# The REBEL Ecosystem:
# Where the REBEL Society Begins

## ---------- Whitepaper  ----------

This paper is intended to represent the views, perspective, and relevant information for REBEL's users. Information about software applications or blockchain protocols are used to create the REBEL ecosystem, and REBEL Coin, and to distribute products by and for REBEL Coin and all REBEL platforms.

Information maintained in this document is not intended to be considered a contract and statements made are not intent on being exhaustive. This whitepaper is for informational purposes only.

Nothing within this document should be considered solicitation or intention of gaining any investments. This whitepaper has not been created to be protection for buyers of REBEL and is not to be considered an offer for investment under any jurisdiction.

Financial information, statements and estimates should be considered as such and are not to be considered contractually binding in any manner.
Projected statements and information involved in this white paper constitute certain risks and can cause similar events to change in their outcome. Results for implied expression can vary due to market changes and a variety of other factors.

REBEL's developers and all members of the REBEL team reserve the right to improve, amend, and discontinue functions and procedures involved in REBEL's internal ecosystem. We may update content, terms and conditions at any time without prior warning or written agreement with our constituents.

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# 1. REBEL: THE CONCEPT

REBEL (RBL) is a utility cryptocurrency which employs secured spending keys to secure the transactions. It is powered by a blockchain-based ecosystem of tools and services that are designed for the members of the REBEL Society. It is also the governance token of the REBEL's Society Designed Governance, which is the first entity inside the larger REBEL Ecosystem.

As a digital society, REBEL uses a distributed network of masternodes, to facilitate the operation of a variety of applications and services. It also makes use of the administration of the society's treasury and the control of its affairs. REBEL has a governance system that enables masternode owners to vote on proposals to influence and govern the future direction of the network, after consultation with other members at the forum.

The REBEL Ecosystem unlocks the potential of the REBEL Society in becoming a free market guided by the forces of supply and demand.

The REBEL Ecosystem of Decentralized Platforms is available offline and it provides the building blocks for its members. This is achieved by creating learning, earning and spending opportunities across its decentralized platforms. The success of the Ecosystem will positively affect the members of the REBEL Society.

The REBEL Wallet enables members to trade with each other interchangeably, without the major hurdles or fees associated with the traditional money exchanges.

The REBEL Society promotes REBEL's mission by activating and empowering members worldwide. This is achieved through the utility of the Ecosystem.

Everyone who buys REBEL coin or uses the REBEL Ecosystem is a member of the REBEL Society. They do not expect that the purchase of REBEL would yield returns in any shape or form from REBEL or in fact the entrepreneurial or managerial efforts of others. Rather, they rely on their own efforts, the growing ambassador program and community network. They are responsible for amplifying the distribution of

REBEL across the world, by sharing its vision regarding a decentralized free-market society.

Every member has a right to choose which platforms within the REBEL Ecosystem to use. Members can gain more RBL depending on their behavior and activity within the Ecosystem. Consequently, those members, who actively participate in the Ecosystem and productively put the effort into the development and growing of the platforms, will gain more than those who hold the digital assets passively. This leverage them as token redistribution vehicles within the REBEL Society while ensuring that REBEL maintains its utility for its members.

## A. The need to create a whole new society.

## Current crises

Since COVID-19 was declared a pandemic, it has, in one way or another, changed the lives of all people around the world.

While the long-term impact of this global health crisis may take years to understand, its immediate effect has already changed the world as we know it:

- According to World Bank, the global economy shrank by 4.3 percent in 2020, wiping out trillions of dollars.

- World Bank also estimates that COVID-19 has pushed between 119 and 124 million people into extreme poverty, making the total number of people living on less than $1.90 a day to 730 million, about 10 percent of the world's population.

- In 2020, 114 million people lost their jobs, according to the latest unemployment figures from the International Labor Organization.

- A report (PDF) by Swiss Bank UBS, found that the world's richest people got $3.9 trillion richer between March and December 2020. The 10 richest billionaires made $540bn during this time.

- In 2020, school and university closures disrupted the education of more than 1.7 billion students from 188 countries, or about 99 percent of the world's student population, according to [UNESCO](#).

