

WHITE PAPER

SNS Block-chain Ecosystem based on EOS.IO

Dabble X DAB

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Abstract

The problems of unfair distribution and unreasonable operating systems due to centralized platforms are emerging. Such issue has occurred as the platform provider that provides the distribution network can control their profits rather than the creators who produce the content.

Financial incentives and economic freedom have historically been the greatest driving forces behind the improvement of society and one's quality of life. As a consequence, the existing users start to leave the ecosystems due to the monopolistic structure of existing social media companies' interests on one direction and the erosion of advertisements. In response, based on the lessons learned from the related communities, Dabble now offers a way to guarantee the profits for user's content productions

A key element to encourage the circulation of cryptography and users' participations is an impartial accounting algorithm that can consistently reflect the contributions of each community member. With such algorithm and Block Chain Smart Contract technology, we will protect the copyrights and other proprietary rights of users by preventing forgery and alteration of original works.

Dabble is based on EOS.IO software to support the creation of communities and cryptographic transaction, and is an SNS platform for the proper distribution of content.

Dabble not only adopts EOS.IO's main strength, i.e. fast transaction, but also assures the flexibility to load various other architectures for an easy of access and engagement.

In addition, Dabble has an independent architecture rather than a fixed use of EOS.IO, and is designed to work on any project platform to diversify its revenue structure, providing a greater scalability and flexibility to retain its competitiveness

Such competitiveness will lead commercialization of the contents through the participation of content creators from separate architectures by incorporating all the related economic activities, companies who provide 'ADBox' and 'Article Intelligence Advertisement', and anonymous Big Data buyers, to secure their own revenue sources and expect results to be mutually beneficial.

Introduction

The proliferation of smartphones has made personal daily sharing has become part of a natural lifestyle, and IT giants' "SNS platform for public ownership" has generated billions of dollars in value to shareholders.

The reason why IT giants can make huge profits while operating a platform where users aren't required to pay anything is because they have used variety of information based on the content they create.

In this age of sharing refined information and knowledge those fit one's personal interests, Dabble uses blockchain technology to add value to user posts and reward them for the contents creation activities.



We are proud to present the Dabble platform as a representative SNS platform for Web 3.0, such as personalization, intelligence, and context awareness, which allows you to create own platform through focused information, big data, and efficient advertising and improved revenue structure.

1. Vision

Everyone wants a fair compensation for the value they create. Dabble believes that everything derived from an individual, from physical outcomes to variety of media creations, even personal information, must be acknowledged and fully compensated.

Dabble aims to ensure a legitimate distribution of value. Content creators can receive compensation by registering and selling copyrights based on a block chain developed to protect the freedom and value of the individual, and expect contents reproduction and vitalization.

Dabble is designed to address and solve the problems such as monopoly, entry barriers, and compensation of some holders including technical issues by closely grasping and analyzing the problems of the block chain-based community and existing social networks, and we will provide you with the Dabble as outcome we worked out.

2. Dabble Platform

Dabble provides a Consortium Block Chain based on the EOS.IO platform to social media users. In an expanded sense, we expect to form a close relationship between

contents and lead the social media platform market by establishing a decentralization infrastructure of cultural contents industry and utilizing various contents application platforms associated with Dabble.

Through its fully Open API & Software Development Kit (SDK), Dabble is looking for the establishment and development of a healthy ecosystem by providing users with substantial rewards for the production and consumption of content, and also gives them the right to vote on produced content to express their preferences and choices freely.

The total number of DAB Token was issued 500,000,000 (500 million). A certain amount of DAB will be required to use Dabble, and they will be used as a compensation method for contents creation and voting activities in the Dabble. With Dabble, the market price of DAB will be determined by its demand and supply, and the amount of DAB issued can be flexibly changed as we continue to create contents on Dabble and expand to a number of multi-platforms. The inflation rate starts at 10% and aims at a 1% decreases every year.

