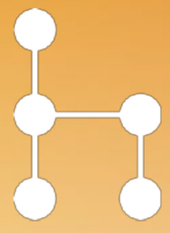


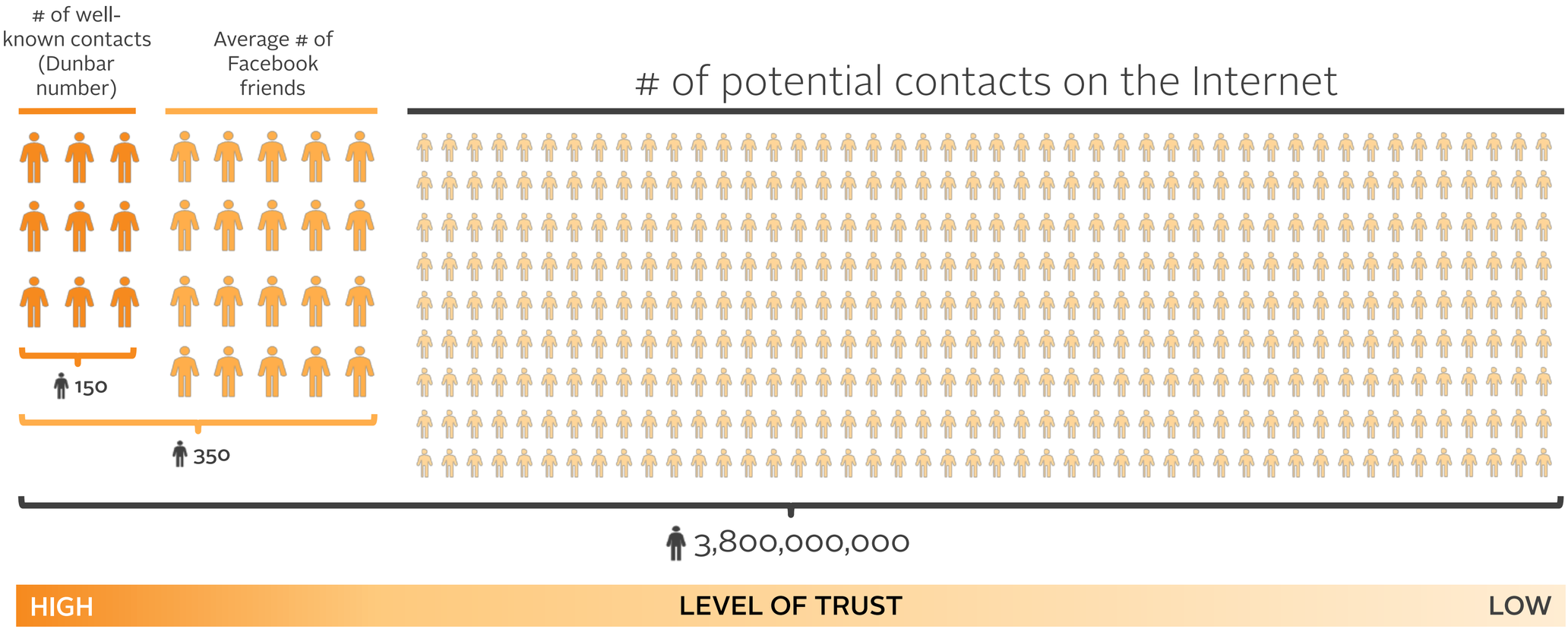
Hub

Human Trust Protocol

An introduction

What's Wrong With Trust on the Internet?

The Internet has dramatically increased the number of people who users can interact with, but it has not done much to help users trust them



Problems

Fundamental Issues With Content & Trust

Volume & quality of content
Social platforms and messengers are flooded with unwanted messages and inaccurate or misleading content that lead to faulty decision making.

Maximum # of trusted contacts is limited
The Dunbar number says the average person can maintain at most 150 trusted connections, yet today's world demands interactions well beyond this limit.

