over 10,000 registered users making it one of the largest dApps currently online.

The Project's Long Term Vision (Future)

We envision a world driven by a community-driven decentralized app store that would not only help developers to easily build decentralized apps, but also have influencers in the ecosystem who can help distribute the dApps to large audiences.

To achieve this ambitious goal, we will execute the following steps:

1. First, we'll build our wallet. (Social Wallet). The current blockchain is not mature enough to support large-scale business apps. Our wallet will serve as the transient layer to allow faster transactions and token adoption for social media users.
2. We will then create various dApps to operate on top of the BOOSTO protocol, so we can showcase how to properly and effectively use BOOSTO's technology. This will help us to abstract the protocol layer and discover any remaining issues.
3. We will start by engaging with crypto influencers first, as they are already open to using crypto currencies. Later, we will work with video game influencers and gradually march into other relevant verticals such as tech influencers, geek influencers, etc. We will also need to expand our developer community, helping them to build their dApps on the blockchain. Other than our own SocialBook developer users, we also partner with NEO developers community, Dev. con, CSDN, etc.

Detailed Roadmap and Milestones *

OCTOBER 2017 Launch of SocialBook.io - The world's most advanced influencer search engine.

Q1 2018 Product design and concept validation.

Q2 2018 Launch of SocialBook DApp built on BOOSTO protocol, and participation of 10 selected influencers.

Q3 2018 BOOSTO Social Wallet beta launch, supporting major blockchains like Ethereum and Bitcoin

Q4 2018 BOOSTO protocol beta launch, allowing 3rd party DApps

Q2 2019 BOOSTO protocol official launch, open to 350k influencers

Q3-Q4 2019 Product iteration and expansion

Description of Token/Coin (Utility/Use Cases) *

Our token has two primary purposes: Platform token and privilege. For each transaction within each dApp built on top of BOOSTO, the transaction fee is paid in BOOSTO tokens. Developers also have the option to use a BOOSTO token as the main transaction token, with the advantage of paying much smaller transaction fees. For privileges, users or developers who own different amounts of tokens can have access to different items or different influencers.