

Rawlings Integrity Network

Whitepaper

Dragon Fruit Labs April 17th, 2018

Abstract

Rawlings is building a network of the most trusted recommendations for online content, starting with news and media. As an aggregator of opinions and views from the only network of users who are incentivized to focus on quality interactions, the Rawlings Integrity Network creates a transparent and private platform for open discussion. The Raw Score represents the positive reviews and interactions on a piece of content, and will be used by millions of readers and viewers to help decide the validity of the content. A special “Fake News” tag designates content found to be misleading or false, while the Rawlings community designates the highest quality content with a “High Quality” tag. Both designations require a minimum number of reviews by credible reviewers.

Community members increase credibility ratings by interacting with content, as their credibility rating increases, opportunities to earn more Raw Tokens and participate in higher value tasks are unlocked. Publishers of media add bounties to increase the number of impressions and speed of interactions and sharing.

This work seeks to:

- a) Describe how Rawlings is gamifying media analysis to create a scalable system of content rating and classification
- b) Describes how the Rawlings Network is using web injection to extend quality ratings with millions of users
- c) Describe Rawlings model for protecting user privacy through anonymity and credibility
- d) Examine how the Rawlings Network achieves funding and growth.
- e) Provide a roadmap for testing the Rawlings Algorithm through 2018

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In an Age of Misinformation

At Rawlings, we're building a system that seeks to elevate the content shared online. We're doing it by classifying, reviewing, and transparently summarizing information about the content's quality and the audience that reviews it. Throughout 2016 and 2017, we witnessed the impact that misinformation can have on our perceptions of trust, so much so that 2018 was dubbed the year of the "Battle for the Truth." Today, over 70%¹ of Americans will receive their news over the internet, and more than 70% of Americans will worry that misinformation is being used to serve political and economic interests of bad actors². The impact of misinformation is most obvious on social networks where news is shared and consumed with as little friction as possible to networks of over 3 billion users. In order to limit friction, these systems spend very little time governing the quality of the information shared on their networks. At Rawlings, we regard abilities like freely sharing and freely interacting with online content as cornerstones to a shared online presence, one that should not be diminished, and should not be limited to any one group. We believe that the power to improve online conversations and fight misinformation is squarely in the hands of **content creators** and an **empowered community**. Content creators should be incentivized to write quality content that the community should be incentivized to evaluate it. Every party should have protections to provide input without repercussions and the system managing all of the data must be transparent. To achieve those goals, the Rawlings Integrity Network is an evolution in managing credibility at scale. As content gets published to the network, the community rates it resulting in a Raw Score. As more users interact with it, it accumulates value, resulting in Raw Token transactions. Using tags, the community is classifies the content. As users read and interact with content, they accumulate their own credibility score and become specialists on the topics that they interact with the most. The network builds trust and creates a historical narrative about why a user is credible on a certain topic. In addition to being available within the Rawlings network, quality scores are superimposed using browser extensions onto any site that the user navigates to, sharing the value of the network with wider audiences.

¹ News and Media Statistics - <https://www.statista.com/topics/1640/news/>

² 2017 Edelman Trust Barometer -

<https://cms.edelman.com/sites/default/files/2018-01/2018%20Edelman%20Trust%20Barometer%20Global%20Report.pdf>

Why the blockchain?

A fundamental component of blockchain technology is that it makes it harder for digital data to go rogue. Digital data is easily copied, transformed, and distributed to wide audiences with very little friction. Digital data's tendency to be misrepresented makes digital media companies hoard it, creating walled gardens of information. Blockchains break down walled gardens of data by creating data that everyone can trust. They do this by binding data to a strict framework of rules using cryptography and sharing the resulting data network wide. Each piece of data is stored with its own cryptographic key, and only the owner of the key has the right to access their data and make changes, making the content highly secure. Every participant on the network also has their own copy of the data and everyone has access to the log of state changes. All of this technology runs on a distributed network of nodes owned by several different parties, ensuring that no one group has control of the network. The upside of all of this is that with blockchains, you can have speed and transparency between disparate and competing parties. The Ethereum blockchain is the perfect example and is the platform that Rawlings is being built on. Ethereum's inherent properties of decentralization and identity make it a perfect candidate for this platform. By leveraging an Ethereum ERC-20 Utility Token, the platform can build in voting and crowdsourced compensation models for content creators and the community of verifiers. The ERC-20 Utility Token drives systemic trust, initially by limiting spam content and over time by funding socialized credibility. Within Rawlings, trusted data is explicit and guaranteed through built-in security that includes end-to-end encryption and content hashing using SHA256. The transparency, authenticity, and dynamic fundraising capability of the Ethereum blockchain make it a compelling platform to build Rawlings on. Upcoming global events, most notably the 2018 & 2020 US Elections necessitate new solutions. Fake news creators are preparing. We're preparing a community to verify news and tools to empower users.

Other Use Cases

Credibility and Rating Algorithm: Evaluating misinformation at face value is similar to hiring a new employee who used a fake certification, or providing pharmaceuticals to a patient who provided an illegitimate prescription. The root of these issues is a misrepresentation of the source's identity to the recipient & decision maker. The Credibility and Rating algorithm provides a framework to solve some of these issues, and we believe that adherence to this framework can be used across industries including healthcare, professional and financial credibility, and public services. Rawlings will explore opportunities to apply our identity management, algorithms, business rules, and processes to industry specific use cases.

Specialized Communities: Rawlings is creating a space for open and free discussion at the intersection of communities of interest and communities of transaction. Specialists are incentivized to improve their credibility ratings by interacting with content where they have deep knowledge. Specialized communities are differentiators for the largest consumer facing networks facilitating transactions (ie. Amazon, Yelp, AngiesList).

