

World War 3

Whitepaper

Introduction

Does the daily news leave you feeling like you just swallowed a jar of anxiety, chased down by a shot of existential dread? Geopolitical tensions are hotter than a volcanic knuckle sandwich, and climate change is breathing down our necks like a particularly grumpy dragon. The world feels like it's one headline away from an all-out global meltdown. Fear not, weary internet denizens and connoisseurs of the dankest memes! We present the answer nobody knew they needed, but one which everyone definitely deserves.

World War 3 Coin is our attempt to create a hilarious social experiment fueled by dark humor and a glimmer of hope for humanity. Think Doge with a social conscience, but instead of spaceships, we're aiming to make a real difference in a world that's gone overtly aggressive and, well, a little toasty. Our objective is to foster a community of dedicated meme lords and eco-warriors who can turn this world into a better place, not just for those shaken by endless wars and conflicts, but also for people that are facing the worst of the climate crisis due to rising sea levels and super-powered hurricanes.

So join our army of meme lords, crypto enthusiasts, and climate warriors as we HODL on for dear life, and try to turn this whole thing into a slightly less terrible reality show. Because who knows, maybe by throwing memes and resources instead of bombs, we can collectively push this planet back from the brink and into a future that isn't a complete dumpster fire.

It's More Than Just War, It's a Meme-worthy Mess

War is the ultimate buzzkill. Imagine all the fire content we could be creating – hilarious animal TikToks, epic meme battles, the next big crypto play. Instead, we're bombarded with news of bombs raining down and families ripped apart. But war is just one symptom of a much bigger disease. Climate change is the real boss battle here. The planet's heating up faster than a server room on meme day and it's having a ripple effect that is slowly eroding the very fabric of our economy. Food and water scarcity have become a real threat as prices of all essential commodities are skyrocketing as extreme weather events are leaving entire communities devastated. This is not a scene from a dystopian novel – it's the reality we're facing.

This isn't just bad luck, it's a systemic issue. Centralized institutions, laser-focused on short-term profits, have prioritized greed over sustainability for far too long. They've pillaged our planet and choked the environment, all in the name of the almighty dollar. The result is a cruel amplifier of existing economic inequalities and the most vulnerable populations are on the front lines of this crisis. This isn't just about rising sea levels, it's about rising social unrest as the gap between the haves and have-nots becomes a chasm. We, the people, hold the power to change this narrative. We need to organize, to leverage the power of community, and to demand better from those in control. It's time to throw out the outdated playbook and rewrite the rules. We need collaboration, not competition. Sustainable solutions, not short-term gains.

This is where World War 3 Coin steps in. We're not just about memes (although, let's be honest, memes are a powerful tool); we're about building a community that recognizes the gravity of the situation and actively seeks ways to make a difference. It's about holding those in power accountable and demanding a future where prosperity and environmental responsibility go hand in hand. Because let's face it, a world on fire isn't very funny and it sure isn't profitable in the long run.

We're at a Crossroads: Time to Decentralize the System, Before the World Turns Dystopian

We are facing a critical juncture in human history – a moment ripe for innovation. For far too long, centralization has been the default setting for all our major structures. From politics and education to finance, these systems have historically been crafted in a way that concentrates power in the hands of a select few, leaving the rest of us out in the cold. Sure, there were times when this centralized approach served a purpose, but those days are over. In today's age of instant information, where the world's knowledge is literally at our fingertips, it's time for a complete overhaul.

Before the advent of Bitcoin, the fate of our money rested in the hands of central banks and financial institutions. These entities could manipulate interest rates, print money at will, and even bail out failing institutions with taxpayer dollars – all behind closed doors and often with questionable consequences. Bitcoin threw a wrench into this centralized system. With no single authority controlling the money supply or transactions it created a transparent and tamper-proof system that was impartial to all parties. Bitcoin's core innovation lies in its ability to empower individuals, allowing them to control their own money, free from the whims of central banks.

