

BREEZE SOCIAL NETWORK

**A FULL FEATURED SOCIAL APP WITH INTEGRATED PAYMENT TECHNOLOGY
POWERED BY THE NEM BLOCKCHAIN.**

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ABSTRACT:

Breeze is a mobile first social technology that aims to bridge the gap between privacy and ease of use. Over 3 billion people use smartphones to communicate with friends and family around the world. Privacy is an important right of everyone; to be secure in knowing that your information is not being used to manipulate you. To know that who you communicate with and how is your business. We aim to remove the centralized corporate ownership of personal data and place privacy back into the control of the user. Breeze will attempt to transform the marketplace. Breeze is a peer-to-peer platform that includes a modern payment layer to enable trustless transactions, the system will evolve into the only social media platform that you need.

Keywords: Social network, mobile-first, blockchain, p2p, privacy, NEM

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DEMOGRAPHIC DATA & USE CASE

The social media market has increased significantly in recent years. The current PEW report puts social media use in the United States at 69% and smartphone ownership at 77%. With a potential world market of 3 billion clients, we anticipate our potential growth in the industry to envelope 1-2% of global users in the next 5 years. According to the latest report from our Wireless Smartphone Strategies (WSS) services : [Global Smartphone User Penetration Forecast by 88 Countries : 2007-2022](#), global smartphone user base will grow 58% from 2016 to 2022. Smartphone penetration rate of population will increase to **44%** worldwide in 2017, up from 39% in 2016. The penetration rate will further increase to 59% by 2022. The potential of a company that provides mobile first, privacy secured social platform is immense. We aim to fill that need.

MARKET SHARE AND COMPETITORS

Social platforms have evolved to become an essential part of our daily lives. The ability to connect with loved ones and friends has an impact on our lives. The need for privacy has become apparent with the numerous data leaks, exposures of social lab testing and the prevalence of the big 7 ad networks online. Online profiles contain a vast store of personal data. Breeze will attempt to penetrate the market by providing a privacy first, robust platform that keeps the clients in control.

The following analysis will be viewed from a mobile first strategy.

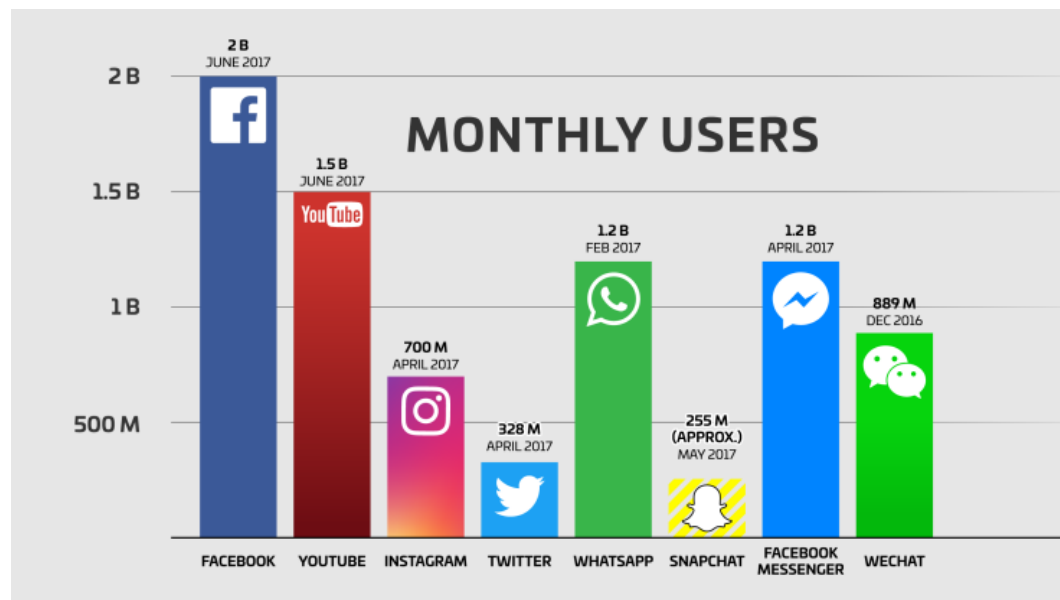


Figure 1: <https://techcrunch.com/2017/06/27/facebook-2-billion-users/>

STRATEGY

Breeze will market as a privacy first platform where the client maintains control of connections, conversations and ownership. All personal conversations, video and talk data will be stored locally on

the client's device. There is no cloud storage to enable a potential leak of private conversations or pictures. The clients will be built to enable users with tools to see how their data is being used. The NEM Blockchain will provide a framework for identity management and peer-connection tracking. The Breeze platform will be modular and enable developers to quickly build on top of the social platform with services such as p2p games, location based services and meet-ups.