Identity Management: The demands of upcoming policies like General Data Protection Regulation necessitate deeper understanding of managing user access and validating transactions without storing user data. The Blockchain's model of verified identity through public/private key pairs is a foundation step for designing user models that enable transactions

while protecting end users. Our model of open dialogue necessitates that we adhere to more strict processes than those defined by GDPR, and as we test and deploy and this model at scale, Rawlings will create best practices for managing user authentication and transactions.

Industry Challenge

There is something fundamentally wrong with the internet and how we share news media. The largest platforms that deliver us information are being gamed, and bad actors are taking advantage of algorithms that reward polarizing or misleading information through revenue models that drive clicks and views. Social Media platforms like Facebook and Twitter have been repeatedly questioned for monetization models that prioritize ad-revenue and increased engagement over the quality of the information being shared. For News Media, 24-hour news cycles and the monetary incentive of being the first to post is putting pressure on bypassing traditional editorial processes. Changing social norms indicate that credible news sources such as local TV news stations are losing viewership as more online sources become available. In 2016, the internet was used by 73% as a news source vs. 66% that used television primarily due to the ubiquity of access and low cost³. The results of prolonged degradation of news sources is having a startling impact; in 2016 1 in 4 Americans were exposed to fake news about the election⁴, in the 2018 Edelman Trust Barometer Report, which measures over 30,000 respondents from varied socio-economic areas, revealed that from 2017-2018 the US had fallen 37 points on perceived trust⁵. The free and open internet is quickly being taken over by algorithms and artificial intelligence (AI) technology that is susceptible to manipulation.

Trust's Technology Disadvantage

The total number of people using Social Media platforms is expected to grow to 2.95 Billion by 2020⁶, creating an unprecedented record of data on human activity and of humans themselves. Our preferences and behavior are encapsulated in our clicks, shares, views and posts, while our location data, pictures of family, friends and selfies are a cachet of information that represents "us" in the digital sphere. At the commercial level, we're already seeing the results of artificial intelligence being trained on this data in the form of online chat bots⁷ that mimic human interactions. In more controlled environments, 2017 ushered in a new era of mimicry, such as the computer generated 10 second video created from recordings of President Obama and the updated version shared on The Verge⁸. All indicators suggest that innovation in this sector will not slow down, as as Google⁹, Adobe¹⁰, NVidia¹¹ and others are hard at work at improving their photo and video processing capabilities. As incredible as it sounds that our personas in video format may soon be at risk of manipulation, we may not be the only subject being manipulated.

³ Statista <https://www.statista.com/topics/1640/news/>

⁴ Study: Selective Exposure to Misinformation: Evidence from the consumption of fake news during the 2016 U.S. presidential campaign <http://www.dartmouth.edu/~nyhan/fake-news-2016.pdf>

⁵ Edelman Trust Barometer 2018

⁶ Statista <https://www.statista.com/statistics/532227/social-media-users-2018-2020/>

⁷ The Verge <https://www.theverge.com/2017/11/17/17247334/ai-fake-news-video-barack-obama-jordan-peelee-buzzfeed>

⁸ The Verge President Obama / Jordan Peele:

<https://www.theverge.com/tldr/2018/4/17/17247334/ai-fake-news-video-barack-obama-jordan-peelee-buzzfeed>

⁹ Google <https://arxiv.org/pdf/1610.00527.pdf>

¹⁰ Voco <https://www.youtube.com/watch?v=13I4XLZ59iw>

¹¹ Nvidia Research <http://research.nvidia.com/sites/default/files/publications/karras2017gan-paper-v2.pdf>

Increasingly, we're introducing AI to play a larger role in our work and home lives in the form of handsfree home assistants such as Google Home, Amazon Alexa, and Apple's Siri. These services rely on Machine to Machine (M2M) communication, which is the aggregation and dissemination of data by machines without any human interaction. Unlike humans, M2M based communication is enabled by algorithms that seek out simple commands from you and try to find the best fit solution without the subtle understanding of context or screening for validity. As per IDC Canada, 1 in 6 US adults in the US now own a personal assistant that is capable of taking voice commands and presenting information back¹² to the consumer. As AI increasingly curates more of the information that we receive, we're further at risk of accepting misinformation if we can't synthesize trust down into a machine readable format.

At Rawlings, we have architected a comprehensive solution that spans media types, ensuring that trust is no different whether it's a reader reviewing an eye catching headline, a viewer searching for a video clip of a politician, or someone listening to a podcast. In each scenario, across device types, a credibility score is delivered with little friction, embedded directly into the standard online experience. While the political sphere is a fulcrum for misinformation, it isn't the only target, misinformation has been identified in purported fact based articles as they relate to food and health, crime, and civil discourse and protests.

Who's Involved?

In the current news distribution model, several parties are coming up short in stopping the amplification of misinformation:

- Content Creators
 - Operating within revenue models that encourage first to publication
 - Varying levels of editorial responsibility across organizations
 - Passing the buck on editorial responsibility by sharing content from upstream news services
 - Having difficulty separating themselves from fake, mimic content
 - Focused on creating content quickly to drive clicks and meet revenue targets
- Social Media Platforms
 - Operating within a revenue model that encourages sharing content regardless of the credibility of the information.
 - Revenue models necessitate that ad revenue has no bottlenecks.
 - Built on an operating model of minimal content management and censorship.
 - Encouraged to create data silos, including platform specific solutions for credibility, limiting cross platform collaboration and trust.
 - Focused on driving platform usage resulting in ad revenue and data aggregation, hands full with battling the creation of fake and illicit accounts.
 - Missing the opportunity to create free and open information sharing by limiting media to select, "trusted sources".
- General Public
 - Public opinion is susceptible to misinformation, amplification by illicit accounts, and social engineering by bad actors.