Dabble links with a variety of social network services to integrate the creation of content into one account. In addition to the services defined in the platform, you can also make contributions to a wide range of other services, and DAB rewards for these activities can be found in your Dabble wallet.

In addition, Dabble can match the advertisers-consumers by estimation of SNS market value as per its unique value criteria for content, not only estimate the level of contribution for the creation of contents but also trade the contents through Smart Contract. By doing this, it can ensure the value of personal data and the stable ecosystem.

3. Evaluation Method for Level of Contribution

The value of the community is created by the enthusiastic activities of content creators and members. Because the revenue generated within the platform is primarily from the reader's votes, early users with fewer subscribers are less profitable.

To address such content disparity, Dabble uses its own original content evaluation method to engage demanders for content as producers, buyers and investors in the early stages of production. This allows producers to focus more on their work with the expectation of the economic value that their contents will generate.

Subscribing, voting, sharing, and criticism of the reader are all activities that enhance not only Dabble but also their own value. However, most of the systems currently in operation generally lack their encouragement and motivation to the reader, and are not equipped with a concise and rational distribution of profits.

In response, Dabble uses the block-chain technology on the platform to record and identify all of the contributors' actions and distribute the corresponding DAB tokens to support the economic rewards for further motivations.



In addition, we have built the Creative Ecology of Big Data in combination with the EOS.IO blockchain system, and evaluated real-time issues to match the demand for high-quality content and advertisement through Smart Contract.

If the consumer does something economical, such as voting on the content, indirect compensation will be provided to the user who owns DAB Token within the Dabble platform via the Point Feedback System.

Producers and readers will also be rewarded with DAB Token primarily through posting and voting, and occasionally production of high-value content will earn a higher percentage of additional DAB Tokens depending on the value of the work and the individual contribution.

Therefore, Dabble will ensure community invigoration and the establishment of the Economic Ecology by providing token rewards for contributions based on the activity within the Dabble evaluated using its own 'Abuse Filtering System'

Ultimately, Dabble focuses in addressing key barriers to social media-based ecology and sound revenue generation.

3-A. Economic Incentive System

Dabble's economic incentives, which implements the techniques that drive the growth of major social media platforms via block-chain platform, will stimulate the growth of new platforms.

The first step of growth is 'something' that has not yet been expressed in the mind of the creator. In order to bring out the novel ideas and translate them into writing, we must be liberated from everything that hinders our free creation, and above all, it is freedom from capital.

The synergy of Dabble platform's cryptography with intelligent advertising and content commercialization will change the paradigm of current social media platform market. Dabble's economic system provides incentives for positive and healthy ecosystem contributions by rewarding content creators' creations with tokens. Such contribution involves "Content production", "Comments", "Sharing" and "Voting".

Basic concept of Dabble is relatively simple; all members are assessed on a level of contribution to community basis fairly, and their contributions continue to lead to the growth of the community in a virtuous circle

3-B. Proven Evaluation & Compensation System

Proven evaluation/compensation system of contributions is a free market. Such free market can be seen as a single community where all people trade and rewards are distributed according to the profit / loss of the transaction. The Dabble platform provides 'voting and donation power' based on user's level of contribution to content creation activities.

Prior to evaluating rewards for contributions, there may be communities that prioritize rewards for artists, poets, comedians, etc., while others may focus on charity or political issues. As a consequence, the content evaluation criteria of the producers can be completely subjective, and thus it is difficult to objectify the quality of work via source code.

The value of evaluation and rewards tends to depend on the impact on a particular community and often controlled by the growth potential of each community. This can lead to inequalities within the community if powerful creator group deliberately abuse their voting power, resolving the relative deprivation of low contributors remains a challenge.

Therefore, Dabble offers the a reward system based on the subjective contribution evaluation by applying the differential ratio of 'donation power', but the token compensation according to the 'voting power' remains the same, enabling the activation of individual and collective value investments.