- The UN [estimates](#) that at least 463 million schoolchildren, especially in poorer countries or rural areas, have been excluded from remote learning due to a lack of technology or policies

## Current Economic System

Currently, state capitalism and shareholder capitalism are the two primary economic systems in operation. Both have claimed to have contributed significantly to economic advancement during the last few decades. Yet they have exacerbated wealth disparities, income inequality, and opportunity gaps, as well as growing tensions between the wealthy and the impoverished. As a result of these, this has intensified social difficulties and we now live in a more dangerous world than ever before.

The philosophy of stakeholder capitalism has gained traction in recent years as people try to resolve the shortcomings of both shareholder and state capitalisms. However, stakeholder capitalism can create opportunities for large corporations and political actors to assert disproportionate control over the economy's resources and omit the fact that the driving force behind the economy is the private individuals. When private individuals are not in the decision-making seat - the power to satisfy one's wishes, true freedom is lost to the arbitrary will of the majority or the influential.

Fortunately, a new generation of free thinkers, world-conscious individuals has begun to question the status quo and the way our society works. They realize that the conventional norms simply don't work in our intellectual, creative and technological society any more and things need to change.

## Centralization

Due to their centralized architecture, service providers have full control over the platforms they manage.

As a result, they can set their own rules and exercise their authority to achieve various goals: for example, generate extra profit by selling user data to advertisers. For that reason, whilst these centralized applications may be free to use in theory, users pay with their personal information to utilize the services.

And, despite the fact that users power these platforms, centralized applications extract value without distributing fair rewards to content creators.

In addition to data privacy, scandals like Facebook's infamous case with Cambridge Analytica, social media platforms face increased risks of cyberattacks. Storing user information on centralized servers creates a single point of failure, which means hackers have to exploit a vulnerability within only one part of the network to gain control of the whole system.

It's also crucial to talk about censorship, which has become a significant issue on traditional social media platforms. Due to their increased authority, providers can easily delete the posts, restrict the content, and ban users who share different views than theirs.

## B. Our Mission, Goals, Purpose, Values

REBEL's mission is to provide a free market for its members to freely transact, co-create and co-capture and share the success of the economy.

Its goal is to shift the paradigm and create a whole new society that is governed by the innovative REBEL free market model in which the distribution for resources is determined by their supply and demand.

Its purpose is to build a decentralized, anonymous, and privacy-focused network based on a long-term proof-of-stake consensus mechanism with rewarded

operators. The accompanying platforms, goods and services (Ecosystem) will emphasize real world application while also delivering accessible and practical solutions for mass adoption.

REBEL ecosystem makes it possible for users to adopt crypto payments safely and swiftly, and to easily find markets and transact businesses. This, in turn, helps generate a flow of cryptocurrencies, thereby encouraging mass adoption and the gradual removal of oneself from the failed traditional system, resulting in economic growth and prosperity with access to new and unexplored opportunities in unconventional territories.

## C. The REBEL Paradigm Shift: A Whole New Society

It is possible to restore trust in our society by ensuring data immutability (to fight against censorship), transparency (to prevent corruption), privacy (to safeguard personal data), peer-to-peer transactions (to avoid middlemen), and free market principles (to share economy).

- **Blockchain technology is –** A ledger distributed (i.e., hosted) among many peers connected to the same network.
- **Incorruptible** – A consensus algorithm that can validate new entries on the ledger by asking the approval of all peers. A corrupted peer trying to abuse the system will be identified by the others and expelled from the consensus.
- **Transparent** – All data entries (holdings, transfers, etc.) are public
- **Protecting privacy** – No need to collect user's personal identification, only a public key is necessary

**Decentralized infrastructures are:**

- **Un-censorable** – Decentralized protocols such as IPFS (Interplanetary File System), Web Torrent or DAT offer file hosting capabilities distributed among all peers of a network. If one peer node fails, the flow is redirected to the next.

**Open source is:**

- **Transparent** – All the code repositories of a program are made public.
- **Collaborative** – Anyone can contribute to the existing project by proposing an update or can just copy the code to launch a new application.

**Peer to Peer is:**

- **Non-hierarchical** - Transfer or exchange of assets without the need for approval or interference.

**Free Market is:**

- **Market forces** – A free market is an economic system in which the prices of goods and services are determined by supply and demand, rather than government controls, a price-setting monopoly, or some other authority.
- **Sharing economy** – Members' action within the REBEL ecosystem will affect the economy of the REBEL Society.