Not enough trust online
Instead of completing transactions online, users rely on phone calls and face-to-face meetings to consummate transactions.

Issues With Centralized Reputation

Partial and fragmented
A user's reputation is fragmented across multiple services, hindering an efficient, comprehensive & transparent view of their trustworthiness.

Limited ability to manage it
Reputation data is embedded and owned by application creators who control and exploit it.

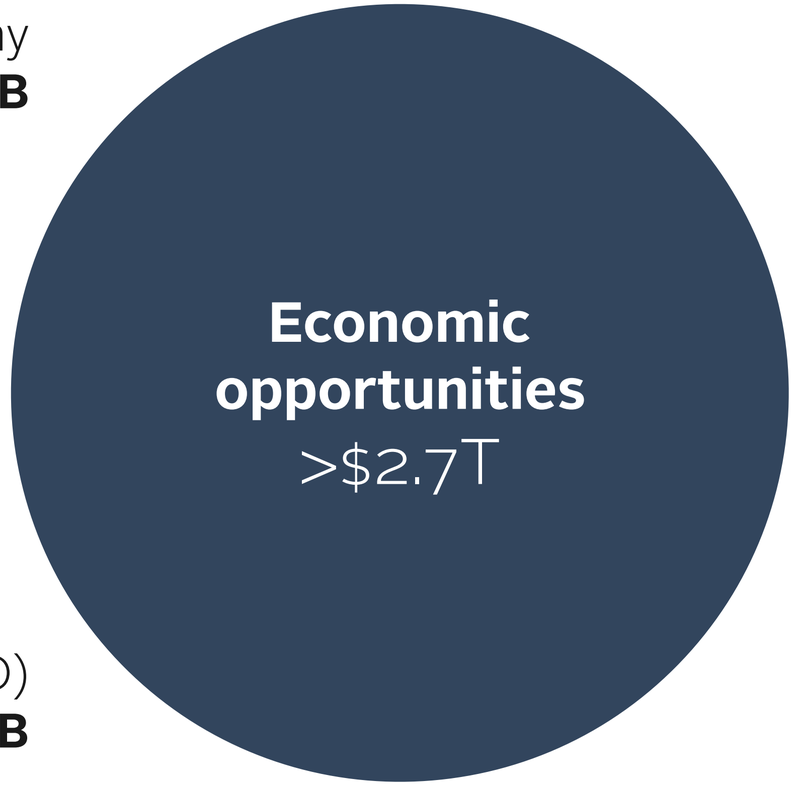
Lack of portability
After investing significant effort in fostering trust in one community, users are unable to transfer their trust elsewhere.

Opportunity

Greater trust unlocks economic opportunities for billions of people

Sharing economy
$335B

Social networks & messengers
$150B



Online-to-offline (O2O)
$431B

B2B
$1.8T

Annual worldwide revenue by use case by 2025

Market cap in the trillions for a cryptocurrency that will power 10-20% economic opportunities on a blockchain

Sources: PwC, Facebook, Forrester, TechCrunch

Use Cases

The Human Trust Protocol is valuable in many scenarios

Messengers and Online Communities

Reputation and trust results from understanding interactions in messaging, group chats and online forums. Trust among users is increased, and It becomes possible to surface experts and influencers.

Peer-to-Peer Marketplaces

Transactions between sellers and buyers of products and services can be rated, reviewed and their outcomes tracked. This reputation history conveys the trustworthiness of sellers and even the reliability of buyers.

Social Networks

By associating posts, sponsored updates, and marketing messages reactions and activity from users and companies, trustworthy sources of content are surfaced, and the authenticity of information can be known.

