

## Our Mission

Directly connecting companies and consumers, Review.Network transforms the way companies do market research. A heavily segmented and targeted user community is rewarded when replying to surveys & reviewing products and services. Review.Network will grow a community of reliable consumers providing valuable data across all demographics.

### Market Research

Our initiative is making market research faster, more user friendly and much cheaper. The advanced tools we offer will immediately help companies move their market research to the next level.

### Online Reviews

Review.Network provides a global platform for product reviews across a myriad of industries which makes finding the information you need to know fast and easy. Earn tokens while reviewing!

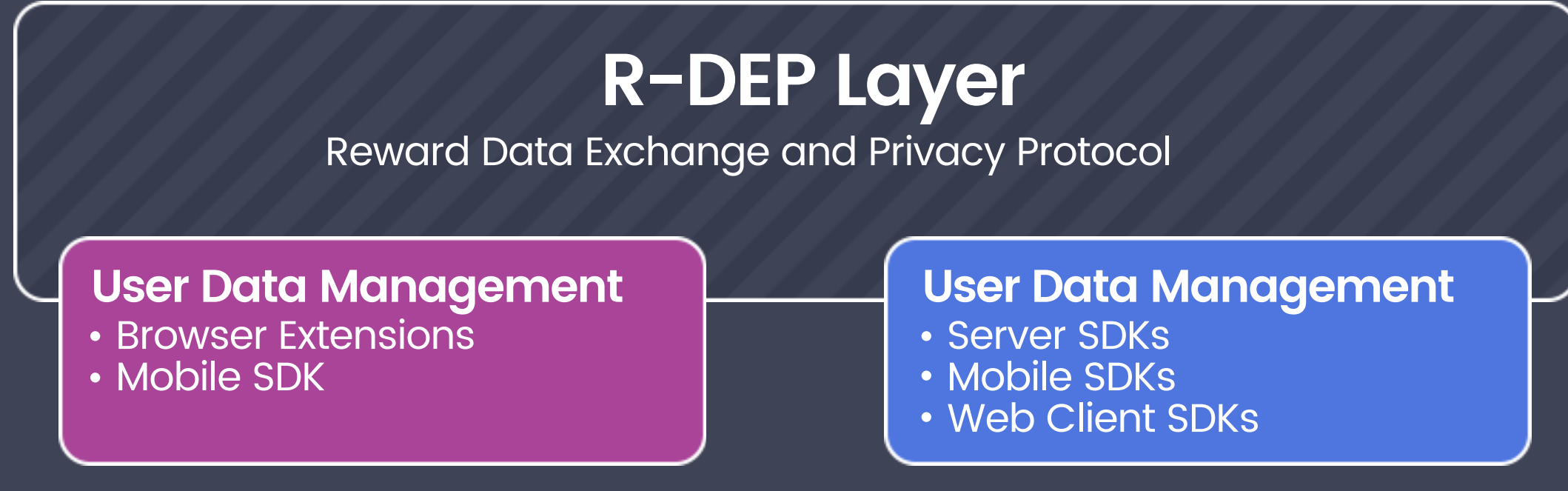
## Private Data Verification Protocol

Open Source | Extensible

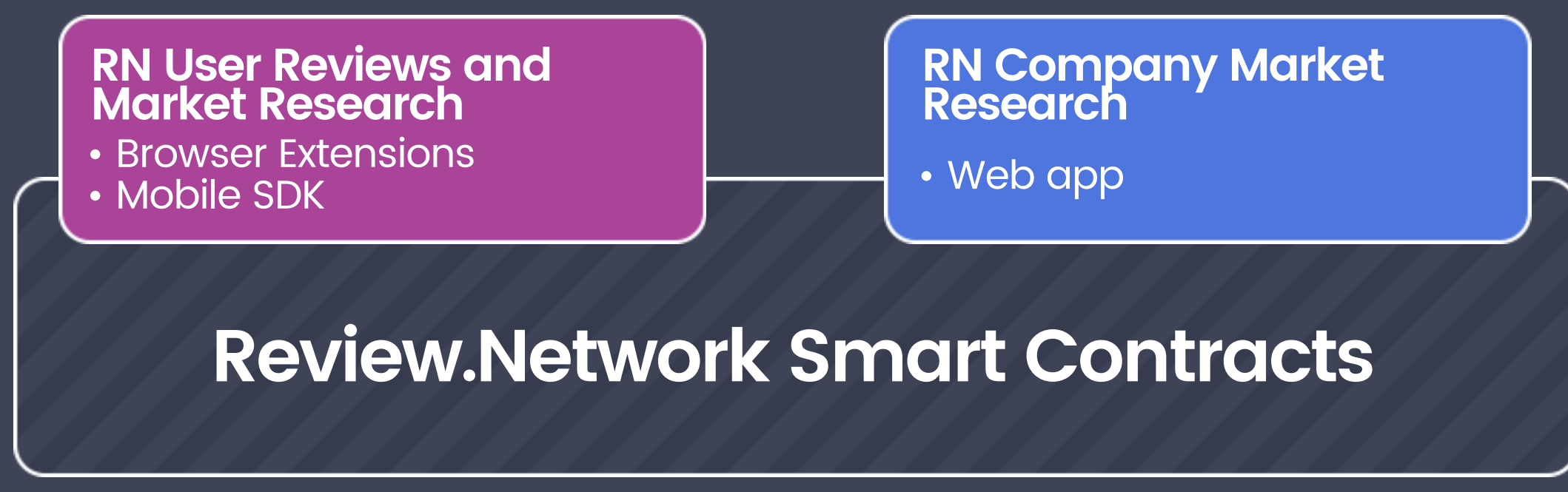
We are building an innovative protocol to empower users to privately own their data and monetize it, while allowing companies unencumbered accurate information. Users decide how much data they share and the associated conditions.

The RN platform will use these protocols to build private, secure and valuable interactions between consumers and companies, allowing high quality market research. The protocol is public, open source and extensible - anyone can build apps on it.