To overcome the challenges mentioned above, a framework must be established in which the relative contribution can be assessed, along with the contributions required by a large number of members. This is a major challenge that Dabble must constantly contest and look for a rational approach for the improvements.

3-C. Definition of DAB Token and Alternatives of Inequality Tasks

As an alternative to the challenges mentioned above, we will provide public blockchain-consortium blockchain / consortium blockchain – consortium blockchain (Interlink Function) by promoting and defining Cross Chain compatibility agreements with separated architectures where feedback from users can be generated. By this, it will try to continue and maintain the value and information which can be moved smoothly each other and production activity for contents.

This allows DAB Token to be defined as utility token. Within these systems, content creators complement the relative inequalities of free market systems and gain the opportunity to generate revenue through the token rewards earned under the Cross-Chain compatibility agreement.

4. Community Contribution in Dabble

4-A. Development of Assessment Algorithm for Individual Contribution

The Dabble platform's ecosystem is completed with feedback from users who are evaluated for their contribution. There will be comments for cheer or refute, and the completeness of the article will gradually evolve.

Reviews of 'published review' may appear in the Dabble. Compensation for commenters will be a catalyst for this process. As a result of the open and decentralized platform, there will be as many bad as good, less valuable information.

As a result, Dabble can sort out the bumps in the review with the collective intelligence of the individual. The more positive feedback you get, the more often you are exposed to and the more rewards you can get.

Unsurprisingly, the creators on Dabble try to increase the quality of their creations to receive higher compensations, and the accumulation of quality articles or contents calls for influx of people into the community, and the feedback system of the Dabble platform becomes more robust as the number of users in community increases.

The challenge facing Dabble is to develop an individual contribution assessment algorithm that is fair to community members. Ideally, community members would evaluate each other's contributions and determine their corresponding token compensation. In reality, however, abuse of the evaluation system may cause community members to question the fairness of such economic system, thus such algorithm must be designed to avoid deliberate manipulation.

The distribution algorithm based on current contribution evaluation is as follows:

$Var\ token\ Size = (vote / total\ Sum\ of\ Voting) * distribution\ per\ Day$

In other words, the amount of individual token rewards is determined every 24 hours and multiplied by the number of DAB Tokens allocated per day divided by the percentage that you received during the entire round-the-clock voting. As of now, the daily dividend is 10,000 DAB, which can be flexibly changed or automatically calculated by the policy. Therefore, the total amount of DAB Token carried by individuals may change organically.

The amount of tokens rewards for the contribution of community activation will be estimated based on the system described above, and will be gradually improved.

4-B. Contents Creation

The first stage of creative compensation is the production of content. After the production, there will be creation of the platform, creation of new content, commenting, re-posting, and exchanging the content flow. Unlike traditional social media that is based on editorials with media files, Dabble respects the feedback of content creators and readers.

Meta-communication (facial expressions, body movements, nonverbal communication), which can express your own personal feelings and creative expression, will be supported for content creation and the feedback system.

Also, we will support the creation and commodification of emoticons and similar contents for Meta-Communication, and run own Theme Store where user can purchase theme sets (screen layout, color, background, font) suitable for emoticons and symbols using DAB Token.

Just like trading content in theme store, creators can generate additional revenue from their content production and increase their power in the ecosystem through

social contributions, such as a certain percentage of donations. Producing and growing of quality content is a great contribution for the community.

4-C. Voting System

Dabble has designed an effective payment system for all types of contributions based on quantification. Readers no longer need to decide what to pay for, and they can get their rewards by voting for "likes", a user-friendly interface, without the monetary opportunity costs in existing micropayment and sponsorship platforms.

Voting within the Dabble is set at a fixed amount and is based on the 1 vote per DAB (e.g. 1DAB/1 vote), but you will receive proportional compensation based on your 'voting power'.

Additionally, there is a monetary incentive to maximize the long-term value of the DAB token as voting and the purchase in theme store can only be done using DAB token.