¹² <https://www.idc.com/getdoc.jsp?containerId=CA41972017>

- Benefit from creating and sharing content that serves the goals of their views & echo chambers - 14% of users have shared something they knew was fake because it was aligned to their understanding.¹³
- Online Communities
 - Misaligned incentives that reward clicks and views.
 - Focused on driving platform usage resulting in ad revenue and data aggregation, hands full with fighting the creation of fake and illicit accounts.
 - Attempt to create trust and credibility through reputation systems.
 - Driven to keep information within walled gardens.
 - Rawlings proposes a new methodology to change this paradigm

Process & Model

Rawlings utilizes foundational blockchain properties, simple publishing tools, and plugins to the most commonly used social media and news websites to combat the spread of misinformation. The primary objective of Rawlings is to provide a service that makes it easy to utilize the blockchain for globally accessible trusted data. Instead of building a system that mirrors the social networks of today, we're building a system that is uniquely positioned to enhance our interactions.



Publish Content:

Content Creators use a Rawlings Blockchain Publisher to create a digital signature of their content and store it on the blockchain. The publisher makes it as simple as saving a file to a desktop or printing a PDF. The digital signature is easily shared.

Signed to the blockchain:

The digital signature includes the content creator's identity, web domain, and the digital signature representing the content that is stored to the blockchain. The signature enables two important things: 1) it ensures that false representation by third parties is not possible, as websites and content stored within the digital signature can only be edited by the author. 2) The signature is associated with the content's credibility data, as reviewed and provided by the Rawlings community.

¹³ ["Hi Vi hi XV" iieh/\\$\\$ | | #iVi hiV#Xdb \\$deXh\\$ ' * &\\$V' Z"cZI h\\$](#)

Credibility Review:

Once on the chain, the content is sorted and scored algorithmically, the result is an initial credibility rating that includes the content creator's profile score. The content then receives a second score through formal verification by the Rawlings community. Each verifier decision is made publicly available. The two scores are combined for the total Credibility Score.

RAW Utility Token:

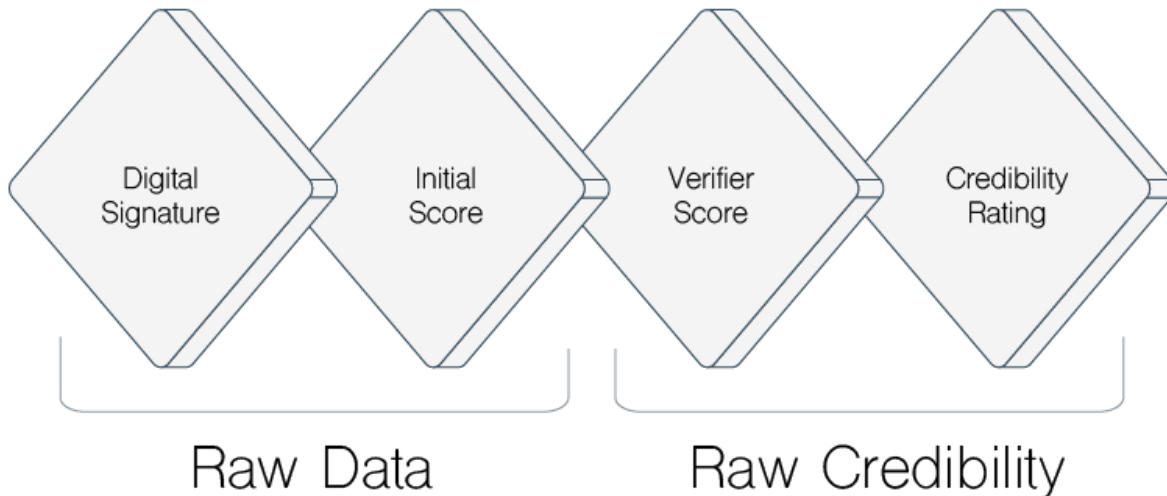
RAW Tokens facilitate transactions and power the Integrity Network. Content Creators and Agents use RAW Tokens to submit data for verification on the Rawlings network, and contributors receive RAW Tokens for rating and reviewing content. Using RAW Tokens reduces the overall cost of operation of the network and they are used to fund network growth.

Credibility Score:

Credibility Scores are the final result of the Rawlings process. Credibility Scores raise the level of acceptance for news, and are delivered to all devices, across platforms, at no cost to the end user. Users retweeting, liking and sharing media with credibility scores do it confidently knowing the data has met a level of validation.

Underlying the credibility scores are additional data points that include tags and classifications that can be used to create aggregated user groups. User groups are formed by users who read and vote on tagged content.

Components of the Rawlings Integrity Network



Rawlings Publisher

The Rawlings Publisher is an intuitive program with one purpose, enabling a content creator to publish an incorruptible signature comprised of their content, identity, and domain of publication to the Ethereum Blockchain. Once created, the cryptographic hash is unchangeable and cannot be recreated except by the Content creator. Changes to content are possible, but only by the content creator. Once published, the content is distributed throughout the Rawlings community for verification. The content signature is also used to inject the Raw Score for content on web interfaces.

Content Classification

As content is published to the network, it receives a tag and classification. As more users interact with the content, they further validate the content tag, or add new tags to the content. The content tags serve two purposes; content tags allow for the classification and sorting of content, resulting in the creation of contextual algorithmic inputs for deciding similar and opposing views and content, and content tags help to create an understanding of what content certain types of users read and vote on the most, creating a foundation for measuring credibility per topic.

Community Verification

A community of verifiers are incentivized to review the published content as honestly and with as little bias as possible. Our proprietary scoring algorithm keeps track of how verifiers rate articles creating a history of decisions. Verifications, along with the credibility score of the author create the Content Credibility score. Social and news media sites that share the article can opt for one of several methods to prominently display the verification of the article being shared; embeddable badges, javascript injections on html tags, and direct API integration.

Verifier Registration & Security

Verifiers are Rawlings community members that have provided adequate information about themselves to complete registration. During the login process, Rawlings will interact with authentication sources to complete authentication, but will not store data about the user's identities. As additional identity sources are used to verify accounts, accounts are granted a higher initial credibility score.

