Main Street

Adding Values in Private Markets with Incentivized Collective Intelligence

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Abstract. A system to incentivize first-party data and content contributions through pooled royalties, with the goal of creating transparency and building tangible values for private assets in a dynamic Web3 ecosystem. Users voluntarily contribute data according to case-specific prompts, anonymized to protect personal privacy and structured through AI and collective intelligence to provide insights that are valuable for a wide range of end users, including business owners, real estate owners, potential buyers and local brokers. A significant portion of revenue generated from products that are innovated from user-contributed data and content is deposited into a Royalty Pool, shared equally across the total supply of royalty tokens. These tokens can be burned to redeem their backing, providing an opportunity for holders to realize profits without depleting the pool or limiting the ability for others to redeem at full value. The mechanism ensures that individual token value grows over time unfettered from market conditions.

I. Introduction

Main Street is a mobile and web-based dApp on the Oraichain Pro Network, developed to harness the power of collective intelligence in order to provide rich context for real-world assets. The platform allows users to contribute data and content to earn royalties from the monetization of intelligence, insights, and analytics. The user-contributed data and content will be geo-tagged and prompt-based, laying the foundation for a dynamic search engine that can deliver hyperlocal insights for prospective asset buyers, asset owners and brokers. Main Street looks beyond surface-level data to capture human experience, supplementing hard metrics with sentiment analysis, allowing for new ways to conduct due diligence, discover trends, and ultimately support valuations.

Users join Main Street anonymously by creating a Web3 wallet address, allowing them to participate in data and content contributions ranging from simple to intensive, covering both factual and opinion-based details. They are rewarded with Main Street's royalty tokens: MNST. Products innovated directly from these data and content will generate revenue in different models, a significant portion of which is routed to the Royalty Pool. The Royalty Pool is distributed equally across the total supply of MNST, providing a redemption value for every token that will enter circulation. This value can never be diminished and will continue to grow as

revenue is generated, through a mechanism called *smart rising backing value*. By including users in its economic model, Main Street puts decentralization to work, realizing the potential of raw data to innovate new ways to generate wealth for all.

II. Collective Intelligence for Real World Assets

Blockchain technology will continue to play a major role in the future of finance, specifically in private markets. With major financial institutions preparing to integrate blockchain into their workflow, retail investors are eager to learn about new investment opportunities, and yet, there is little evidence that these assets will be immediately available to non-accredited investors due to regulatory limitations. Additionally, issuing tokenized assets on-chain does not automatically improve transparency. This requires the ability to integrate third-party surveillance on the asset level, providing marks on a regular basis and valuation adjustments as necessary. Furthermore, real-world asset valuation must be considered in context; location, demography, resources, transportation, and safety will all play a role in the ultimate asset value.

Thus the immediate opportunity for blockchain to revolutionize finance is to facilitate **radical transparency** for privately held assets, both with hard metrics and qualitative assessments. This data must be both tamper-proof and censor-resistant, leveraging blockchain-based infrastructure to streamline due diligence. And further, advancements in collective intelligence can be used to create a more trustworthy basis for valuation, relying on decentralized data validation to eliminate any single point of failure. Aggregation of this data and AI-based analysis can help interested parties query and extract insights based on a new range of value dimensions, giving potential buyers a more complete picture of the asset's potential.

The sum of Main Street's efforts and community contributions will lead to the development of intelligence products with the potential to add value for asset brokers, asset buyers and the greater Oraichain network, such as:

- Retail-ready search engine for local insights
- Customizable Widget for third-party Asset Listing Platforms (lease and sale)
- On-chain Asset listing platform for SMBs, Commercial RE and more

While Main Street is committed to delivering value to end users, the platform also strives to provide an equitable opportunity for users globally to earn for their contribution, allowing them to invest their data and content for long-term yields.

III. User Anonymity

Upon downloading the Main Street mobile application, users are prompted to create a Web3 wallet generating a new address on the Oraichain Pro Network, an EVM-compatible subnetwork of Oraichain. The wallet and address are necessary for users to start using Main Street, contribute data and content, store royalty tokens, and redeem them for backing. Each

address

generated is anonymous by default; the system does not, and will never require KYC, email address, or any other personal information for users to generate a wallet. Moreover, users interact with the network via a public key and signed transactions. Oraichain Pro Network is built to frictionlessly provide the benefits of decentralized ledger technology; there are neither minimum gas fees nor the requirement to fund the users' Web3 wallet before signing transactions.

IV. First-Party Data Contribution & Validation

Corporations thrive on data, but their methods of procuring data is often obscured by privacy policies that these entities know users will simply not read. Main Street does not ask users to forfeit their private data. Main Street does not profit exclusively from access to user data. Instead, Main Street gives users a number of easy ways they can contribute first-party data and content, allowing them to earn royalties that accrue value over time as offerings expand and customer base grows. The products and services developed from said data are not intended to cater exclusively to businesses with extensive capital resources, but to provide affordable access to AI tooling, data analytics, and deep insights for due diligence purposes. Main Street is committed to fostering an equitable ecosystem for all.