While Bitcoin didn't single-handedly dismantle the entire centralized financial system, it did prove a crucial point: a decentralized alternative can function. It's a testament to the potential of decentralization to challenge established power structures and create new models for financial inclusion and transparency. World War 3 Coin builds upon this revolutionary spirit, aiming to create a decentralized ecosystem that empowers individuals and fosters a more equitable future.

The World War 3 Ecosystem

The WW3 ecosystem is a community-powered and aims to give people control of their finances through four key utility offerings:

- a. **The WW3 NFT & crypto exchange**: A decentralized exchange where people can use fiat currencies to buy and sell cryptocurrencies.
- b. **The WW3 Protocol**: Blockchain based infrastructure to promote the sharing and rentals of goods and services.
- c. **The WW3 Foundation**: A philanthropic organisation to support the economic and environmental rehabilitation of people affected by wars and climate change.
- d. **The WW3 DAO**: A Decentralized Autonomous Organisation to govern and manage the ecosystem.

WW3 NFT & Crypto Exchange

The WW3 NFT & Crypto exchange is a decentralized peer-to-peer (P2P) platform that will facilitate secure exchange of different fiat currencies for crypto.

Centralized cryptocurrency exchanges (CEXs) have played a vital role in facilitating the growth of the crypto ecosystem. However, these platforms often come with limitations, including:

- **Fraud & Manipulation**: CEXs are often subject to fraudulent manipulations, service suspension and wash trading that greatly hamper the interests of its users.
- **Counterparty Risk**: Users rely on the exchange to hold their funds and facilitate transactions securely.

The WW3 NFT & Crypto exchange will address these limitations by offering a decentralized P2P exchange model. Users will interact directly with each other, eliminating the need for a central authority. This approach fosters greater user autonomy and privacy protection for the buying and selling of crypto. Following are some of core functionalities of the exchange:

Decentralized Network: The exchange will operate on a decentralized network powered by users running the WW3 exchange software. This will eliminate a single point of failure and ensure network resilience. Transactions on the exchange will utilize a multi-signature escrow system. Both parties involved in a trade deposit their respective assets (Bitcoin or fiat) into a

secure escrow address. The funds are only released once both parties fulfill their obligations, minimizing the risk of fraud.

Decentralized Dispute Resolution: We shall implement a decentralized dispute resolution process for situations where disagreements arise during a trade. Arbitrators chosen from the WW3 community will help resolve disputes fairly and securely.

Fiat Integration: The exchange will integrate with various payment methods for fiat deposits and withdrawals, depending on user location. This will allow users to trade different cryptocurrencies with their local currency conveniently.

Open Source: The WW3 exchange will have an open source codebase, allowing for public scrutiny and community development contributions, enhancing overall security.

WW3 Protocol

The advent of the internet, web-based services and IoT have proliferated the growth of sharing and rental platforms worldwide. This has allowed us to share a wide variety of assets; ranging from houses and cars to intangible assets like videos, movies, human skills and services. In a sharp contrast to conventional consumption where ownership and access to resources are restricted to their proprietors, these systems propound collaborative consumption where the end-users gain access to the assets and services for a required time period. Not only do these platforms lower the cost of accessing services for the end user, they provide a sustainable source of basic income for the individual service provider as well.

The likes of Airbnb and Uber have challenged the notion of traditional ownership worldwide. The new paradigm emerges at the intersection of online social networks, mobile technology and rising cost of living.

As the internet continues to penetrate every aspect of our lives, sharing platforms will register a rapid growth. Advocates laud the sharing economy as a partial solution to the challenges posed by the ongoing financial and environmental crises, worldwide. The global sharing economy is projected to reach an estimated worth of \$335 billion by 2025¹.