Introducing

Human Trust Protocol

Human Trust Protocol

Solves endemic trust problems & usable in any community and marketplace

1. Verifiable & portable trust
2. Self-sovereign reputation data
3. Multi-dimensional reputation
4. Context-sensitive trust scoring
5. Incentivization of trustworthy interactions

Three Pillars of the Protocol

Identity
Foundations

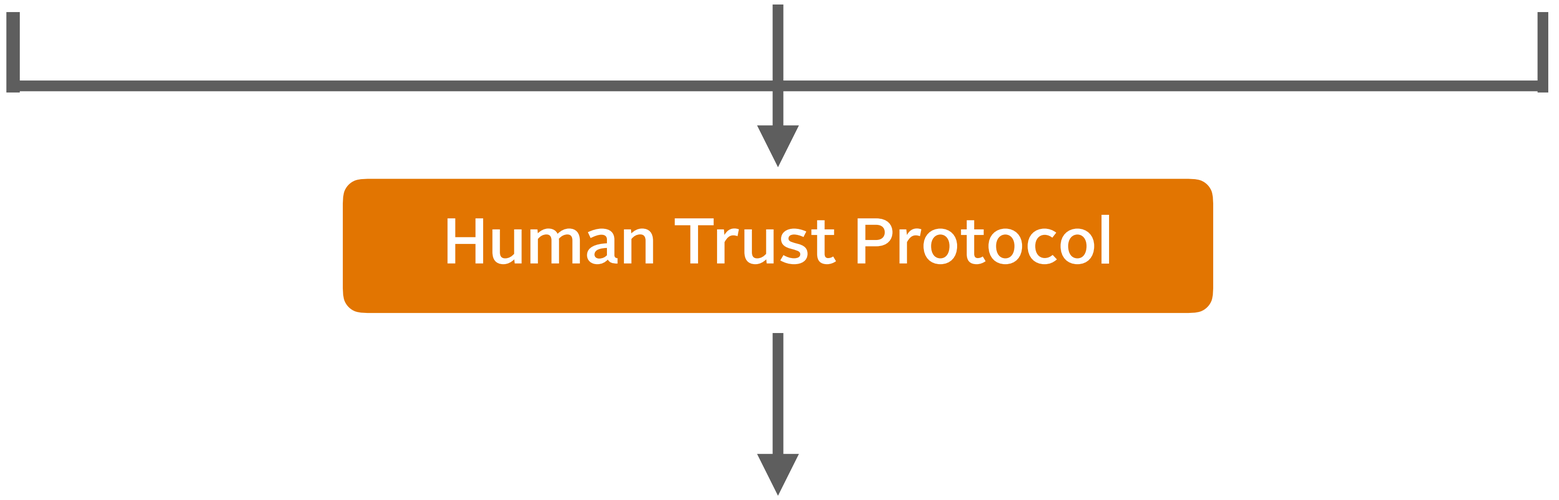
Associate reputation data to identities. Each account will reference an identity using decentralized digital identities

