# The

# SWAP PR⊜JECT

**A System for Monetary Incentivization of Social Cohesion**

Save the World And Profit (SWAP)

A two token system of competition (**$RTSD vs $LFSD)**
designed to help "save the world"

**White Paper – 01/28/2022**

**The S.W.A.P. Project: A System for Monetary Incentivization of Social Cohesion**

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**Abstract.** The current system of media and news distribution and promotion through legacy media outlets, social media, and "influencers" operates on an underlying mechanism whereby the news, stories, and voices that get the most attention and distribution are those that arouse the highest levels of emotion. The emotions that attain the highest ROI (Return On Investment) are fear and rage. In this system, the outlets that are best able to foment those emotions are rewarded with clicks, engagement and, in turn, monetary rewards. Those outlets that do not engage in such tactics are outcompeted for audiences by those that perform the conversion from emotion to monetary reward most effectively. The mission of the SWAP Project is to utilize the functions available through cryptocurrency/blockchain technology to upend and supplant the current media incentive model in ways that were previously unavailable. The ultimate goals of the SWAP project are to 1) Utilize monetary incentives to bring about social cohesion, and 2) Enrich groups and individuals who participate in the process of improving our society.

Methods for achieving these goals are as follows:


**1. Applicable Utility of Current Cryptocurrency and Blockchain Technology**

Utilizing off-the-shelf functionality of current cryptocurrency and blockchain technology we are able to implement the following mechanics:

      A.     Automatically move a proportionate amount of the holder's reward of each transaction into the SWAP Cache digital wallet in order to create a pool of funds which will be used to enact social change. This is known as the "SWAP Pot."  The SWAP Cache will always retain the original amount of tokens thus maximizing, while never diluting future rewards. See section 4, Tokenomics, for holder's reward percentage.  See section 4, Funding of Operations, for SWAP Cache percentage.


      B.     Automatically award each holder of RTSD and LFSD tokens a portion of every transaction to the users SWAP Project digital wallets in order to award every individual and group who continues to hold the SWAP Project's digital currencies, thereby rewarding long-term holders who provide a financial foundation for the currencies and continue to support them with their financial backing.


These built-in, automated abilities are essential to the SWAP Project, as illustrated below, and are the mechanisms which allow such a project and goal to be achieved for the first time in human history.

**2. Two-Token, Competitive System**

In order for such a system to be successful and affect actual change in society, a certain critical mass will have to be achieved. The mechanism chosen for this task is the concept at the core of evolution and all existence in the physical world: competition. With modern society being roughly divided in two parts representing the current political atmosphere: the **Left Side** and the **Right Side**, the SWAP Project will leverage the binary nature of these political positions to create a competitive environment capable of stirring up enough emotion to challenge the fear/anger cycles utilized by media, and attract attention in a constructive and positive way. With one token representing the political Left – **Left Side ($LFSD)** – and one token representing the political Right **– Right Side ($RTSD)** – the two tokens will compete in terms of percentage of dollar value gained per selected period, and the token with the highest percentage dollar gain at the end of the period will be declared the winner. The winning token/side per each period will then have the SWAP Pot funds, **as well as** the losing side's SWAP Pot funds, released to benefit their cause. As each side competes to win, the value of their tokens rise, the funds in the SWAP Pot grow, and story of the SWAP Project perpetuates in a feed-back cycle that benefits everyone.

**3. Goals of Fund Distribution: Popping the Losing Side's Information Bubble**

At the point that the system has resulted in funds automatically set aside in the SWAP pots, the question becomes, how will these funds affect the societal change we are looking for? First, we must identify the mechanism that has led society to where it as of the writing of this paper. It is clear that the monetary incentives for the current media landscape are such that sowing division = financial rewards. Despite many businesses launched in the hopes of changing this dynamic, the consistent failure is the problem whereby every effort in the name of positive change is out competed by the negative and entrenched businesses. For one example, when an influencer or media outlet who has established an audience that caters to one side accidentally or purposefully presents incorrect information to their audience, they have not only ZERO incentive to correct themselves, but actually NEGATIVE incentive. By correcting themselves, they would 1) Use time on their program that doesn't build their audience or forward their goals 2) Might LOSE audience members by upsetting them with information that is contradictory to what they expect, and 3) Jeopardize their advertising revenue sources.