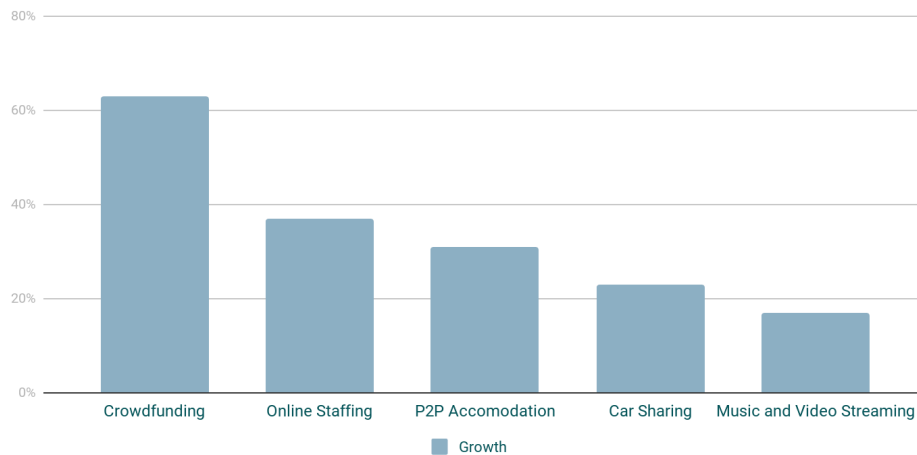


Chart 1. Annual Projected Growth Rate Of Global Sharing Economy 2013-2025

¹ [See The Sharing Economy. Consumer Intelligence Series, PwC](#)

Value Creation by Sharing Platforms

Irrespective of the business model (P2P/B2C) or the nature of the shared asset, value creation by sharing every platform takes shape along the following dimensions:

1. **Discoverability:** Discoverability is the one of the first aspects that must be addressed by all sharing platforms. To achieve discoverability, sharing platforms and rental services must onboard sufficient supply and undertake marketing activities to attract the desired volume of end-users in target markets. Achieving discoverability entails substantial expenditure on marketing and subsidies.

Multi-sided sharing platforms usually achieve discoverability by offering monetary incentives or bonus to suppliers (asset owners/service providers) to enlist and operate their inventory while discounting end-users on the demand side. The incentives continue until platforms achieve the critical limit beyond which network effects and habit formation begin to take over. Sharing platforms and marketplaces must repeat this iterative process in every new geography time and again.

2. **Trust:** In a PwC survey on the sharing economy, 89% of consumers agreed that the foundation of sharing is trust between asset/service providers and the end users. 69% of the respondents said they would not trust a sharing-economy company unless recommended by someone they personally trust.²

Evidently, trust is the cornerstone of every sharing platform and all the more so in Peer-to-Peer transactions involving complete strangers. Sharing platforms and marketplaces must earn the trust of asset owners/service providers on the supply side and consumers or the end-users on the demand side.

Conceding these facts, almost every sharing platform has deployed '*Platform-Mediated*' review systems to incentivise good behaviour among transacting parties. Such systems are usually based on mutual star ratings and/or text reviews. In 2013, Airbnb commenced identity verification of property owners and users along with a mutual star ratings and reviews to accrete transparency and reduce the possibility of friction when strangers transact on their platform.³ Uber followed suit in 2017.

3. **Dispute Resolution and Arbitration:** There are possibilities of misunderstandings, grievances and conflicts in almost every transaction. Hence sharing platforms must ensure swift and just resolutions. As with reviews and ratings, resolutions are platform mediated where the judgment of the sharing platform/company is final and binding.

² See PwC report :

<https://www.pwc.com/gx/en/services/advisory/consulting/risk/resilience/trust-but-verify-why-it-matters-in-the-sharing-economy.html>

³ See Airbnb Announces "Verified Identification":

<https://www.airbnb.co.in/press/news/airbnb-announces-verified-identification>

Shortcomings in Current Sharing Economy

Despite robust growth potential, the sharing economy faces challenges which restrict the scale and adoption of sharing marketplaces in many geographies across the world. Consequently, the sharing economy has barely scratched the surface of what's possible as assets worth trillions of dollars lie underutilized around the world.