Onboarding

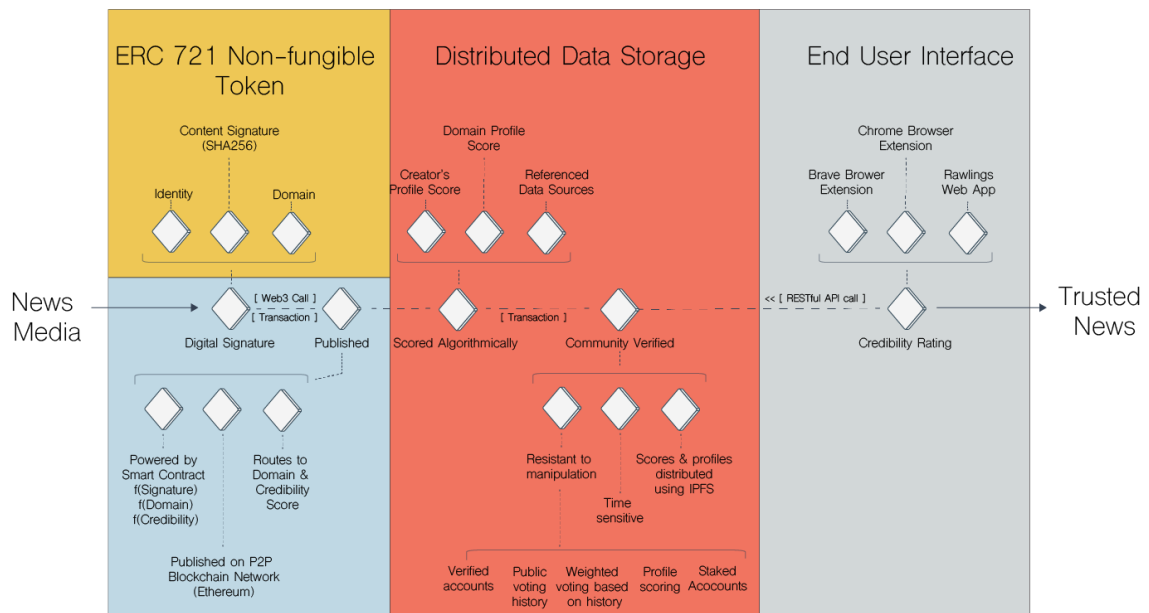
Onboarding includes standardized media literacy training that will evolve to include additional forms of media including video, and audio personal publications. Verifiers are incentivized to maintain integrity to as higher credibility scores will yield higher returns from verifications.

Credibility Scoring

In order to come up with a credibility score for a piece of content, Rawlings measures content creators' history and the aggregate community score for the content, measuring for bias and increasing or decreasing the weight of a vote accordingly. The content's credibility rating is calculated with the content creator's profile rating and considers historical data.

Scoring Algorithm

The Rawlings community scoring algorithm is a programmatic method of measuring for, and managing verifiers that are actively attempting to game the credibility rating system. The algorithm measures an individual's decisions alongside that of the general community, and over time, can create a profile score for the verifier. Based on the Verifier's profile score, subsequent votes are weighed accordingly. Verifiers with higher levels of verification and longer voting records have higher profile scores, leading to higher rates of compensation.



Quality Assurance

In addition to the qualitative quality assurance program within the Scoring Algorithm, Rawlings will occasionally assess community sentiment through trusted peer review. Using similar gamification and incentive models as many mobile games, independent verifiers will be incentivized to rate interactions on the network, specifically quality ratings, questions and answers. Independent verifiers are general network users that have passed a threshold of requisite experience for a given content tag.

End User Interfaces (Rawlings Reader)

The Rawlings Integrity Network is architected to deliver Credibility Scores-as-a-Service to web based platforms and social media networks. We do this with intuitive API end-points that can be accessed by browser extensions (Rawling Reader on Chrome), Facebook Apps, and a mobile client. As the credibility rating is read only information, there is no fee and no transaction to serve the data. When required, an end user can access the raw voting data from Rawlings at no fee. It's important to note that user experiences for content creators and end users are vastly different. On the side of content creator, we're introducing a new layer of friction in the Blockchain Publisher, in exchange for the benefit of verification services provided by our community. Over time we will reduce this level of friction so that the Blockchain Publisher is part of industry wide solutions. On the side of the end user, Rawlings will reduce friction as much as possible to create a seamless process that is in step with expectations from similar consumer applications.

Ethereum Blockchain

The Rawlings Integrity Network runs on the Ethereum blockchain known for the widespread use of it's smart contracts and extendability. The platform's ubiquity will allow for growth and accessibility as the Rawlings Network matures. Additionally, the Ethereum Foundation's roadmap indicates that the overall cost of operation for Rawlings will decrease over time as Ethereum implements Casper proof of state and data sharding. As we tie our development timeline to Ethereum, we do so knowing that the organization is known for its strong leadership and extensive community of developers. The Rawlings platform is powered by a standard ERC 20 token called "RAW Token." The token and management of the token is based on best practices as defined by the Ethereum organization and templates developed by Open Zeplin to ensure maximum security and accessibility. To ensure maximum transparency, an append only database is used to store non trivial, high frequency state changes. These changes include Content Creator Profile scores, Verifier Profile scores, and Article Credibility scores. This data is distributed throughout several nodes and made publicly available. Overtime, all of Rawlings process will be migrated onto the blockchain for complete automation and decentralization.