The team will focus on the 4 million people in the Houston, Texas area with user-focus groups, meet-ups and hack-a-thons. Milestones will be created and celebrated as each goal is passed. Involvement of the NEM community and the local user-base will create a strong commitment to success.

TECHNICAL SPECIFICATION

The Breeze system is built with well-known and established transport layers utilized in modern browsers and encryption. The following technologies are utilized in the system:

- NEM Blockchain – NIS backbone: The NIS Backbone provides high availability servers to process transactions on the NEM Blockchain. These servers are robust and distributed across the world. In the last 2 years the platform has been stable and decentralized. By utilizing the in place system we reduce the need for hosting servers inside the Breeze eco-system. This reduced cost enables us to quickly enter the market.
- Peer.js – PeerJS provides a complete, configurable, and easy-to-use peer-to-peer API built on top of WebRTC, supporting both data channels and media streams. Breeze will utilize the client-side peer-to-peer technology present in all modern devices. Connections will be brokered by a custom meta-framework placed on top of the existing NEM Blockchain.
- HTML5 & JavaScript: The entirety of the Breeze system is coded in HTML5 and JavaScript. This allows fast prototyping and deployment to a wide range of devices. Native apps will be created and deployed to the Android & Apple Markets. Stand-alone desktop clients will be created for all systems.

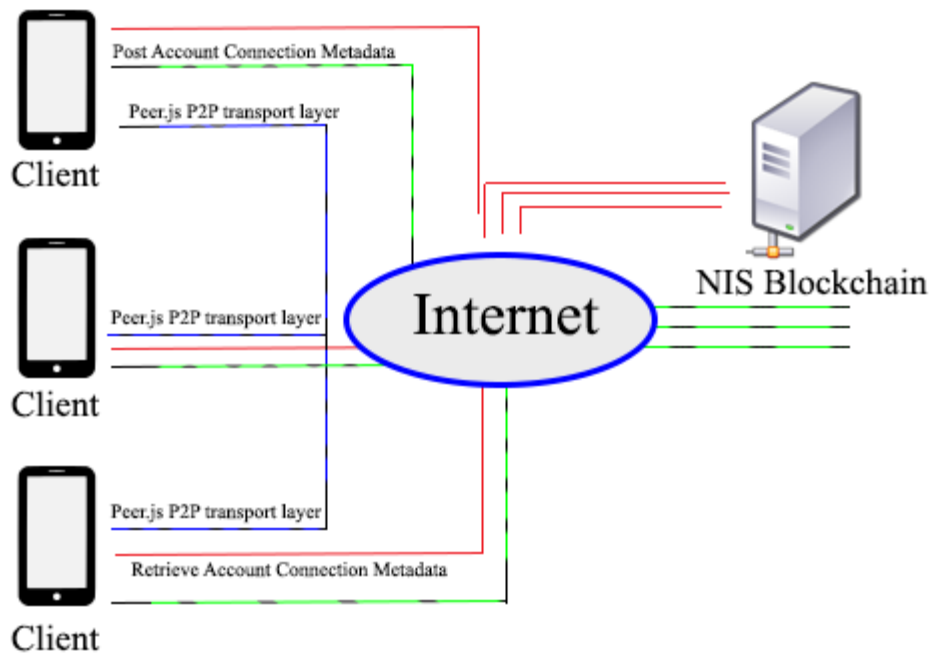


Figure 2: Breeze Client & Server Design

MARKETING PLAN

Marketing will focus on privacy first and ease of use. A feedback loop will be created between end-users and developers to verify that features added have real-world scope and appeal. Blockchain features will be developed in such a way as to be transparent to the clients and enable seamless transactions from a real-world economy to a virtual economy and back.

TOKEN OWNERSHIP AND USE

Breeze tokens are mosaics on the blockchain and represent a smart contract with owners. By holding a Breeze token in your NEM account a portion of weekly profits are transferred to the account. These profits are capped at 20% of the total profit after business cost for that week as determined by the acting CFO.

LEGAL COMPLIANCE

A compliance officer will be tasked with determining the best location and strategy for compliance in financial markets and regulatory concerns. If needed the operation of Breeze headquarters will be adjusted to meet needs.

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