

ListNerds Proof-Of-Mail – The First Blockchain Based Mailer



Blockchain is changing everything. From finance to investing, social media to the 'metaverse', everywhere you turn, the term blockchain seems to pop up.

But when it comes to traditional online marketing, blockchain has yet to make a big impact.

Sure, plenty of online businesses and affiliate marketing companies throw the term 'crypto' in their sales pitches but as for building a business model on the blockchain, we've yet to see it.

Proof Of Mail is a new concept from ListNerds.com – One of the premier mailing services online.

In this brief overview, we hope to share how **Proof Of Mail** will combine the trusted methods that have been tested for years in the affiliate marketing space, while at the same time adding elements to verify that marketing messages are not only getting to the recipient, but that results increase and marketing becomes more effective for businesses.

The Mailer Problem – Results May Vary!

One of the biggest issues with traditional affiliate marketing methods is that results have been going down for years. What worked 10 years ago, might not be working in today's day and age. The issues being, people are bombarded with marketing messages every where they go and their attention is focused elsewhere...Rather than on a company or individual trying to get their message across.

Time and attention are WORTH something, and for **Proof Of Mail** to work, both sender and receiver of the marketing message must benefit in new ways. Enter – Crypto!

ListNerds will introduce Proof Of Mail as a way that everyone wins.

The **SENDER** will get their messages read and acted upon, which in turn can potentially add sales and conversions to their efforts.

The **RECEIVER** will get quality messages verified by the community that contains no harmful links or scam messages.

But with ListNerds we also introduce a new party to the mix.... The **STAKER**, which can be both SENDER and / or RECEIVER.

In ListNerds, we will use 2 tokens to reward senders, receivers, and stakers. They are:

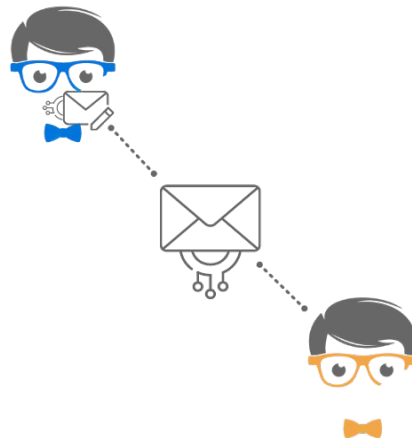
CTP and LISTNERDS

In this paper, we will outline how the Proof Of Mail system works on ListNerds and how for the first time in mailer history, each party wins!

Proof Of Mail

When mail is sent without validation, there is no reason for the sender to improve their message and there is no reason for the receiver to actually read the mail. Proof Of Mail solves both of these problems. In order for the mail to become validated and verified, the receiver must actually read the mail and decide whether or not to use their vote to verify that mail. This will in turn, increase the quality of the mail created by the sender with the goal of receiving more upvotes and becoming verified.

The SENDER



This is the party that that is using ListNerds to gain sales and conversions. They will be using the system to send their messages to members of the program that have agreed to receive them.

1. First step is to create and draft the email.
2. Next, the message must earn + 20 votes to be verified. Verified emails make sure the emails that are sent are of top quality.
3. There are 2 types of messages that can be sent, regular token based emails and solo mails. All solo mails are **automatically** verified, sent immediately, and sent to the entire membership. Regular sent mail have **7-10 days to be verified**, and once they reach that timeline and have +20 verifications, they will be rewarded in LISTNERDS tokens.

Rewards For SENDERS

60% of all daily LISTNERDS tokens are distributed to verified SENDERS

The RECEIVER



This is the party that will be receiving the email messages from the SENDERS. And they will be rewarded for taking action on the messages they receive.

1. Read messages & click any link within the email. This is proof that the RECEIVER has viewed and read the message.
2. Next, the RECEIVER must verify the mail. They can either 'upvote' it or 'downvote' it. *Reminder*, the SENDER must generate +20 votes for the email to count towards their rewards daily.

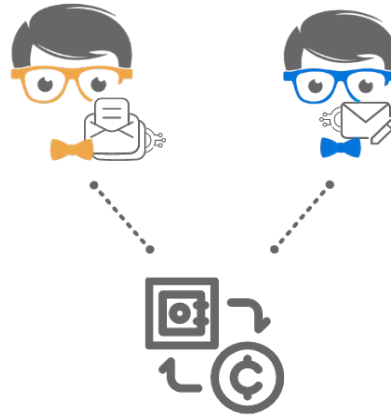
Rewards for RECEIVERS

60% of all CTP Rewards generated by ListNerds are sent to RECEIVERS that have voted email messages. The generated CTP is from the ListNerds curation that will grow from the amount of CTP that is STAKED within ListNerds.

Voting Power For RECEIVERS

- Default is 100 Voting Power and increases based on your CTP stake **WITHIN** ListNerds
- Each vote the RECEIVER makes requires 25 Voting Power
- The more staked CTP you have within ListNerds, the more votes you can make!
- Voting Power regenerates at a rate of 20% a day
- 1 staked CTP = 1 Voting Power (VP)

The STAKER



For the first time ever in mailer history, rewards will be blockchain based which means ListNerds can introduce technology such as proof of stake to the mix. Here's how it will reward both senders and receivers in ListNerds, simply by staking both tokens within the ListNerds system.

CTP – The reward token for RECEIVERS

LISTNERDS – The reward token for SENDERS

When a member of ListNerds stakes both of these tokens inside the platform they will receive:

A share of 39% of all CTP generated daily, depending on how much CTP they have staked.

A share of 40% of all LISTNERDS generated daily, depending on how much LISTNERDS they have staked.

Approximately 1% of all CTP generated by ListNerds will be burned!

The Tokens In ListNerds

LISTNERDS token supply = 20,000,000

100,000 tokens will be air dropped to members of ListNerds. 1 LISTNERDS token for free members and 2 LISTNERDS tokens for upgraded members.

100,000 tokens will be placed on the market at a rate of 2 HIVE per LISTNERDS

For every 5000 CTP that a member stakes inside of ListNerds, they will receive 1 extra LISTNERDS token airdrop.

There is a 10 week unstaking process for LISTNERDS and for CTP used for the airdrop.

After that, any CTP can be unstaked in ListNerds in 7 days.

Inflation Schedule of LISTNERDS Rewards Pool

5% of staked LISTNERDS issued daily until 2,000,000 tokens issued

4% of staked LISTNERDS until 6,000,000 tokens issued

3% of staked LISTNERDS until 8,000,000 tokens issued

2% of staked LISTNERDS until 10,000,000 tokens issued

1% of staked LISTNERDS until 12,000,000 tokens issued

0.5% of staked LISTNERDS until depleted.