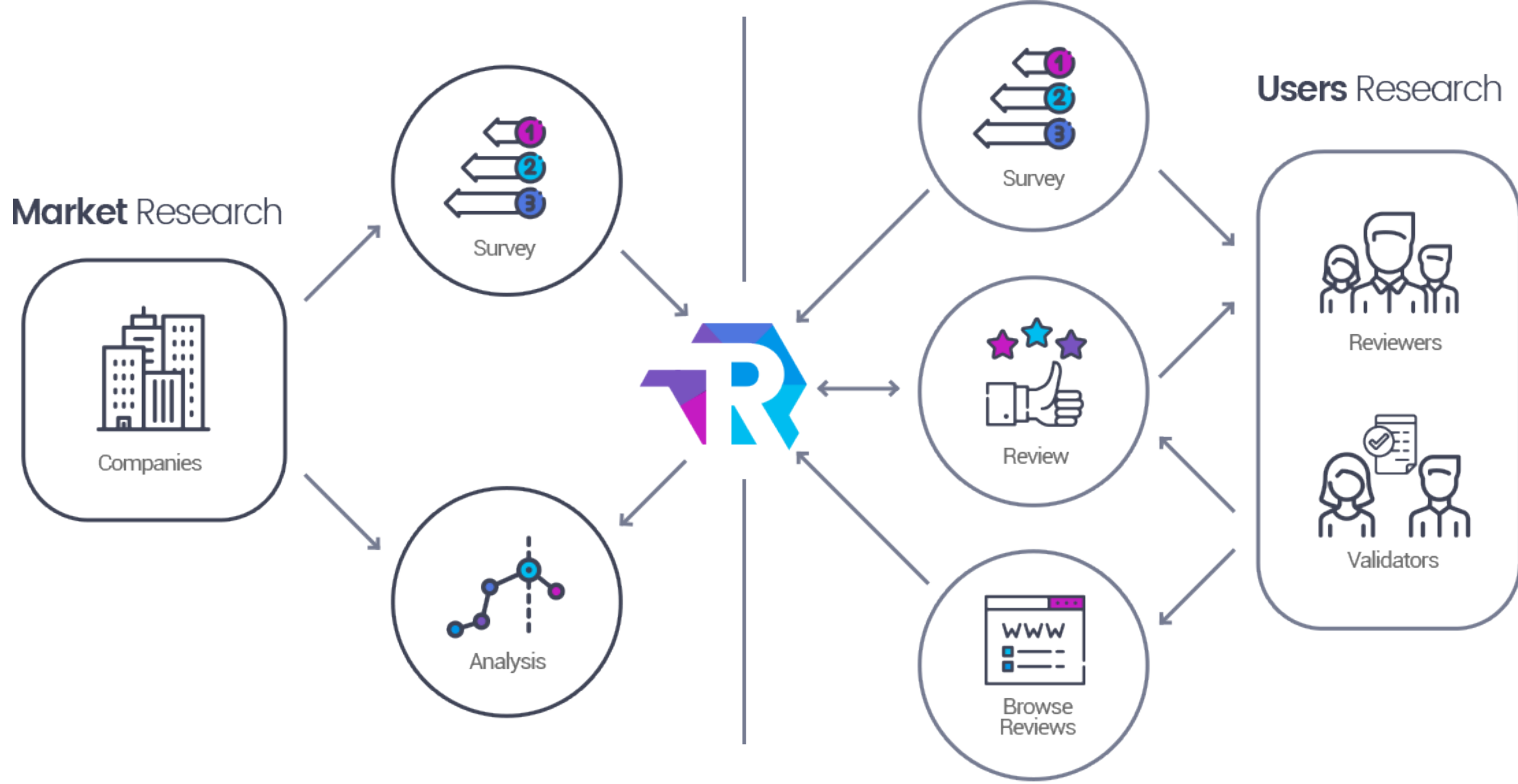
### Protocol Layer



### Application Layer



## How It Works



### Companies

Companies create market research surveys and fund them with REW tokens. Surveys can be targeted by user demographics, allowing better data insights.

### Reviewers

Users can write reviews and submit them for community validation. If all criteria is met, the reviewer is rewarded in REW tokens.

### Survey Respondents

Any user can fill out surveys that match their demographic. Users get rewarded in REW tokens for filling out surveys directly from companies running the survey.

### Validators

Users who develop strong reputations based on their contribution to the community, can gain the title of validator. A validator uses defined protocol and guidelines to certify the reviews posted to the community.

## REW Token

The REW is the native token to Review.Network and will be awarded to users based on participation and quality of reviews.



Total Supply: **5,000,000,000 REW**  
Platform: **Ethereum**  
**ERC20, Utility Token**  
Estimated ICO Value: **€22,500,000.00**

## Powered By

#### Ethereum

We use Ethereum blockchain to ensure security, public availability and freedom of speech, while at the same time ensuring a high level of user privacy. Smart contracts allow us to make sure everyone plays by the book and there's no possibility for tampering with precious data. We are incentivizing fair play, and discouraging low quality and fake content through our staking and validation models.

#### Machine Learning

Review.Network will utilize Machine Learning tools and frameworks such as TensorFlow and Caffe to train new, and use existing machine learning models in order to build smarter market research tools. Sentiment analysis and target group prediction are one of many possibilities Our ML component will explore.

#### Semantic Ontologies

Through standards like JSON-LD and RDF we can make the underlying protocol extensible for implementing novel use cases.