Reputation
Past outcomes

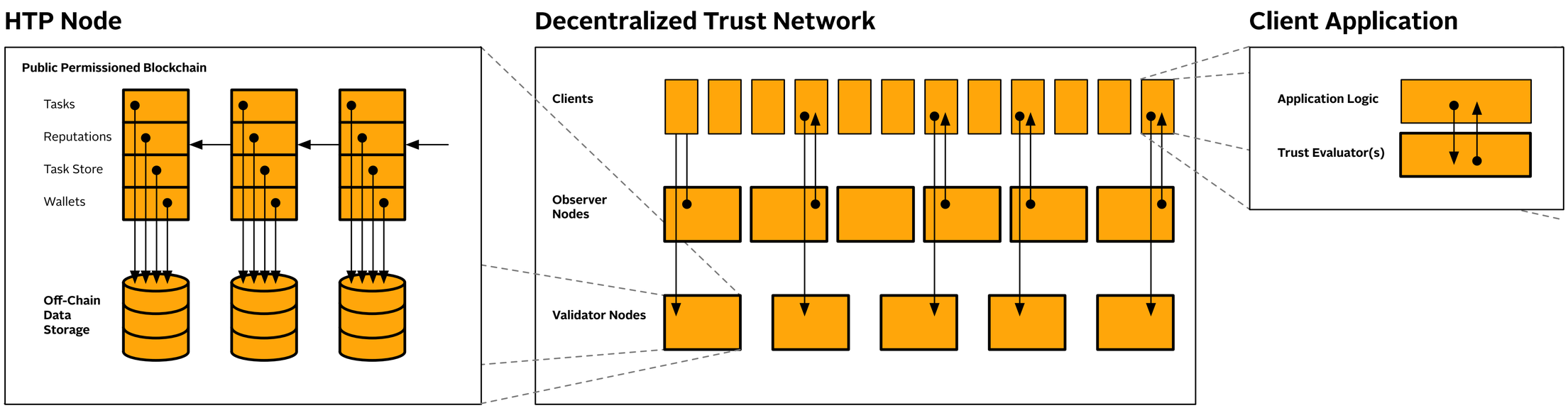
Capture rich and raw reputation data by which applications can enable users to make the best interpretation of trustworthiness

Trust
Future behavior

Provides for evaluating a user's capability and intent on a new interaction



Public & Decentralized Blockchain



Decentralized **nodes** anchor verifiable data on a blockchain with scalable data storage off-chain.