1. **Exorbitant Costs of Scaling:** Scaling sharing platforms to new geographies is a highly capital intensive affair as platforms need to incentivise adoption on both supply and demand sides to achieve network effects and mass adoption. However, higher subsidies reduce the platforms' net margins but without network effects, mass adoption may never take off. This tradeoff is often difficult for sharing platforms to satisfy, especially in their early stages. In fact, by 2016, Chinese ridesharing service Didi was spending \$4 billion per year on subsidies alone⁴. As and when sharing platforms withdraw their monetary incentives, they witness a sharp fall in adoption.⁵ This situation is more prevalent in developing economies where customers have significantly lower purchasing power.
2. **Lack of Assets in Low and Middle Income Countries:** Sharing platforms can offer colossal benefits to end consumers in low and middle income countries where people cannot afford to own assets. However, in such markets multi-sided sharing platforms face a chicken-and-egg problem as demand for shared assets often far outweighs their supply. To overcome this challenge, platforms offer enormous incentives to suppliers so that they can profitably operate larger inventories for longer duration. While this may boost supply listings in the short term, it comes at the expense of significant cash burn and is unsustainable in the longer run.⁶ When the focus of such platforms shifts towards profitability, they generally taper their incentives, resulting in massive loss of inventory listings.
3. **Trust Deficiency:** Participants within the sharing economy often have concerns in disclosing their identities in a publicly searchable and/or accessible way. Consequently, the most critical challenges for sharing platforms is to attract a critical mass of both supply and demand side participants with the desire for trusted relationships without compromising their privacy. While the two need not be mutually exclusive, accomplishing both at once is difficult.

⁴ Uber is losing billions in China, CEO admits: <https://www.newsweek.com/travis-kalanick-428442>

⁵ Uber Ola enter slow lane in 2018: <https://www.gadgetsnow.com/tech-news/uber-ola-enter-slow-lane-in-2018/articleshow/65929461.cms>

⁶ The cost of driver incentives are weighing down on Uber and Lyft: <https://tcrn.ch/3P2JoVU>

Our Vision

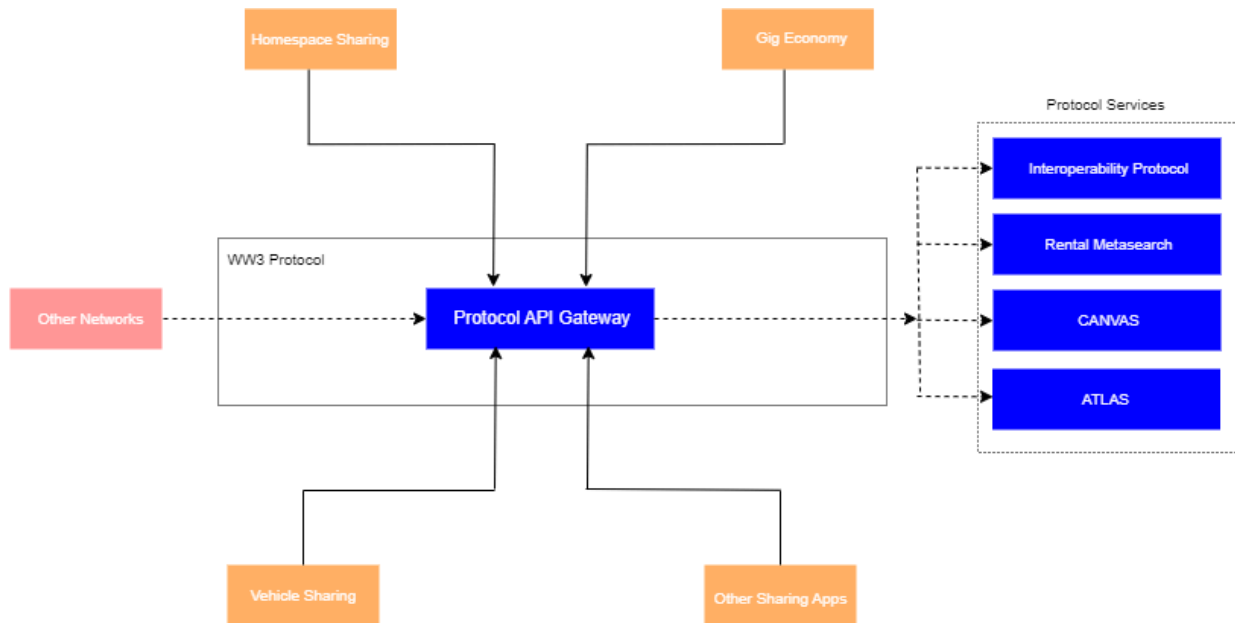
Most sharing marketplaces deploy centralized *Platform Mediated* review systems where users often do not have any data privacy. Moreover, there is little scope for reputation portability between multiple platforms and if the review system lacks a robust identity authentication layer, malicious users can re-enter the platform with new identities, thus defeating the purpose of the rating/review system. Developing mechanisms to inculcate trust among users is usually an expensive affair. As the scale of a platform increases, it becomes ever more difficult to build trust across a larger community, thereby increasing the probability of fraudulent behavior and bad user experiences. This inevitably leads to business opportunity loss, higher marginal costs and endangering the safety of users and assets.