4-D. Sponsorship

Africa TV, Twitch, YouTube, and other services charge a huge fee on the funds raised for sponsoring the creators. The sponsorship is a sign of "pure gratitude" to the producer, and such fan spirit should not be exploited to enrich these service platforms.

At Dabble, 100% of users' donations are returned to the creator; 90% of the sponsorship is rewarded directly to the creator of the content, and the remaining 10% will be credited to a number of communities and producers on the platform. The 'real'

world of creators will come when donations are used for compensating the content creators and to produce better contents,

The value of vote within the Dabble is based on 1 vote per certain amount of DAB (e.g. 1DAB / 1 Vote) principles, but they are proportional to their voting power. In addition, voting can be used for the purpose of sponsoring not only content creators but also collaboration with charitable funds and social enterprises.

Therefore, you can receive direct support from sponsorship and voting, and such can also be used as a fallback for articles that are paid out in blockchain. This is because sponsorship is not only possible for human beings but also to the contents and articles.

Even if it is an old article but it is helpful to you, you can vote or sponsor the article, and the voting will be converted into sponsorship and paid to the content creator.

4-E. Prevention of Fraudulent materials and Other abuse

Dabble creates an environment where content creators compete for the rights of content through the financial compensation from the readers. Therefore, the greater the price, the greater the damage caused by the provision of false information. Likewise, awareness and reputation are directly linked to the profits of producers, so the producers are less likely to distort reliable material.

Although all creators are honest, they can be adversely affected by accidents beyond their control. Dabble is designed to withstand short-term distortions of content, and community members must work together to correct them.

Hence, Dabble suggests the following guide:

E-1. To prevent abuse, the voting power of the Dabblers are equal

E-2. With text and image analysis using artificial intelligence, permanent account suspension and deletion for posting pornography or inappropriate contents

E-3. E-1 may conflict with chapter 4–D, but the good holder can be distinguished by reference to the stacking function of EOS.

This is an exception to Dabblers' vote power restriction, giving more opportunities from a bandwidth perspective.

E-4. 10% of daily voting will be credited to the charity fund in proportion to the power of Dabblers. Ratio of such charity agreement will be announced after the official launch of Dabble

E-5. Prevention of large-scale Macro abuse will be announced soon

5. Token

5-A. Initial Distribution

Dabble can participate in the cryptography community through compensation or purchase of created content. In either case, users can create added value in relation to currency. However, most people usually have more spare time than extra money.

By introducing a monetary system to the communities those lack cash assets, transactions could be activated based on a fair account and monetary system if people can make money from each other's transactions.

Distributing money fairly to as many people as possible is a very difficult challenge. If you want to give everyone the opportunity to earn money fairly, you need to give them a chance to participate first. The challenge here is to evaluate the quality and

quantity of the participation of millions of users and provide corresponding compensation.

As a solution to the problem, we consider airdrops in parallel with existing ICO. In particular, it is necessary to distribute the funds as much as possible.

The first step in rewarding process is to determine the percentage of rewards for content creators participating or voting. Such step will shift users' perspectives on reward system from wondering 'paid or not' to 'who receives and how much', then implies to the market that users with the highest engagement receive the most rewards.

The next step is to determine the rewards for users with high ecosystem contributions. Evaluating participation levels and providing corresponding rewards will increase competition and prove that a lot of engagement and contribution are required for receiving rewards.

5-B. Supply

As mentioned earlier, the initial volume of DAB Token is 500,000,000 DAB. The inflation rate starts at 10% and aims to decrease by 1% every year, and inflation occurs every 365 days after the Genesis.

5-C. Distribution Cycle

The total circulation volume is expected to be within 30% of the total. You must have at least a certain amount of DAB to write on the Dabble. In addition, you will also need DAB Token to use Dabble's service that collects postings on the platform and publishes them as paper or electronic books.