The trust **network** uses a multi-layer node approach for scalability. Validator nodes accepting write transactions and synchronize using BFT consensus. Observer nodes provide read-only requests and mainly serve reputation data

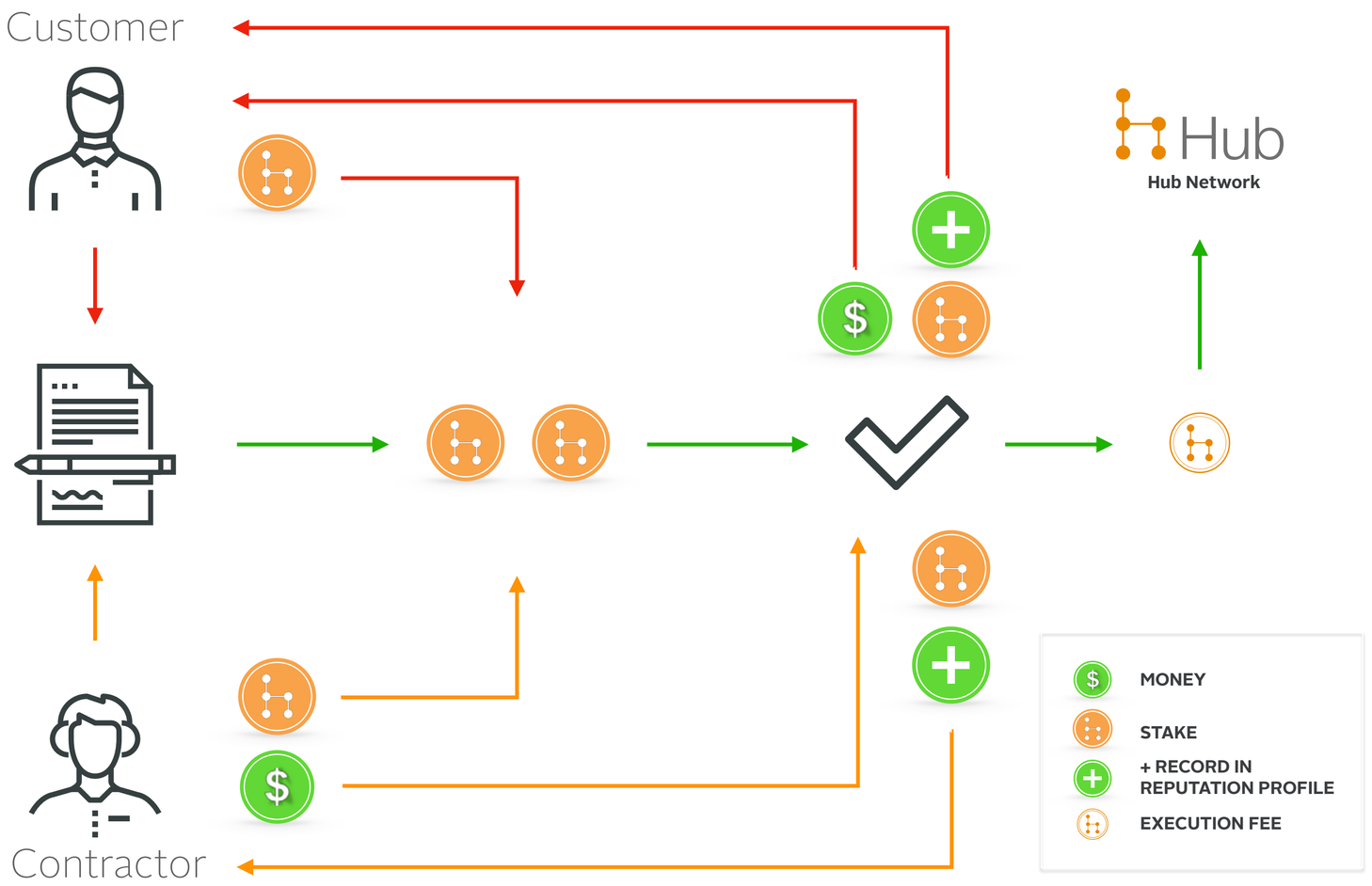
Clients access the Protocol for reputation data to help users assess trust. Trust evaluators score reputation data.