# 2. THE MARKETS

## A. Broadband Connections

All around the world, the internet continues to transform how we connect with others, organize the flow of things, and share information. With its growing influence on individual consumers and large economies alike, the internet has become an increasingly vital part of our day-to-day lives. In 2021, the number of internet users worldwide stood at 4.9 billion, which means that almost two thirds of the global population is currently connected to the world wide web.

Easier access to computers, an increased utilization of smartphones and the modernization of countries around the world, has given people the opportunity to use the internet more frequently and with more convenience. As of Q1 2021, there were approximately 854 million total internet users in China and 313 million total internet users in the United States. The growth of internet usage represents the growing base of potential RBL users, soon able to enter the ecosystem with nothing but broadband connections.

## B. The Global Digital Payments Market

With the adoption of technology, the past decade has seen a growing demand for cashless and digital payments across the globe. Innovative digital payment solutions such as NFC (near field communications), contactless debit/credit cards, mobile wallets, P2P mobile payments, real-time payments and cryptocurrencies fueled global cashless transaction volumes.

In 2018, 195.4 billion U.S. dollars in cashless transactions were carried out in Asia-Pacific, higher than any other region. Europe and North America followed, with 192.2 and 170 billion U.S. dollars in transactions respectively.

The COVID-19 pandemic has further led many to accept digital payments during the lockdown in 2020, that resulted in high volumes showing tremendous growth. A drastic change in payment habits appears to continue further in 2021 with solid growth.

The transaction value for the Global Digital Payments Market was USD 5.44 trillion in 2020. By 2022, the Global Digital Payment Market is estimated to be USD 4.23 Tn and is expected to reach USD 15.75 Tn by 2027, growing at a CAGR of 30.07%.

## C. The App Economy

Non-cash payment technology has allowed for the exponential growth of software application marketplaces, where global spending in 2021 amounted to over $4.9 trillion worldwide. In 2022, sales are expected to rise further, to $5.54 trillion. Smartphones, tablets, notepads and apps have rapidly moved from a phase of carefree experimentation to being absolutely essential for consumers and businesses alike.

In 2021, gaming apps generated more than 55.5 billion downloads from users worldwide. Tool apps were the second-most popular app category with 12.13 billion global downloads. Social media apps ranked third. In 2021, users worldwide downloaded approximately 230 billion apps to their mobile devices.

By 2022, users are projected to download 258 billion apps, a 45% increase from 2017. This growth surge is largely happening in the EMEA region (Europe, Middle East, and Africa), with its huge population of "digital natives" (youths who have never known a world without a mobile phone as the primary tool for social interconnectivity). The EMEA region will see non-cash spending increase to $21 billion by 2022 — up from approximately $13 billion in 2018.

# D. Emergence and Adoption of Cryptocurrency

The utility and practical application of blockchain technology is set to disrupt the centralized internet service model as we know it. Cryptocurrencies have been around since 2008 when the as-yet-unidentified Satoshi Nakamoto released the Bitcoin whitepaper. Appropriately named a peer-to-peer electronic cash system, Bitcoin was created to offer users a faster, cheaper, and decentralized means of transferring value. Bound only by the requirement for an internet connection, Bitcoin's decentralized infrastructure offered users an unprecedented approach to freedom.

Almost a decade later and the crypto market has grown to over $1.3 trillion with an excess of 19,600 available cryptocurrencies. Applications have expanded from peer-to-peer social media networks to decentralized video content streaming, and every other type of app you would typically expect to find on the Apple Store.

The capital injected into the space in 2017, 2018 and 2019 has attracted some of the best entrepreneurs in the world to join the cryptocurrency revolution. By 2030, it is projected that blockchain will create value-adds to businesses exceeding $3.1 trillion.

# E. The DApp Market

With the advent of blockchain came a new architecture for distributing data across a network, where control over the resources is itself distributed rather than centralized. These systems are aptly called decentralized applications or DApps, carrying many of the benefits of traditional mobile applications, but with the added benefit of the non-centralization of resources.

Within a decentralized application, the network itself — rather than any individual or central data centers — becomes the operating system for the application. A decentralized application enables enterprises and their customers to interact on a peer-to-peer basis, where the network value is driven by the network itself instead of the applications alone. The nature of decentralization allows DApps to remove

intermediaries from standard business processes, improving process efficiency and security. As such, DApps bring a range of benefits to entrepreneurs including reduced transaction times and low transaction fees.