Advertisers must purchase DABs at market prices to promote their products, or keep them in line with the qualifications of advertiser, and a certain amount of DAB is required for each Ad. Dabble foundation also need to purchase DAB at market prices for revenue generated by a variety of economic activities, including sales of data, return on investment, and sales of content inside the platform.

5-D. Distribution of Tokens

In order to support content creation, voting, and curation rewards, the ratio you received during last 24 hours will be multiplied by the number of DAB allocated per day.

var tokenSize = (vote / totalSumOfVoting) * distributionPerDay

10,000 DABs will be distributed daily basis by the following criteria, which can be modified or adjusted with the consent of the community.

1. Distribution by posting

(number of posts you've written / total number of posts written in 24 hours) * 2500

2. Distribution according to the number of votes received

(number of votes you've received / total number of votes in 24 hours) * 2500

3. Distribution according to DAB token holdings

(number of DAB tokens owned by you / number of DAB tokens owned by entire user) * 2500

* No restriction on distribution and lock up time according to the integrated holding amount of inner / outside wallet through staking, which can be unstacked immediately.

* Excludes the number of tokens those founder holds

4. Distribution by Activity Contribution

(number of times that you have performed your voting / total number of votes during 24 hours) * 2500

6. Dabble's Features

6-A. Intellectual property in the era of the Block-chain

Ownership of copyrighted works belongs to the creator, and the block-chain technology aims at decentralization based on mutual trust. In this age of overflowing replicas, the rapid grant of intellectual property rights is crucial. For instance, Hangzhou District Court in China recently adopted a certificate of intellectual property registered in the block-chain as proof of copyright.

Dabble strives to protect the intellectual property rights of contents generated in the platform by ensuring that verification of such intellectual property on newly created contents can be done within a few minutes; establishing a basis for automated reward system, and preparing potential legal issues in various countries.

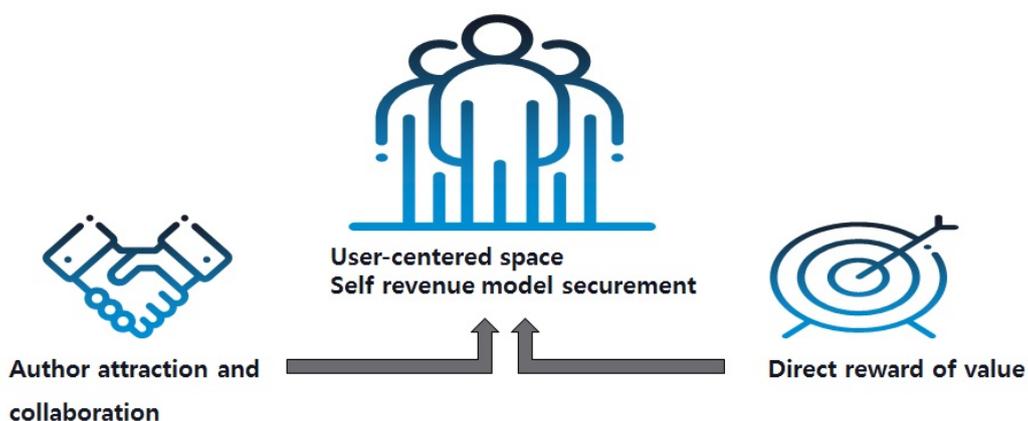
6-B. Reasons to use Dabble

Dabble seeks a healthy ecosystem where good creators get the right rewards. In this era, the creativity works from talented creators are overflowing in various social platforms and others. For instance, 66 years of videos are uploaded on YouTube daily basis, and creators put a lot of passion and effort in creating every single piece of content. However, there is no such platform that is fair to all contents producers with high enthusiasm to make a reasonable compensation in proportion to their efforts.

The emergence of quality content creators will never cease. Just as many creators have relocated to YouTube and Twitch in response to the existing social media commission model, creators are ready to leave and move to a new platform if their efforts can be justified better.

In order to provide a solution to these existing social media problems, Dabble is building a distinguished ecosystem with block-chain basis content development, consumption, investment and commercialization systems.