We believe that sharing and renting of goods and services over the internet should be as easy as sharing information and blockchain technology offers the ideal foundation to make this possible. While the centralized approach followed by sharing platforms to lock demand, supply and establish trust had their merits when the platforms were in their infancy, the shortcomings of such an approach far outweigh their benefits today. In contrast, sharing platforms can significantly reduce their marginal costs by adopting a decentralized approach. The primary objective of the protocol is to foster a strong community of Peer-to-Peer (P2P), Business-to-Customer (B2C) sharing services, OEM's (Original Equipment Manufacturers), asset owners and end-users that work together to overcome the shortcomings of the sharing economy. We propose the following solutions for the same:

- **Supply side decentralization:** Create a decentralized Inventory Distribution Network (IDN) for shared assets and services that allows suppliers to list, manage and rent their assets simultaneously on multiple sharing platforms and marketplaces.
- **Demand side decentralisation:** Create a decentralised Metasearch Engine for sharing platforms that provides better discoverability and user-experience for end-users.
- **Decentralisation of trust:** Create a decentralised identity verification, review and scoring mechanism that allows for reputation portability between different sharing platforms without compromising user privacy.
- **Decentralised asset financing:** Leverage security tokens to fund collaboratively owned assets on sharing platforms especially in low- and middle-income countries.