Trust Stake

Incentive for trustworthy interactions

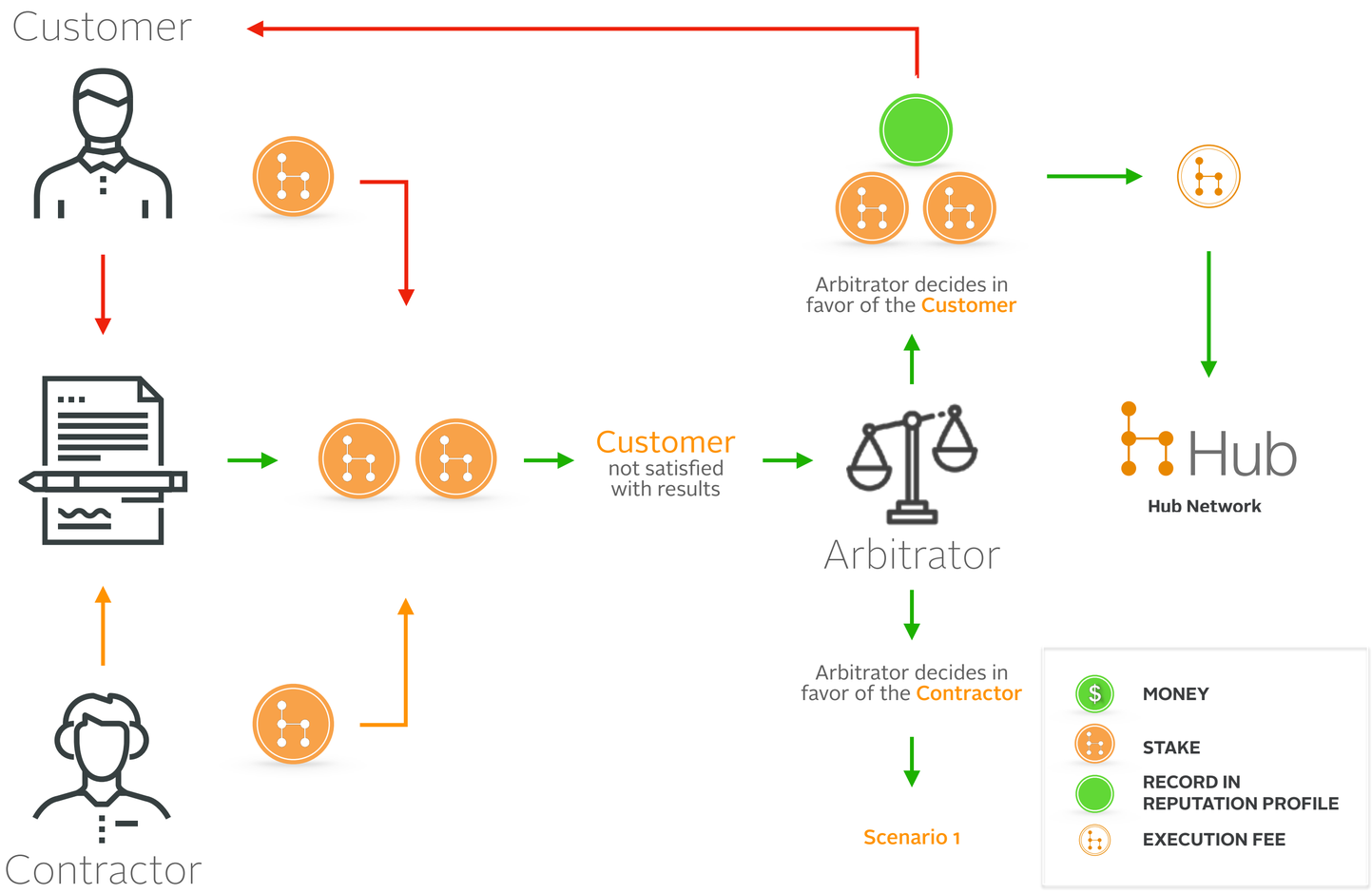
On interactions and transactions, participants pledge stakes.