The Oraichain network is built for the data economy with end-to-end solutions for data annotation, data monetization, algorithm testing and AI model deployment. While Main Street intensively uses the network's resources, it exists at the front end of this pipeline as a decentralized data contribution application. For every data point collected, the user receives MNST tokens representing a portion of the Royalty Pool.

To ensure data quality within Main Street, each data point contributed is subject to a decentralized validation mechanism. Data validators can earn MNST by validating posts or correctly flagging inappropriate media content based on Main Street's policy. Any account posting inappropriate content that is correctly flagged by data validators will be permanently banned. This is an opportunity to capture the value of the decentralized workforce, recognizing the necessary contribution of human intelligence in order to achieve high-quality artificial intelligence.

Data contributions and validations are completely voluntary; data is not collected in the background without the user's knowledge. Although the addition of new data throughout the lifespan of Main Street will always continue to enrich products and services, early users and their data serve as the foundation for initial products and services. As such, royalty distributions for each individual action are tapered as the platform grows and products are adopted. In addition, early users who contribute data for MNST will do so in advance of the release of Main Street's revenue-generating products and services. The intention is to taper the distribution of royalty tokens in step with the growth of the Royalty Pool. This will ensure the per token royalty received vs. USD per action is comparable at all times and that no matter when new users join the ecosystem, there is an equal opportunity to hold the tokens long-term to realize long-term yields. Overall, the value of MNST is directly tied to the success of Main Street's products and services.

V. Revenue

Unlike its corporate counterparts, Main Street is built to include data contributors in its earnings by directing 50% of all revenue earned to the Royalty Pool. While Main Street is responsible for generating revenue through its products and services, it will also be important to look to independent data scientists who use Main Street's data to build valuable AI models and analytics tools, including them in the core products where possible and offering their solutions directly to small businesses and enterprises. Main Street's core revenue streams will include:

● Main Street Now: Retail-focused research tool to query objective local insights. Especially valuable for users looking for insider knowledge on specific neighborhoods (visiting, moving, investing)
● Main Street Intelligence: Customizable widget for 3rd party platforms, allowing business owners, brokers, and institutions to feature local insights filtered on a granular level. ● Main Street Listings: An asset listing platform for brokers and owners.

VI. Royalty Pool

The Royalty Pool is the crown jewel of Main Street. Every user contributes and validates data in order to earn MNST, a token representing a stake in the Royalty Pool, which produces long-term yields for holders as the platform grows. MNST is built to grow over time, accruing value consistently from revenue generated throughout Main Street's products and services.

MNST is not your typical cryptocurrency, relying on speculation for value. Every dollar of royalties is distributed equally across the total supply, allowing users to burn MNST to redeem the backing at any time against the *smart rising backing value.*

● **Smart rising backing value:** Main Street's mechanism ensures that as long as revenue is coming in, MNST backing value will always grow. This means unlike competitors, there is a strength in the unity of the user base to evangelize and advertise Main Street on other platforms. More users, stronger products, more royalties. This system also ensures that new users are not at a significant disadvantage to early users, completely removing any hint of 'ponzinomics' by backing MNST with real revenue. The potential for growth is limitless.

VII. Flow of Funds

Main Street's utility is unique in that it serves the needs of Web2 audiences while adopting Web3 infrastructure to create a radically transparent and hyper-inclusive economic model. Since there is a strong need for availability to non-crypto native audiences, Main Street will use the best resources available to accept off-chain payments for services, converting them to USDC for revenue distribution on-chain. Similarly, the royalty share of revenues from AI models & datasets will be added to the Pool in USDC.

The key here is simplicity and transparency. Although MNST holders are not shareholders

of Main Street or Oraichain Labs US, they are owners of the dataset that powers the platform and thus, are entitled to clear communication, both in the development of product and the flow of funds. This commitment to our users will build trust and set the tone for a new generation of dApp development. The flow of funds is straightforward:

1. Users check in, contribute data and validate data to earn MNST
2. Intelligence, insights, and analytics products are consumed by both Web2 and Web3 users, generating both on-chain and off-chain payments.
3. All payments are converted to USDC on-chain for maximum transparency.
4. 50% of funds are retained by Main Street to continue developing, expanding product offerings and improving operations. 50% are deposited into the Royalty Pool.
5. Users can burn MNST to redeem USDC at any time.

VIII. Tokenomics

User data contribution is sweat equity earned for contributing raw materials towards the manufacturing of Main Street ecosystem's products and services. This data investment is rewarded with MNST, providing a long-term yield in the form of a smart rising backing value. Unlike typical virtual currencies, MNST will have a strong backing and undisputable value. With a capped total supply, sustainable distribution will rely on halving events that continue indefinitely. Here are some key notes on MNST tokenomics:

a. Fixed Initial Supply of 20,000,000 MNST.
b. As Main Street is a contribute-to-earn platform, there is no sale of MNST to the public by Main Street.
c. Reward Halving at set intervals.
d. No team or marketing allocations. Everyone is equal.
e. Royalty Pool in Stablecoin w/burn to redeem function.