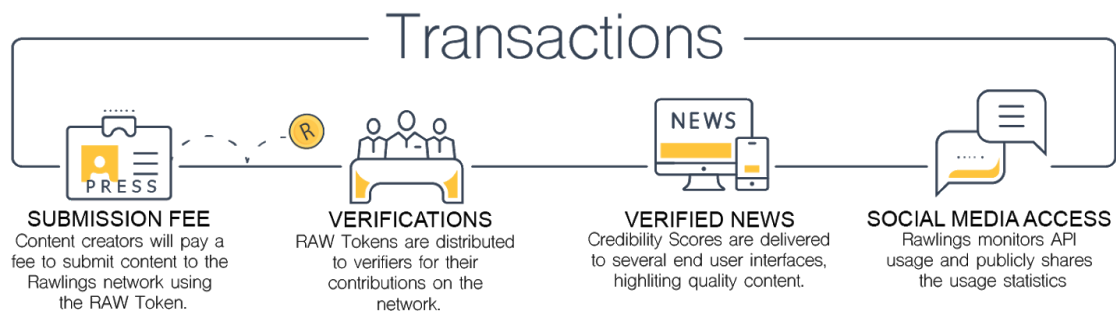
Public Utility & Open Source Code

Using public blockchain services and token economics, Rawlings is committed to creating an autonomous, self sustaining service and a public utility. The system is designed to function normally even in the absence of the creators. Rawlings is committed to providing the service

without seeking rent outside of operating costs. Rawlings is also committed to providing open source repositories for several elements of the platform, including smart contracts and user interfaces.

Transactions

RAW Token transactions play a key role in facilitating the growth of the Rawlings Integrity Network.



Submission Fees

RAW Tokens are used by Content Creators to set bounties for the Rawlings Community and to pay for accelerated verifications. Initial submissions to the network result in an algorithmic review of the content that defines an initial credibility score. Following this, the content is presented to the community for quality review and interaction.

Verifications

The Rawlings community reviews content for quality, using standardized surveys to provide each piece of content with a Credibility Score and classification tag.

Verified News

This final score is shared using the Rawlings web extensions which can be accessed freely on the world wide web at no cost. Articles with an associated Rawlings score will be identified by our web extension and data regarding the content's quality and community sentiment will be delivered to that page. All interactions will be made to simplify the user's experience and present pertinent information to the user as they review their experience.

Social Media Users

The Rawlings API can be used at no cost on social media platforms, several (Facebook, Twitter, Reddit) of which are supported by the Rawlings Web Extension.

Private Curated Lists

Curated lists of specialized content can be reviewed at an accelerated rate using bounties that are distributed throughout the network. Private curated lists can also become invite only, with bounties set for specific, whitelisted reviewers. These scores are created for non-public use cases such as product market testing.

Utility Token & Fund Allocation

ERC 20 Utility Token will facilitate payment for services within the Rawlings platform. The tokens are sold in several phases, ending in a Token Generation Event (TGE).

Fundraising Targets

The TGE has a target of \$15 million USD (15,000,000) equivalent of ETH with whitelisted contribution caps. Rawlings is issuing 750,000,000 ERC 20 tokens, called RAW Tokens, to create a new blockchain based credibility system. The RAW tokens are offered in a TGE to allow participants to purchase Raw Tokens early as well as to contribute and support the further development of Rawlings. Starting on June 1st 2018, participants will have the ability to contribute and receive Raw Tokens in exchange for their ETH by sending Ether to a designated address. The initial sale funds the product development and roadmap. The TGE is a capped sale raising. During the TGE, Rawlings will be distributed at a set rate of RAW Tokens to ETH.

Bounty Pool

The bounty pool will facilitate Rawlings community growth. Funds for the bounty pool will come from the Community Development budget. As client side usage of Rawlings increases, the Seed Pool is replenished with service fees from content publishing.

Legal & Tax Services

Due to the evolving nature of the blockchain and cryptocurrency regulations, Rawlings is allocating at a minimum, 12% of the operating budget for legal representation and tax services. Adhering to all applicable laws for each area we do business is a foremost concern for our team. Rawlings reserves the right to reject all government gifts, grants and funds for the purpose of funding our system.

Fund Usage

Of these 750 million tokens:

- 50% are offered in the pre-sales and TGE (375,000,000)
- 50% are retained and distributed by Rawlings (375,000,000)

The retained assets of Rawlings will be allocated accordingly:

- Community Development: 12.5%

A large percentage of the initial funds are set aside for community development. Rawlings will use these tokens to grow the ecosystem of verifiers and publishers, and sponsor media literacy programs in collaboration with trusted partners. This will vest over 4 years.

- Founders: 15%
- Team development, advisors, and future employees: 8.5%
- Operating Costs: 14%

Vesting Periods:

Vesting only applies to funding retained by Rawlings for company growth
30% vested at TGE, 35% vests over 2 year, 35% vests over 4 years