The DApp economy is quickly surpassing that of the early days of Apple's App Store revenue, and while mobile applications have a significant head start on their DApp rivals, it's been suggested that revenue already generated by DApps thus far could place them on a similar trajectory. DApp market analysis forums are already tracking the statistics and trends of the major players, showing steady growth over the past few years with no slowing in sight.

# 3. COIN & ECONOMIC MODEL

## A. Principles

We designed the REBEL ecosystem, an innovative free market model for the REBEL Society based on our manifest for a new society. REBEL economic model is based on a co-creation and co-capture value principle in a free-market world where each contribute to the economy of a decentralized society.

We built this new model on 3 principles:
- Create a sustainable business ecosystem-level
- Provide opportunities and tools to all members to capture and maintain the value of RBL
- Empower members of the REBEL Society by creating markets in each decentralized app



To maintain value of RBL

Service-Dominant-Logic Perspective

Business Ecosystem Lens

VALUE
Co-Creation

Shared Economy Lens

Platform Lens
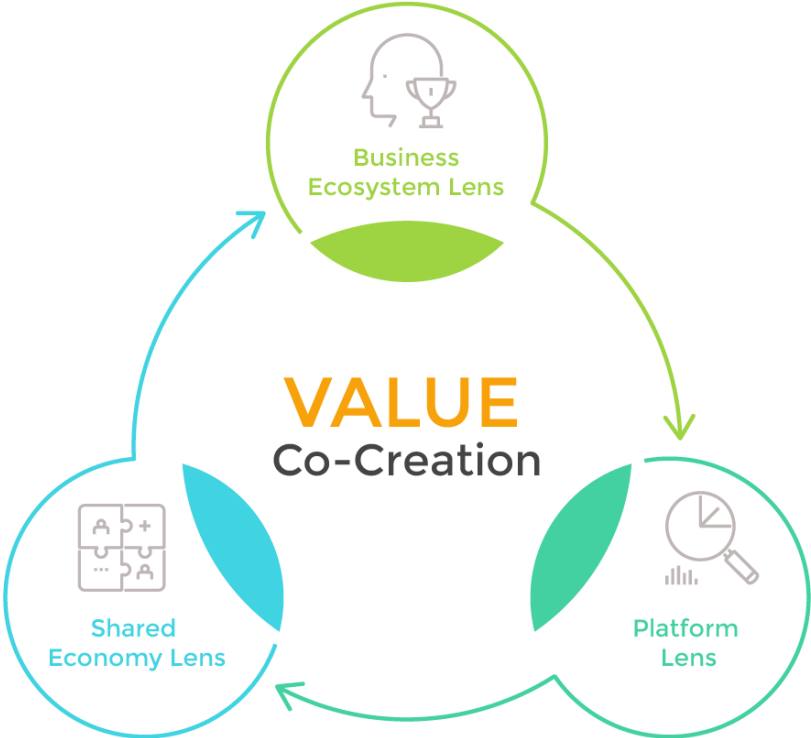
# B. Coin Model

**Use RBL to participate in the REBEL Society**: RBL is a cryptocurrency that offers its holders the means of personal transaction and authority to manage their own assets.

The intrinsic value of REBEL coin is created by:

**1.** Maintaining scarcity and controlling the absolute amount,

**2.** Inducing demand by continuously using it in the market,

**3.** Utilize the above two methods simultaneously.

*RBL total circulating supply and market exchange price are the two elements that will determine the **overall market capitalization**.*

**RBL circulating supply is impacted by 2 triggers:**

- **Coin creation**: the blockchain distributes RBL every 120 seconds to generate a new block. Reward blocks are as follows:

    1. **Staking:** 40%
    2. **Masternodes:** 50%
    3. **Development Fund:** 10%
    4. **Treasury Fund:** ꝛ4000 (51% voting consensus)
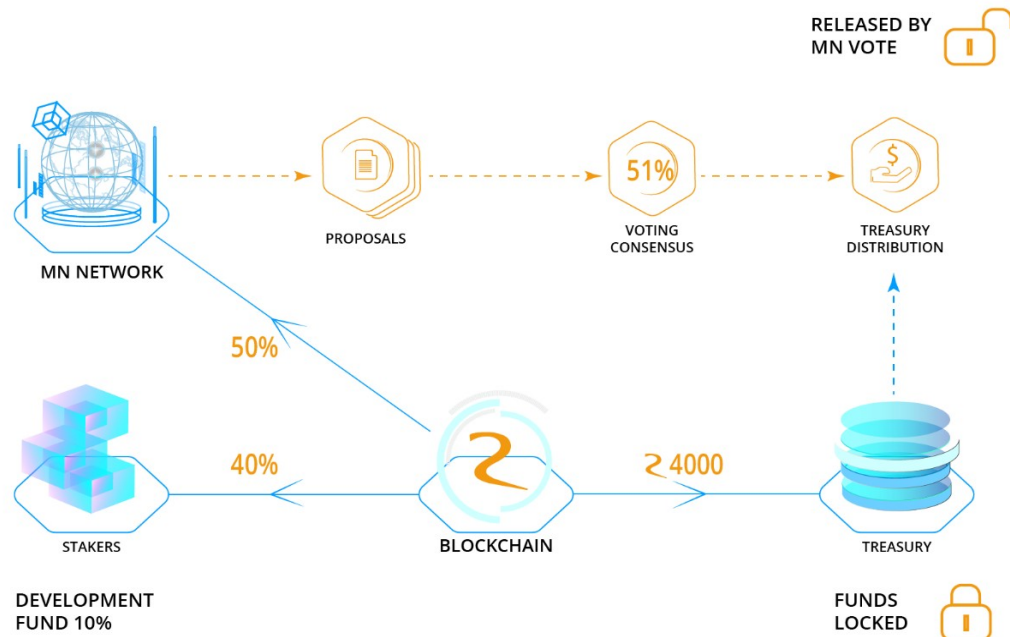
- Coin burning: users burn i.e. destroy their coins by certain actions and interactions within the ecosystem e.g. on submission of proposal with 10 to the governance system in the REBEL wallet.

**RBL market price is impacted by market take-up and sell orders:**

- **Buy orders** are placed by users who want to contribute toward increasing coins in circulation, hence impacting its value.
- **Sell orders** are placed by users who want to cash-out their RBL. There is a counter-incentive to sell RBL as it reduces its value.
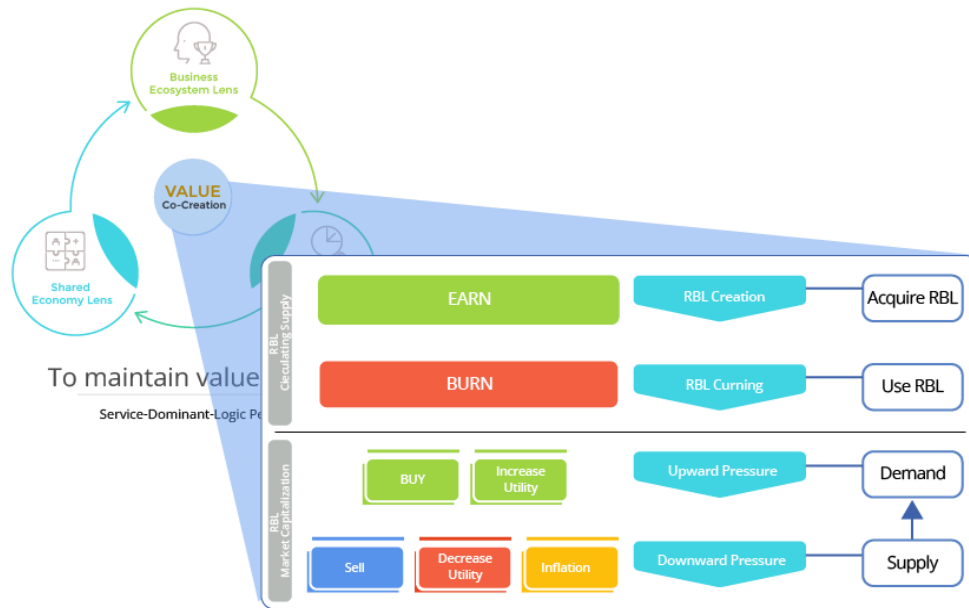
REBEL coin is a utility currency based on cryptographic technology, which regulates the generation, verification and transaction between two or more parties and ownership of REBEL coins.