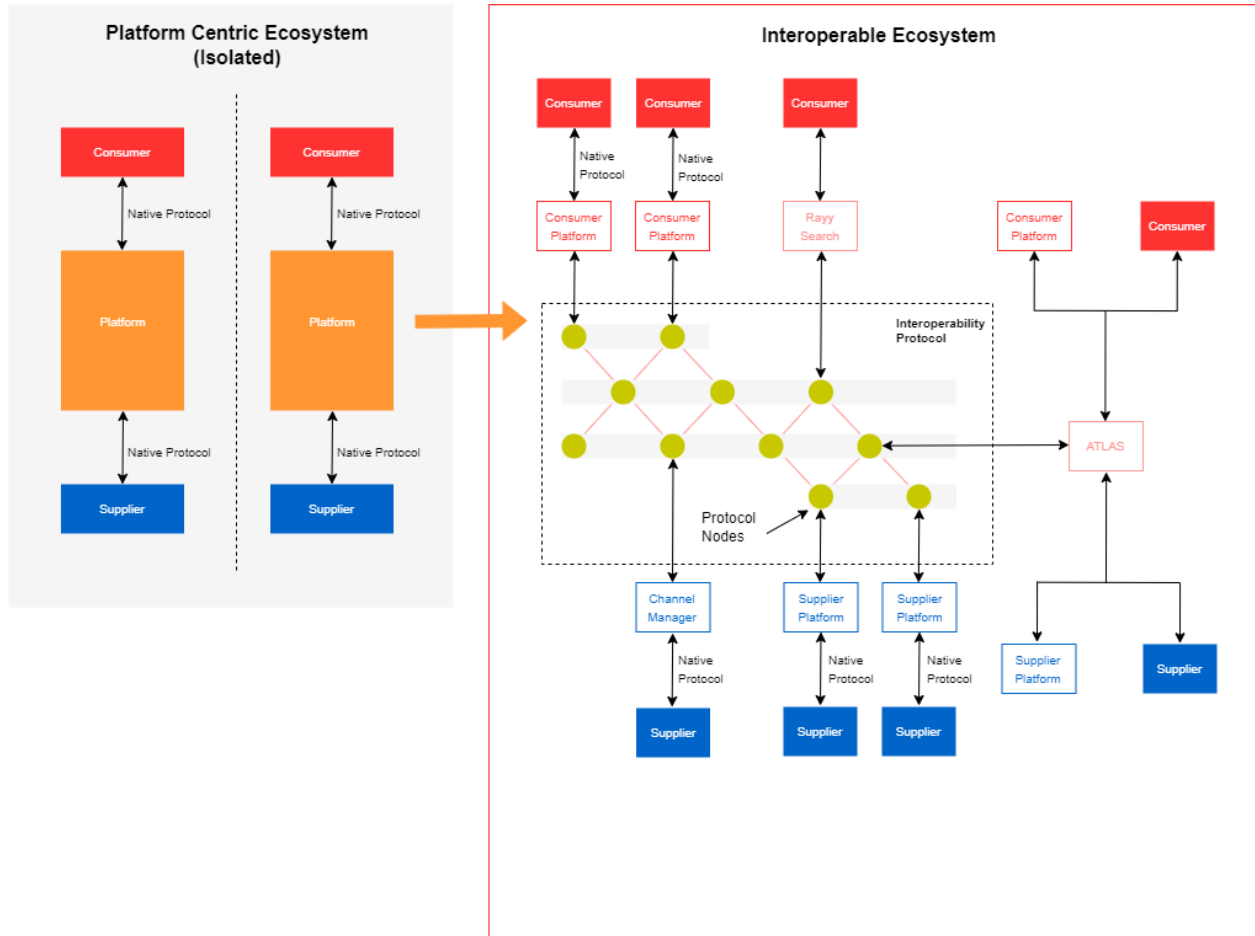
Protocol Components

The WW3 protocol will be decentralized, fast and developer friendly, allowing us to decentralize supply, demand and trust in the sharing economy and help reduce the marginal costs for establishing sharing platforms and marketplaces. The following diagram illustrates the five fundamental services offered by the WW3 protocol:



Interoperability Protocol

The Interoperability Protocol will be designed as an encrypted and decentralised *Inventory Distribution Network* that will facilitate real-time syncing of inventory metadata, allowing asset and service suppliers within the sharing economy to enlist and operate on multiple sharing marketplaces simultaneously. The interoperability protocol will be powered by user nodes that index shared assets and services as non-fungible tokens and record the inventory metadata as hot data to facilitate queries from sharing platforms and marketplaces that integrate the protocol.



Sharing and rental platforms that integrate the Interoperability Protocol will be able access a decentralized index (directory) of shared assets and services. This will give them a significantly larger geographical reach and the possibility to scale to new verticals, which otherwise would have been very capital intensive to achieve.

The decentralization of the Interoperability Protocol will ensure that neither the suppliers nor the platforms disclose their sensitive inventory to any centralized intermediary that could potentially exploit their favorable position as a transaction facilitator. We shall release detailed documentation on the Interoperability Protocol and its implementation at the time of its launch.

Rental Metasearch

The discoverability of assets and services is a fundamental aspect of the sharing economy. To assist sharing platforms achieve discoverability from demand side, we shall build the Rental Metasearch - a search engine for shared assets and services. The Rental Metasearch will allow users from across the world to search, compare and book assets and services. The metasearch will be accessible through native apps, web applications and a website. The primary objective of the search is to drive discoverability for sharing platforms while providing a better experience for the end-user.

Inventory Listings on Rental Metasearch

The Rental Metasearch engine shall source inventory in real-time by integrating open API's of existing sharing platforms and services. Furthermore, decentralized listings on the Interoperability Protocol shall be indexed by the metasearch engine.

Search Staking

The Rental Metasearch will initially be a centralized service hosted by the WW3 community. Sharing platforms will be able to integrate their inventories with the search by using our open API's. The end of *Phase I* will mark our first steps towards decentralizing the metasearch engine. By this phase, we shall launch a testnet on the interoperability protocol that will power the beta version of the metasearch. By Phase II, the search tool will fully transform into a decentralized metasearch engine for sharing platforms and marketplaces.