In addition, contents based on block-chain technology cannot be tampered and they can be used as a proof of intellectual property rights, thereby ensuring the rights of creators and providing a transparent and rational revenue distribution system.



With block-chain technology that enables decentralization of revenue, we can create a community just for the creators and users without third-party intervention.

Fees will be remembered as an old-fashioned illogical system, and the revenue generated from using content will be fully distributed to the creators. As a result, content creators can rest assured that they have opportunities to fully engage in quality content creation and that their work will be evaluated and rewarded in a fair way.

6-C. Dabble's Monetization

6-C-1. Authoring Activities

The most important thing in the Dabble activity is 'Writing'. Dabble not only allows the users to upload free topics but also provides basic UI/UX such as "OK", "Cancel", "Complete" as well as emoticons, photos and media files.

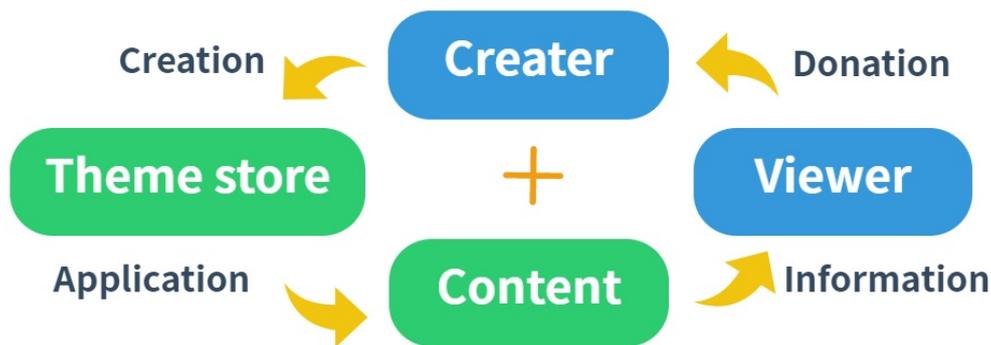
Authoring activities in Dabble allows the production of content, the development of features in the platform, the creation and commodification of emoticons for meta-communication. Dabble also permits users to leave the comments, and to re-post. Particularly a subject tagging feature and DRM (Digital Rights Management) is supported for emoticons and contents to protect the intellectual property rights of producers.

6-C-2. Voting

Voting can be the most basic means of sponsorship. The amount of voting is fixed and will be proportional to your voting power. You can also use voting for the purpose of financially support the content creators, as well as charitable funds and

collaboration with social enterprises. For example, you can sponsor the development of new feature and content creation using your own tokens through the sponsorship system.

Dabble Donation



6-C-3. Theme Store

Theme Store will be operated with DAB Token. Dabble provides direct rewards to creators by introducing emoticons that can be used to express personality on the posts. Theme store is designed to allow publishers to easily rate their content, and to set how much contents to be seen by the users based on various different rates.

Users will be able to purchase and consume content from creators by using DAB token, and those tokens can be earned through various activities in Dabble. Through buying and selling products on content market, producers can generate additional returns from high-quality contents.

In addition, it supports the creation and commercialization of emoticons and similar contents for meta-communication, and provides a theme set for altering screen layout, color, background, font, etc.

Themes include not only the ones you create, but also the themes from professional creators. Users will be able to have emoticon packs, and modify the theme to match with these emoticons, alter screen layout, colors, backgrounds, and fonts.

6-C-4. Production of contents goods

As time goes by, recordings are eternal, providing content creator publishing paper books and e-books, or as add-ons to save as media files. Earnings from products and publications are distributed to original creators first, and all additional income leads to increase the value of token through token purchase and incineration.