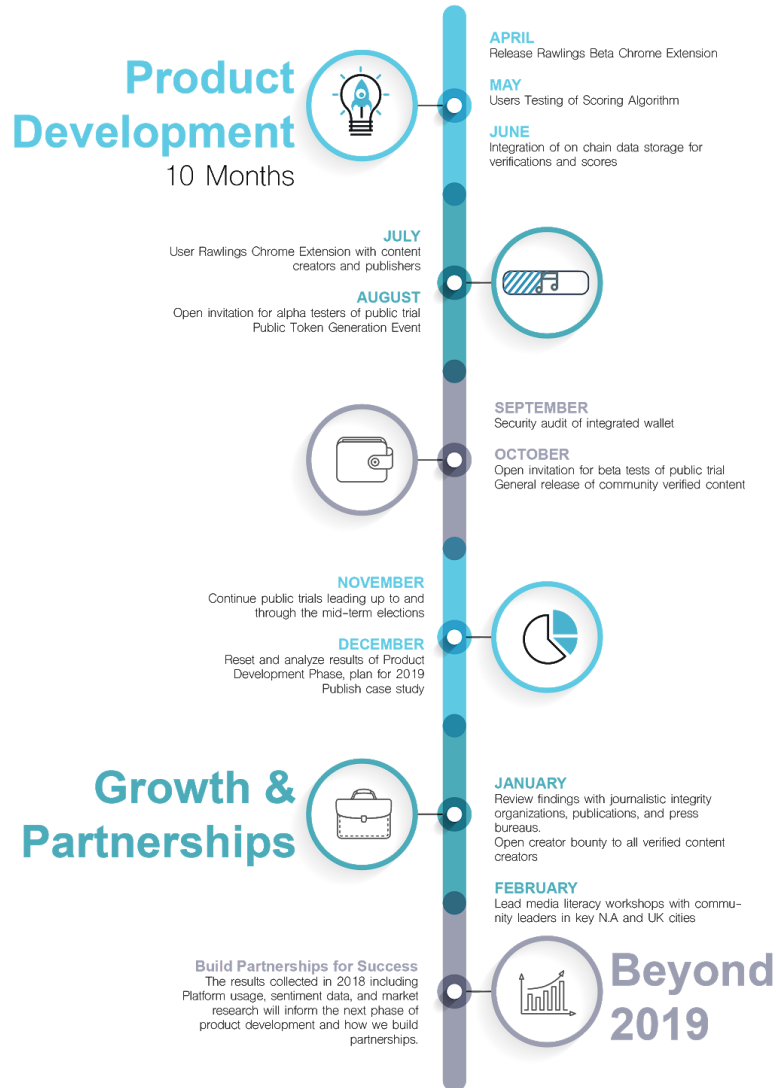
Fund Raising

Funds will be raised in the following rounds and using the following denominations [U.S. Dollars/Bitcoin/Ether].

	Hc_Ybg	DYfWbHJ Y Dc]brg	F UY	I G8 '9glja UY
DfY!gYYX	56,250,000	7.50%	0.025	\$ 1,406,250.00
DfY!gUY	93,750,000	12.50%	0.03	\$ 2,812,500.00
≠ C	225,000,000	30.00%	0.04 - 0.06	\$ 12,262,500.00

Timeline

A 12 month project timeline focuses on testing and analyzing Rawlings usage in a closed public beta. The usage data will provide the insights and guidance for the project's next steps in 2019.



Conclusion

Rawlings utilizes foundational blockchain properties to create a network that fixes the issue of quality in the media that we share online. We're building an incentivized network of reviewers that will work to enhance our online interactions around media and content. The Rawlings Network is focused on adoption and the creation of a large user base, a group of sophisticated users that we will grow with and continue to build solutions for and in partnership with. The implementation of the Rawlings Integrity Network involves the delivery and use of complex systems and process such as Anonymous User Access Controls, complex algorithmic scoring of content, and crypto economics and incentives, services that individually have far reaching and expansive commercial use. We're looking forward to sharing an internet of quality with you.

Frequently Asked Questions

How does the Rawlings Integrity Network work?

The Rawlings Integrity Network creates a curated list of content stored on the blockchain. The Rawlings community then validates the quality of the content, creating a credibility score. The credibility score is available across platforms and devices.

What is a Credibility Score?

A Credibility Score is created from the results of community surveys and interactions. Community members have different weights on a piece of contents' credibility score as each community member will have a different expertise.

What is a digital fingerprint?

A digital fingerprint is a collection of hashtags, or signatures, that represent a piece of media. A single piece of media may be broken up into several signatures.

How does Rawlings compare content?

The Rawlings Platform finds content by comparing the digital fingerprint of the article with the digital fingerprints of known articles from its database.

How is the Rawlings algorithm used?

The Rawlings Algorithm is used in two ways. The first way that it is used is to generate a publisher score based on the publisher's historic activity, and the second is that it's used to create an individual verifier score so that the system can seek out and measure bias.

How does the Rawlings algorithm work?

The Rawlings Algorithm measures voting history along with community sentiment. It is also used to measure the publisher's credibility score by analyzing past articles and their credibility scores and voting history.

What is the RAW Token?

The RAW Token is an Ethereum ERC20 Standard utility token. It is used on the Rawlings platform to pay for publishing a document to the Rawlings network and to facilitate the verification of that document's trustworthiness. RAW Tokens are used to vote and govern some aspects of the platform in the future.

How do I view an article's Rawlings Credibility Score?

Rawlings Credibility scores can be read using a proprietary Rawlings app, web platform, and API through browser extensions that are applicable to Facebook, Twitter, and Google Searches. You can also view Credibility Scores directly on the blockchain.

Risks & Legal Disclaimers

D'YUgY fYUX' H]g' gYW]cb' UbX' H Y Z`ck]b['gYW]cbg' h]h'YX' Í 6 I G=B9 GG' F=G? GÍ žÍ F-G? G' F9 @ H98 'HC'HC?9B'; 9B9F5 HCB'9J9BH'fH; 9Ů žÍ @; 5 @8 =G7 @ =A9FGÎ "

Blockchain, cryptocurrencies and other aspects of our technology and the underlying markets are in their infancy and will be subject to many challenges, competition and a changing environment. We will make our best efforts to update our community as things grow and change, but undertake no obligation to do so.

Participation in the Rawling's TGE should only be made after consulting with independent and qualified sources advice. If you are in any doubt as to the action you should take, you should consult your legal, financial, tax or other professional advisor(s). Any participation in the TGE at this stage involves a high degree of risk.

BUSINESS RISKS

There are risks and uncertainties associated with Rawlings and its business and operations, the Raw Tokens, and the TGE. This White Paper describes the current vision for the Rawlings platform. While we intend to attempt to realize this vision, please recognize that it is dependent on a variety of factors and subject to a number of risks. It is entirely possible that the Rawlings platform will never be implemented or adopted, or that only a portion of the platform will be realized.