#### IPFS

InterPlanetary File System (or a similar decentralized storage solution) will help us build censorship resistance and public availability into the core of the system, which is a prerequisite for open and honest reviews.

#### Public Key Cryptography

We use confirmed secure cryptography techniques to ensure privacy and validity of data in a public blockchain environment.

#### REW (ERC20 Token)

REW is the native token of the ecosystem, providing various token incentives that encourage people to use the platform in a way that benefits everyone involved.

#### Data Analytics

Using data analytic techniques allows us to provide companies with powerful tools for creating high quality surveys and actionable insights into their target market research data.

## The Review.Network Products

Review.Network platform consists of several subsystems, working together to bring a new generation of market feedback tools.

### Market Research

Intended users - any business can use Review.Network to query our community, to obtain precide data from the demographics they need. It can also be used by market research agencies who could remove overhead and deliver insights to their clients faster than ever.

#### B2C Surveys

Our initiative is making market research faster, more user friendly and much cheaper. The advanced tools we offer will immediately help companies move their market research to the next level.

#### C2C Surveys

Allowing users to quickly get targeted answers from the community when they need them.

#### Surveys API

Allowing companies to integrate the Review.Network tech into their existing solutions, using their own userbase.

## User Reviews

#### Trusted Reviews

The user review platform cannot be censored and is completely available to the public, providing direct to the source valuable reviews.

#### Premium Filtered Reviews

The RN system allows companies to filter reviews based on key demographics, which opens up a highly targeted dimension of insight.

#### The Review APIs

Reviews API will allow other platforms to integrate Review.Network's community validated reviews, incentivizing their users to review their products.