Scenario 1
When a task is successful, participants earn reputation and get their stake back in addition to rewards.

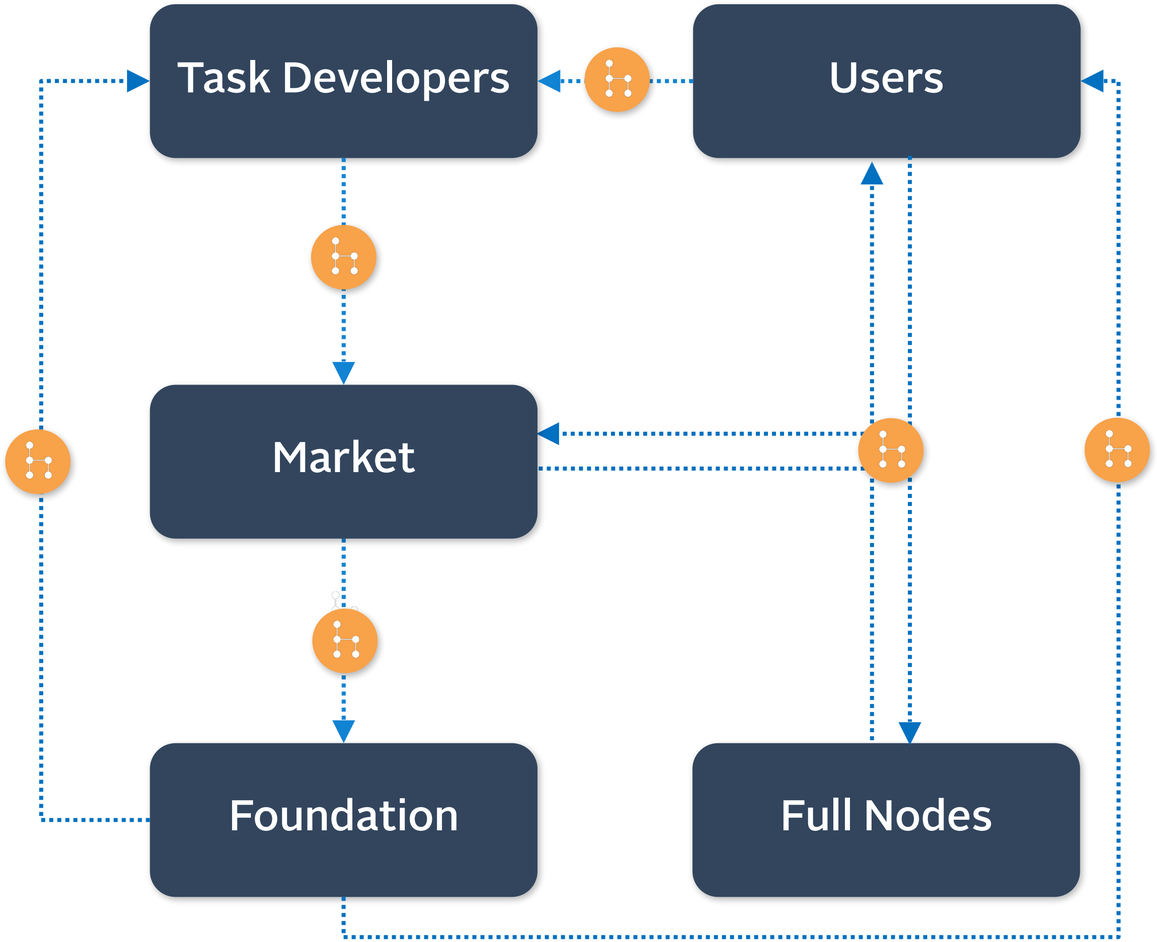


Trust Stake

Scenario 2
When an interaction does not go as expected, an arbitrator may get involved. If they decide in favor of the customer, the trust stake for both are redistributed to the customer. Either way, both participants develop more reputation from their interaction.



Hub Token Economy & Uses

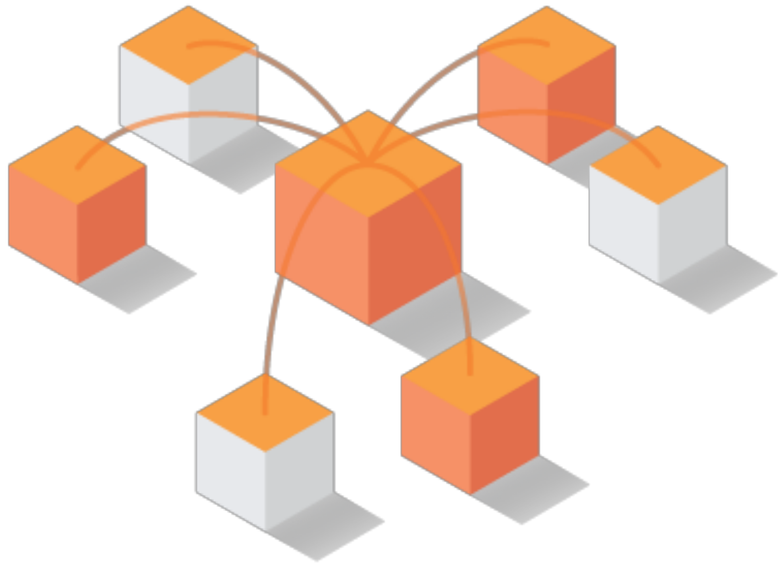


1. **Pledging stake on tasks** — Incentivizes users to be trustworthy
2. **Operation of nodes** — Incentivizes increased decentralization of the network
3. **Payment for task usage** — Incentivizes community developers to create additional application scenarios
4. **Payment** — Increases adoption and engagement of the Protocol by users

Task Store

Many interactions will need trust

Developers in the community can create new tasks for a Task Store to extend the Protocol and mine tokens from their use