Interested parties acknowledge that the Rawlings platform, as described herein, may never in fact operate as intended. Raw Tokens are not for speculative investment and there is no promise of future performance. Raw Tokens are not participation in Rawlings Inc., and Raw Tokens hold no rights in Rawlings. Raw Tokens are sold as a functional good and all proceeds received by Raw are the sole property of Rawlings. The purchase of Raw Tokens are intended for experts in dealing with cryptographic and blockchain-based software systems.

RISKS ASSOCIATED WITH TOKEN GENERATION EVENT (TGE)

Blockchain, cryptocurrencies, TGEs, and the underlying markets are in their infancy and will be subject to many challenges, competition and a changing environment. We will make our best efforts to provide you with insight into the risks associated with being involved in TGE, but undertake no obligation to do so.

PRICING

The Price of the RAW Token will be set by Rawlings prior to the beginning of the contribution period and may contain an increasing price mechanism. Pricing details are located on the Rawlings TGE at (Insert address).

SPECULATIVE PARTICIPATION

A participation in the TGE is highly speculative. Purchasing the RAW cryptocurrency in advance of the platform's availability should be considered only by participants who are able to make a long term commitment and are aware of the risk factors involved in such a participation. You should only purchase the RAW cryptocurrency if you are able to bear the risk of the entire loss of your participation and have no need for immediate liquidity in such purchase.

RAW HOLDERS MAY EXPERIENCE DILUTION

Rawlings is authorized to issue the Raw cryptocurrency according to the terms described in this White Paper. Raw holders may experience more dilution in the future.

CHANGES IN LEGISLATION

There can be no assurance that income tax laws and laws relating to the industry in which the Rawlings operates will not be changed in a manner which adversely affects Rawlings business plan.

TAX MATTERS

Raw Token usage is subject to changes in Canadian federal and provincial tax laws, tax proposals, other governmental policies or regulations and governmental, administrative or judicial interpretation of the same. There can be no assurance that tax laws, tax proposals, policies or regulations, or the interpretation thereof, will not be changed in a manner which will impact the use of Raw Tokens.

For all of the aforesaid reasons and others set forth and not set forth herein, Raw Tokens involve a certain degree of risk. Any person considering the purchase of RAW should be aware of these and other factors set forth in this White Paper and should consult with his/her legal, tax and financial advisors prior to purchasing Raw Tokens. Due to the early stage of development, Raw Tokens should only be purchased by persons who can afford to lose all of their total investment.

MAIN PRINCIPLES OF RAWLINGS TOKEN GENERATION EVENT (TGE)

By transferring Ether (ETH) or Bitcoin (BTC) to the Rawlings TGE platform, the Raw Software System creates and assigns Raw Tokens to User. The User confirms to understand and accept that User makes a contribution into the Rawlings TGE platform for the development of software, in particular the Rawlings Information Integrity Platform, Raw Data Storage, and Raw Credibility social network, and the respective IP rights, including security audits, marketing & communication and research activities related to the development of Rawlings and Raw Tokens (together “Information Integrity Project”).

DEVELOPMENT ON A BEST EFFORT BASIS

User and Participant in the Rawlings TGE further confirms to understand and accept that while the individuals and entities assigned to this task, in particular Rawlings and its subcontractors, will make reasonable efforts to develop and complete the Information Integrity Project, it is possible that such development may partially or fully fail and User’s Rawlings Tokens become useless-and/or valueless due to technical, commercial, regulatory or any other reasons.

USAGE LICENSE. NO OWNERSHIP, REVENUE OR GOVERNANCE RIGHTS.

Ownership of Rawlings Token (RAW) carries no rights express or implied other than a limited right (license) to use the Information Integrity Platform on the Ethereum Blockchain network, if and to the extent the Rawlings Information Integrity Platform has been successfully completed and deployed. In particular, User understands and accepts that Raw Tokens do not represent or constitute any ownership right or stake, share or security or equivalent rights nor any right to receive future revenues shares or any other form of participation or governance right in or relating to the Information Integrity Platform (i.e. the Rawlings Software System) and/or Rawlings.

COMPLETE LOSS DUE TO COMMERCIAL RISK

User is also aware of the risk that even if all or parts of the Rawlings Token are successfully developed and released in full or in parts, due to a lack of public interest, the Information Integrity Project could be fully or partially abandoned, remain commercially unsuccessful or be shut down for lack of interest or other reasons. User therefore confirms to understand and accept that the transfer of Ether (ETH) or Bitcoin (BTC) or CAD to the Rawlings TGE platform and the creation of Raw Tokens carry significant financial and/or regulatory risks (including the complete loss of the contributed Ether (ETH) or Bitcoin (BTC) or CAD or the loss of any value or functionality of allocated Raw Tokens).

COMPLETE UNDERSTANDING OF TERMS AND CONDITIONS

By transferring Ether (ETH) or Bitcoin (BTC) or CAD to the Rawlings TGE platform, User expressly agrees to all of the terms and conditions set forth on the TGE Crowdsale platform (together the “Terms”). User further confirms to have carefully reviewed this White Paper and the terms and conditions set forth in this document and fully understands the risks and costs of participating in contribution and contributing Ether (ETH) or Bitcoin (BTC) or CAD to the Rawlings TGE platform for the development of the Information Integrity Project.

LEGAL DISCLAIMERS

THIS IS NOT A PROSPECTUS OF ANY SORT

The Raw Tokens (as defined in this White Paper) are consumptive use product permitting access to the products provided on the Rawlings platform, and are not intended to constitute securities in any jurisdiction.

This document **XcYg' bchWcbgHh h' U dfcgdYWi g' cZUbmigcfh** it is not a solicitation for investment and does not pertain in any way to an offering of securities in any jurisdiction Worldwide. This White Paper constitutes a description of the functionality of the Rawlings Token (RAW) and the Rawlings software solutions.