Phase II will also mark the launch of token staking for platforms and applications that wish to list on the Rental Metasearch. Platforms shall have to stake WW3 tokens on the Metasearch contract, following which the nodes on the interoperability protocol shall synchronise their inventory listings. The nodes will be compensated from the search stake of platforms when they receive booking confirmations from the respective platforms via API calls. We shall release further details on application staking and node payments by the end of Phase I.

CANVAS

CANVAS will be a privacy enabled blockchain native identity verification and user rating system deployed on the WW3 Protocol. The elementary function of CANVAS is to decentralise trust within the sharing economy by overcoming the barriers and shortcomings of centralised platform mediated review systems. CANVAS shall enable decentralised ID verification and decentralised trust, allowing users to port their identity and reputation across multiple sharing platforms that integrate CANVAS with their existing review and ID verification systems. Sharing platforms and marketplaces that integrate CANVAS shall benefit the most from portable identities and reviews as they will have access to more comprehensive behaviour data. This will allow them to hedge their risks during transactions in a more efficient manner. We shall offer dedicated API's through the WW3 SDK so that sharing platforms are able to synchronise their existing KYC and review systems without any additional development. CANVAS primarily consists of two components:

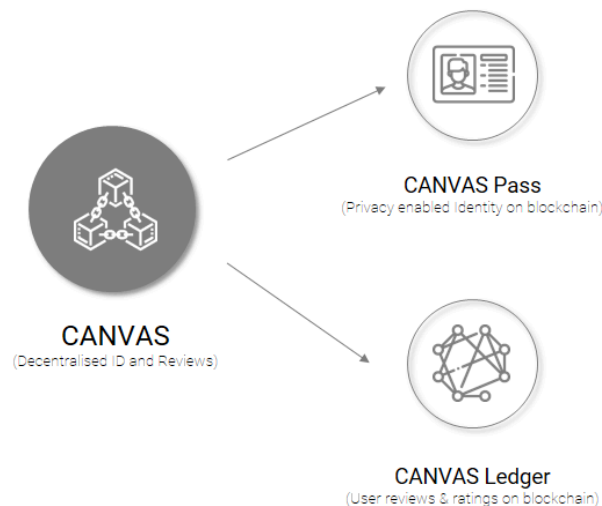


Fig. 3. CANVAS Components

1. CANVAS Pass

The CANVAS Pass is synonymous to a user profile. However, unlike centralised profiles, with CANVAS Pass, users shall be in control of their identity and personal data as all vital information shall be saved natively on the devices of users. A user can create a CANVAS Pass by providing the following data points:

- *Name*
- *Email-ID*
- *Social Media Links*

- *Trust Score*

Every user generated CANVAS Pass shall be represented by a unique public address on the Polygon chain and operated with a private key to which only the user shall have access to. The private key will allow users to amend their CANVAS Pass or share vital identity information when transacting on different sharing platforms and marketplaces.

In addition to this user's will have the option to verify their identities by linking their government issued identity documents to their CANVAS Pass. We shall associate with authorised agencies to check the validity of the linked documents. During the validation process, users will have complete control of their privacy as the data is only synchronised between the user and the authorised agencies. Once validated, users will be able to use CANVAS Pass to meet KYC requirements when signing on to new sharing platforms and marketplaces.

2. CANVAS Ledger

Every CANVAS Pass will have an associated trust score that reflects the user's reputation across different sharing platforms. The trust scores shall be computed based on review inputs provided by sharing platforms during transactions by the CANVAS Ledger contract. The trust score will be a cumulative result of review scores aggregated from multiple platforms on which the user generally transacts.

5. ATLAS

For a balanced and fair marketplace, buyers and sellers must be able to ascertain the current demand, supply, and price of assets. ATLAS will be our solution to inform peers about market conditions. The ATLAS blockchain oracle will analyse transactions on WW3 protocol to give pricing suggestions to peers.