       The power of the SWAP Project is that it's not a business in the traditional sense and therefore is not subject to the age-old profit and loss equation, and the SWAP Pot funds do not need to demonstrate an ROI, as that function is provided by the rising price/value of the tokens and the automated holding rewards. Therefore, the SWAP Pot funds can be used to **invert** the incentives of media companies and influencers by **paying for** and **making up** the negative cost of presenting contradictory information to their audiences. Just a few of the ways of achieving this goal are to advertise contrary/corrected information through ads that appear on these networks, paying influencers to take the time to issue corrections (segments sponsored by the SWAP Project), and issuing monetary awards to media/influencers that are proactive in taking time and initiative to correct their data. A nearly endless and diverse array of such strategies can be employed once the SWAP Pot funds become available for such activities. See Section 5 for the proposed system for maximizing efficiency and effectiveness of the deployment of SWAP Pot funds.

       In total, the effect of injecting these funds into and disrupting the current media/influencer paradigm will have the effect of drawing both sides, Left and Right, closer together. By getting their trusted media/influencers to propagate the commonalities between the two, disseminating more truth in the debates, and correcting mis/disinformation, we can grow social cohesion.

**4. Tokenomics**

Token Data:

Holder Rewards: 1% of any and all transactions instantly go back to the holder's wallets

Launch Data:

No ICO
No Pre-sales
No Private Sales

LFSD Contract: 0x5F498d121792A23ad177b0980CC6B0e822D92A5F
RTSD Contract: 0x00F5960F7Bf0f2a5978e3617c170CB6FB2ef4d0c


Number of Tokens:

A unique token creation plan was devised for this project whereby the number of both tokens combined roughly equates to the world population. At the time of creation of both tokens, November 17, 2021, at approximately 2:00pm Central Standard Time, the estimated population of the world was 7,803,410,176. This number was then divided in half to result in the total number of tokens for each contract: 3,901,705,088 LFSD and 3,901,705,088 RTSD. The idea results in some unique properties on both the ideological side of the project as well as the practical side. Ideologically, the numbers represent the bifurcated nature of our current political climate with the goal of having both sides work together for the common good of all of society. While practically, the project will periodically adjust the number of tokens to match updated world population figures by either creating more tokens or burning tokens. In the case of creating tokens, the new tokens would be contributed directly to the SWAP Pots in a gesture representing the new born in the world being a part of the healing process.

Funding of Operations:

A certain number of tokens will be allotted to infrastructure management to allow funding of back-end operations of the project.

30% Public
28% Management
25% SWAP Cache
12% Marketing, Development & Token Holder Rewards
05% Influencers (see also: Section 7: Anti-corruption measures)

**5. Voting System**

An eventual goal, as soon as funding permits, is to enable holders of SWAP Tokens (LFSD and RTSD) to vote on the method of deploying the funds. Approaching this with a crowd-sourced approach will increase effectiveness and efficiency of SWAP Pot funds, with a likely function being that larger wallet holders will have more voting power than smaller holders, which will in turn incentivize more ownership and higher token value.

**6. Accounting for Independents**

There is another political group that hasn't been mentioned to this point: The Independents -- those who do not subscribe to ideals of either the Left nor the Right. However, independents have a clear path to participation: buying both tokens. By buying both tokens, individuals and still Save the World And Profit by providing SWAP Pot funds, liquidity, and benefiting from the rising value of both tokens.

**7. Anti-corruption measures**

One could speculate that a way of corrupting the process would be to buy up a large number of tokens of the opposing side, and either benefiting from it, or corrupting the voting process when the voting system is initiated (see: Section 5: Voting System). In order to counteract this possibility, a certain number of tokens from each side will be distributed to big influencers from the corresponding side. Therefore, anyone looking to corrupt the process would only be enriching those they wish to attack.

Management vows to never sell more than 10% of its share of tokens in one day. (see also: Section 4: Tokenomics)

**8. Conclusion - "Money got us into this mess, crypto can get us out!"**

Corporate media and influencer's primary goal is to make money. This statement is not a judgment call; it is simply an obvious factor in their ability to do the job and is necessary to keep their broadcasts running. Some of them might very well have secondary goals, and some of those goals may be altruistic and/or for the benefit of the public good. However, there is rarely an instance where organizations and individuals don't make concessions with logic along the lines of: "Well, if I don't continue broadcasting, then I can't get this important information to my audience. I need money to continue doing this. I will take this (sponsorship/deal/bribe) in order to do this important job, because ultimately I'm doing more good than bad." Aside from that logic, there are plenty of information distributors who have zero regard for anything altruistic, or anything other than enriching themselves. It is this long-time corruption of the information distribution process that we wish to disrupt by subverting the traditional streams of funding and flows of information. Using the methods detailed in the preceding paragraphs, we believe that together, the people who choose to participate in this process, can truly save the world...and profit!