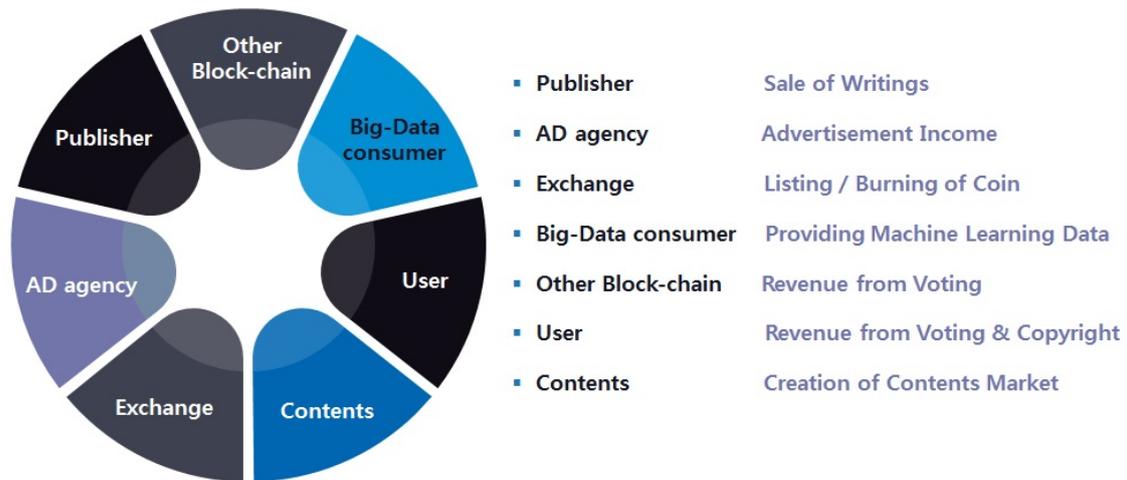
6-C-5. Dabble's Specialized Advertisements

Content providers in most block-chain based content models leverage a variety of advertising techniques. While many creators think that inserting ads would hurt the value of their work, they still expect some financial rewards.

Advertising is a double-edged sword; ads might hurt the value of content itself but allow creators to easily earn money. The lack of direct advertising might make it difficult to generate huge profits, but will still raise the value of the content itself and the value of "like" votes.

To retain the value of content as well as to encourage people with financial compensation, Dabble uses block-chain based content compensation, a specialized advertising method that replaces existing ads.

VALUE CREATING ANALYSYS



Unlike other platforms, Dabble no longer uses 'reCAPTCHA', which is mainly used on the login page for secure access. Dabble instead developed own 'ADBox' that either shows ad texts or asks users to find the products of that company. Such Ad system will spontaneously lead people to buy the products and promote consumption activity, therefore the value of tokens will also increase as a result of active financial exchanges.

6-C-6. The connection with Survey Platform

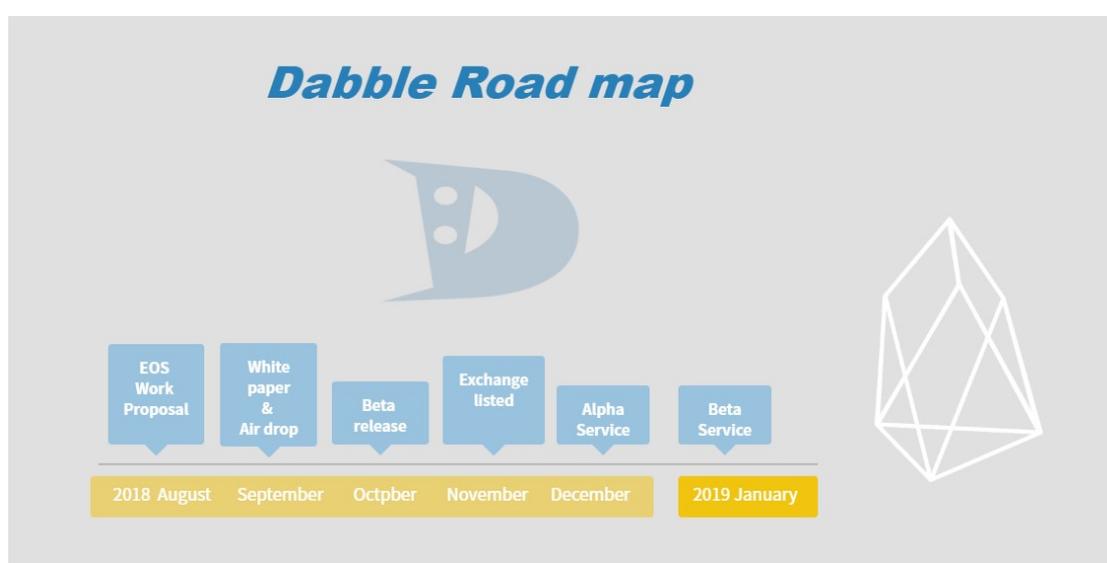
Dabble provides a survey platform, and the results of the survey are saved in block-chain system. In addition, if you respond to a survey, you will also receive compensation from the person who posted the questionnaire in the form of votes. Storing the feedback from the questionnaire in a block-chain platform enhances its reliability and help manage the history in the system.