This White Paper does not constitute or form part of any opinion on any advice to sell, or any solicitation of any offer by Rawlings Inc. ("Rawlings") of the Raw Tokens to purchase any Raw Tokens nor shall it or any part of it nor the fact of its presentation form the basis of, or be relied upon in connection with, any contract or investment decision.

No regulatory authority has examined or approved of any of the information set out in this White Paper. No such action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction. The publication, distribution or dissemination of this White Paper does not imply that the applicable laws, regulatory requirements or rules have been complied with.

DISCLAIMER OF LIABILITY

To the maximum extent permitted by the applicable laws, regulations and rules, Rawlings shall not be liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this White Paper or any part thereof by you.

NO REPRESENTATIONS AND WARRANTIES

Rawlings does not make or purport to make, and hereby disclaims, any representation, warranty or undertaking in any form whatsoever to any entity or person, including any representation, warranty or undertaking in relation to the truth, accuracy and completeness of any of the information set out in this White Paper.

REPRESENTATIONS AND WARRANTIES BY YOU

By accessing and/or accepting possession of any information in this White Paper or such part thereof (as the case may be), you represent and warrant to Rawlings as follows:

1. you agree and acknowledge that the Raw Tokens do not constitute securities in any form in any jurisdiction;
2. you agree and acknowledge that this White Paper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities in any jurisdiction or a solicitation for investment in securities and you are not bound to enter into any contract or binding

legal commitment and no cryptocurrency or other form of payment is to be accepted on the basis of this White Paper;

3. you agree and acknowledge that no regulatory authority has examined or approved of the information set out in this White Paper, no action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction and the publication, distribution or dissemination of this White Paper to you does not imply that the applicable laws, regulatory requirements or rules have been complied with;
4. you agree and acknowledge that this White Paper, the undertaking and/or the completion of the TGE, or future trading of the Rawlings Tokens on any cryptocurrency exchange, shall not be construed, interpreted or deemed by you as an indication of the merits of Rawlings, the Raw Tokens, and the TGE;
5. the distribution or dissemination of this White Paper, any part thereof or any copy thereof, or acceptance of the same by you, is not prohibited or restricted by the applicable laws, regulations or rules in your jurisdiction, and where any restrictions in relation to possession are applicable, you have observed and complied with all such restrictions at your own expense and without liability to Rawlings;
6. you agree and acknowledge that in the case where you wish to purchase any Raw Tokens, the Raw Tokens are NOT to be construed, interpreted, classified or treated as:
 - any kind of currency other than cryptocurrency;
 - (i) debentures, stocks or shares issued by any person or entity (including, without limitation, Vezt); (ii) rights, options or derivatives in respect of such debentures, stocks or shares; (iii) units in a collective investment scheme; (iv) units in a business trust; (v) derivatives of units in a business trust; or (vi) any other security or class of securities.
7. you are fully aware of and understand that you are NOT eligible to purchase any Raw Tokens if you are a citizen, resident (tax or otherwise) or green card holder of the United States of America and are NOT an accredited investor;
8. you have a basic degree of understanding of cryptocurrencies, blockchain-based software systems, cryptocurrency wallets or other related token storage mechanisms, blockchain technology and smart contract technology;
9. you are fully aware and understand that in the case where you wish to purchase any Raw Tokens, there are risks associated with Rawlings and its business and operations, the Raw Tokens, and the TGE;
10. you agree and acknowledge that Raw is not liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this White Paper or any part thereof by you; and rights under a contract for differences or under any other contract the purpose or pretended purpose of which is to secure a profit or avoid a loss;
11. all of the above representations and warranties are true, complete, accurate and non-misleading from the time of your access to and/or acceptance of possession this White Paper or such part thereof (as the case may be).

CAUTIONARY NOTE ON FORWARD-LOOKING STATEMENTS

This White Paper may contain certain forward-looking statements including, but not limited to, statements as to future operating results and plans that involve risks and uncertainties. We use words such as "expects", "anticipates", "believes", "estimates", the negative of these terms and similar expressions to identify forward looking statements. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of Rawlings to differ materially from any future results, performance or achievements expressed or implied by those projected in the forward-looking statements for any reason.

NO ADVICE

No information in this White Paper should be considered to be business, legal, financial or tax advice regarding Rawlings, the Raw Tokens, and the TGE. You should consult your own legal, financial, tax or other professional adviser regarding Rawlings and its business and operations and the TGE. You should be aware that you may be required to bear the financial risk of any purchase of Raw Tokens for an indefinite period of time.

ELIGIBILITY

You are not eligible to purchase any RAW Tokens in the TGE if you are a citizen, resident (tax or otherwise) or green card holder of the United States of America. No regulatory authority has examined or approved of any of the information set out in this White Paper. No such action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction. The publication, distribution or dissemination of this White Paper does not imply that the applicable laws, regulatory requirements or rules have been complied with.

RISKS AND UNCERTAINTIES

Prospective purchasers of Raw Tokens should carefully consider and evaluate all risks and uncertainties associated with Rawlings, its businesses and operations, the Raw Tokens, and the TGE, and all information set out in this White Paper. If any of such risks and uncertainties develops into actual events, the business, financial condition, results of operations and prospects Rawlings could be materially and adversely affected. In such cases, you may lose all or part of the value of the Raw Tokens.

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The distribution or dissemination of this White Paper or any part thereof may be prohibited or restricted by the laws, regulatory requirements and rules of any jurisdiction. In the case where any restriction applies, you are to inform yourself about, and to observe, any restrictions which are applicable to your possession of this White Paper or such part thereof (as the case may be) at your own expense and without liability to Rawlings. Persons to whom a copy of this White Paper has been distributed or disseminated, provided access to or who otherwise have the White Paper in their possession shall not circulate it to any other persons, reproduce or otherwise distribute this White Paper or any information contained herein for any purpose whatsoever nor permit or cause the same to occur.

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