In order to calculate a suggested price, it will take the following inputs:

- **Asset Class**: This will define the specific type of asset being shared. The system will consider the distinct characteristics of various asset types. For example, in the case of shared living spaces, it will consider whether it is a villa, an apartment as well as its size and number of rooms.
- **Location**: The value of an asset will change according to the availability of competing products in that location.
- **Transaction Amount**: The final amount of the transaction will be captured in order to calculate the suggested prices.

By analysing the above data through our algorithm, ATLAS will be able to create pricing heatmaps for various types of assets. When a peer is creating a listing for their asset, they would input the first two data points into the ATLAS interface. The system would then suggest a price based on these heatmaps.

Other sharing platforms will be able to access this data through an open API. Even though sharing platforms are able to adjust pricing, their models are mostly dependent on internal data. ATLAS will allow platforms to base their pricing models on a broader understanding of the market.

6. Reward Pools

We shall allocate two distinct reward pools of WW3 tokens to incentivise users on the Rental Metasearch and user operated nodes that run the interoperability protocol. The two reward pools shall comprise 20% of the total token supply. The tokens in the pools will be pre-mined and stored in the following smart contracts:

- The User Reward Contract and;
- The Node Reward contract

6.1 User Reward Contract

The user reward contract will be a smart contract and shall be integrated with the Rental Metasearch. Users of the search engine shall be able to claim the tokens locked with this contract. The eligibility of rewards shall be determined on the basis of a weighted combination of different factors such as transaction volumes generated through the search engine and the trust score of users. We shall release detailed documentation on the reward mechanics for users once we launch the Rental Metasearch.

6.2 Node Reward Contract

The node reward contract shall disburse token rewards to the decentralised nodes operating the interoperability protocol.. We shall release detailed documentation on the reward mechanics for nodes soon.

A portion of every WW3 Coin transaction goes straight to our charity wallet that will fund organizations which provide critical support to people displaced by war.

Think of it as a giant, virtual pie fight – except instead of pastry shrapnel, we're flinging financial aid at the real problems plaguing our world. We're talking about food, water, shelter – the essentials that war tends to vaporize faster than a spicy meme on Reddit.

We're not saying WW3 Coin is the sole solution to world peace, although that might be an epic meme. But we are saying that by combining the power of community, humor and charitable giving, we can definitely create a positive ripple effect. Because who knows, maybe by throwing enough memes and support at the problem, we can collectively nudge the world in a slightly less war-hungry direction.

Tokenomics: Distributing The Loot

- a. Token supply breakdown (need)
- b. Allocation of funds:
 - i. Charity wallet: Percentage allocated to support vetted charities aiding war victims.
 - ii. Community wallet: Percentage for community-driven initiatives to raise awareness or directly help people in war zones. (Be clear that these initiatives will be decided upon by the community)
 - iii. Team and Development: Percentage for maintaining the project and marketing.
- c. Transaction fees: Allocation of transaction fee to charity wallet to support vetted charities aiding war victims.

The Roadmap: From Memes to Making a Difference

Phase 1: Launch and Community Building (funny meme about building a strong army... of meme enthusiasts)

Marketing strategy: How you plan to reach the memecoin community (e.g., social media campaigns, influencer outreach, meme contests).

Community engagement: How users can participate and contribute ideas.

Phase 2: Charity and Impact (meme about dogecoin mooning, but instead use "Donations")

Selection of charities: Explain the process for selecting reputable charities that support war victims.

Transparency: How the community will be kept informed about donations and their impact.

Phase 3: Long-term Vision (keep it vague and humorous, focus on community-driven ideas)

Unleashing the power of memes for good.

Evolving with the times (who knows, maybe world peace will be achieved by then)

Community: We Are All In This Together

- Importance of community in achieving WW3 Coin's goals.
- Explain how users can join the community/DAO (e.g., social media channels, Discord server).
- Community Breakup (designations and roles)
- Do community members need to hold tokens to be a part of the community?

Conclusion: Don't Be a Meme About It, Join the Movement

- Reiterate the lighthearted and satirical nature of the coin.
- End with a call to action, encouraging users to join the WW3 Coin community and meme for a cause.