Through the management of the history of each account, the platform supports analysis of trends and changes in responses to various questions, and reflects the social environment at the time of the survey through Data resume feature. Later,

Dabble will provide a function to combine the response from the users with the trends in social environment to offer more professional analysis.

7. Road Map

Please refer to the chart below for Dabble's roadmap, and contact us for further development details through <https://dabble.cafe/intro/>.



8. Team EOSIX

Team EOSIX, which develops and manages Dabble, started with EOS CAFE KOREA from EOS CAFE DAC (eoscafeblock of BP. EOS Cafe Calgary).

By working together with EOS CAFE KOREA, Team EOSIX is interested in all projects that benefit the community or expand the ecosystem, and the team also strives to provide the best compensation and services to the community and individual users with the special affection and hard works of the members in EOS. IO.

EOSIX has developed EosAlarmBot (EosAlambot_Kor/Eng) that shows changes in EOS.IO Count, and creative decentralized SNS platform, Dabble, to spread the tools

to build diverse and healthy ecosystem. Such tools will also be the foundation of any form of information exchange occurs in the communities of dApp (based on EOS.IO) users.

Here is the list of members in Team EOSIX.

Please refer to the following link for more information on Dabble project and its team members.



** <https://dabble.cafe/intro/> **

Dabble's Team EOSIX, unlike other projects, does not have a core team or a centralized leadership structure. Team EOSIX will continue to strive to ensure full transparency of all progress and information on Dabble.

9. Advisors and Partners

Dabble not only gets full support from various communities, such as EOSeoul, PUBLYTO, etc., but also from EOS Cafe Calgary (BP, eoscafeblock) where eos_fallbck_key and bloks.io are introduced. In addition, Dabble have made a

strategic partnership with the largest ICO Management Token Bank in Korea and strive to encourage the technological development and increase the number of users in the platform. Dabble also promises a full transparency of all progress, and will provide consistent and rapid updates to reflect technical feedback of the users.

Dabble publicly announces all development progress, shares feedback from its users, then applies it. In order to establish and develop EOS ecosystem, Dabble will do airdrop for all BP voters with a Genesis account and other various airdrops to secure DAB token's liquidity and retain the number of active users. Dabble will grow even further through the expansion of community and the strategic partnerships.

[Notice & Caution]

This white paper is for informational purposes only. Content here is only an indicator and should not be read in any form of investment advice, recommendation or direction. Any decisions made based on information here are the responsibility of the decision maker, and white paper can be revised without any former notice. At this point, nothing in this white paper will warrant future development of 'dApp' that will be released by Team EOSIX.

The roadmap here is for reference only, and may be changed depending on development progress and company circumstances. We will not be liable for any damages or compensation for economic damages such as loss of property or damage caused by reference to this white paper, and Dabble and token issuance does not guarantee future profit or loss.