Examples:

- Sell a product or service
- Post a job
- Join a community
- Make a post
- Sign a contract
- Collect an invoice
- Arbitrate a dispute
- Assign a title

icohub

Proof of Concept reputation system for ICOs

Find the Best ICOs

Trust scores are calculated on ICO projects and investors from multiple data sources

Find the Best Investors

Users stake on votes on the likelihood of ICO success and are rewarded if they're right

Integrated with HTP

Proof of concept application built on the first implementation of HTP

Decentralized Job “Hub”

Jobs marketplace with verified profiles

Verified Credentials

Profile credentials, experience & skills are verified by third parties

Candidates are Paid

Candidates are paid to keep their data up-to-date and when they are contacted by employers

Hub App

The **Hub app** is a next-generation professional network built on a messenger experience

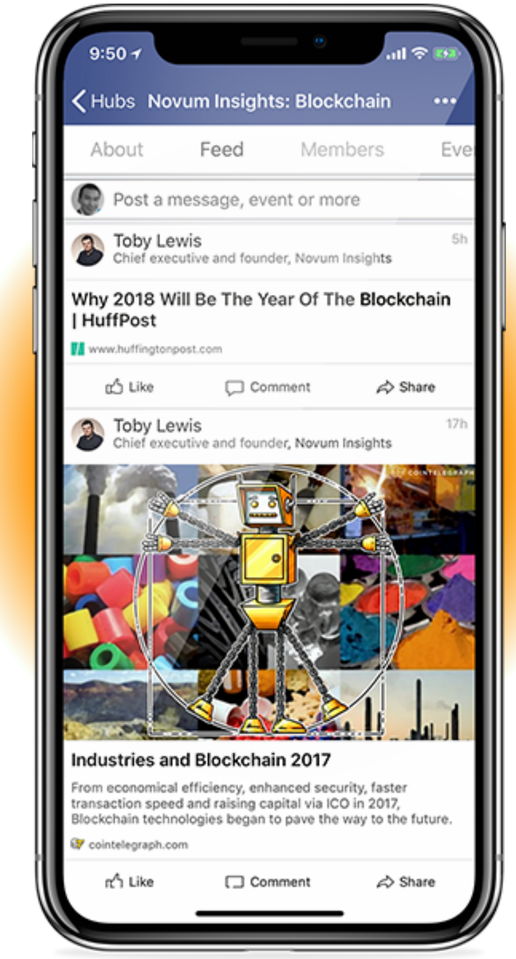
It will serve as a proof of concept that will use and advance the Protocol

Integrated with HTP

The Hub app will serve as both a consumer and contributor to the Protocol's reputation data in helping users create trust in the communities that the app will support

Security and Privacy

End-to-end encryption of both messaging and community content with opportunities to decentralize the app's backend



Communities

Hubs, which are communities, that organize around industries, business communities, interests, networks, associations, and collective efforts

Messaging

Built-in messaging system for fast and secure one-on-one and group messaging (including multimedia messages, document attachments, voice/video chats and chatbots)

Transactions

Transactions will be supported on the community and the peer-to-peer levels

Roadmap

2018

Q4

HTP Testnet delivered
Development of Hub app
Begin ICOhub “PoC” application

NETWORK
LAUNCH

icohub

Q1

ICOhub “PoC” application
Provisional launch of HTP

Q2

MVP launch of HTP
Launch of Hub token
Select community partners
Security audits

Q4

HTP version 2 launch
Hub App MVP with HTP

2019

Q1

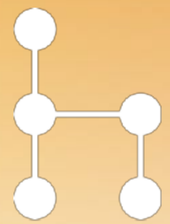
Trust stakes defaults white paper
“PoC” Trust Evaluators

Q2

HTP version 3 launch
(Task taxonomy, task store)

“The currency of the new economy is trust.”

—Rachel Botsman



Hub

t.me/hubtoken