REBEL coin, in essence, is a two-party payment system. REBEL coin is an open, decentralized peer-to-peer (P2P) cryptocurrency network, where every REBEL coin transaction is recorded in an open and distributed transaction log called the blockchain. Details of the transactions involving REBEL coin can however, be shielded as an option by the users.

New REBEL coins are generated through a process known as staking, which is essentially a race among computing systems to find a solution for a mathematical problem. In doing so, these REBEL coin stakers simultaneously, and in parallel, clear and settle REBEL coin transactions (i.e., previously staked REBEL coin) that has been broadcasted to the P2P REBEL coin network. The result from this staking processes are:

(1) Newly minted REBEL coins
(2) The verification, transaction and recording of REBEL coin transactions on the blockchain.

This culminates in the growth of the REBEL network over time with the issue and clearance of new REBEL coin units and transactions.

REBEL coin offers unprecedented business opportunities for the REBEL Society to grow. As REBEL is embedded within an interconnected but decentralized innovation ecosystem, it modularizes the components of one another in order to co-create and capture value through its coordinated ecosystem.

Each REBEL coin transaction involves four generic value adding activities, namely initiation, authentication, authorization as well as clearing and settlement. In other words, REBEL coin provides the mediating technological artifacts for us to achieve our goals.

The REBEL network also promises substantial efficiency gains e.g.; low fees as compared to digital payment systems based on fiat money. It is technically integrated to the ecosystem to help reduce actors in the value stream, as REBEL coin stakers perform the tasks of acquirers and issuers, presenting thereby disintermediation opportunities.

These decreased costs driven by ongoing innovations in the REBEL ecosystem will lead to increased dynamic and interdependent business environments.

The demand for REBEL coin would be maintained by creating a circular economy ecosystem.  Without this, a sustainable cryptocurrency cannot be created but may only be recklessly distributed primarily in the form of "sales" to users and may respond to increases in demand only through inflation.

It is one that can be purchased and trade goods as well as maintain scarcity in terms of value sustainability. Additionally, the coin supply decreases every 370 days until the year 2061.

Target behavior and rewards include staking reward 40%, masternodes 50%, development fund 10% and treasury fund ⃋4000 (on consensus). In addition, anonymous transmission implementations are made through a PoS system called Masternode, and 1000 RBL is required for holding masternodes.
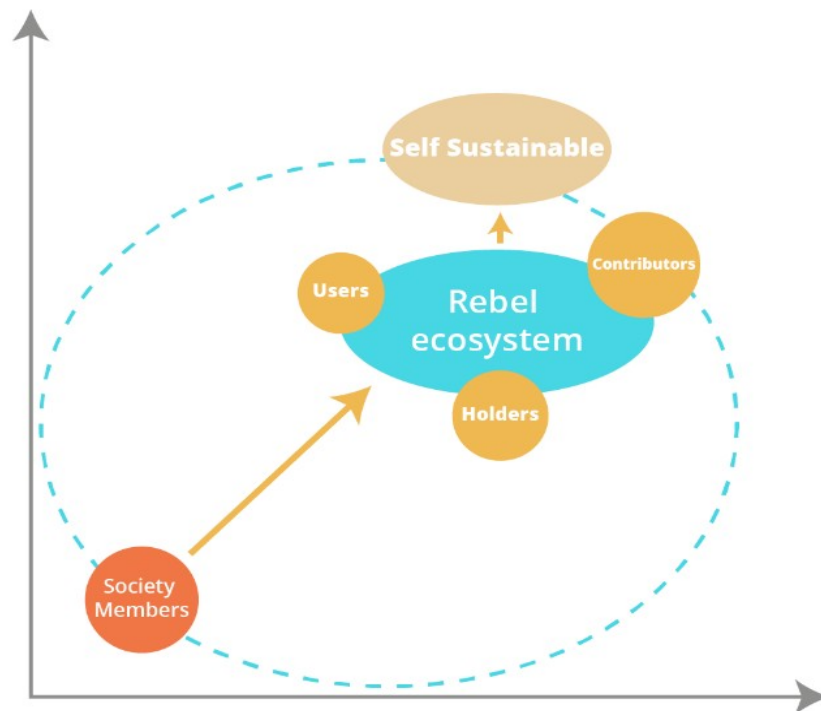
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**Development Fund** 10%
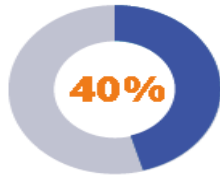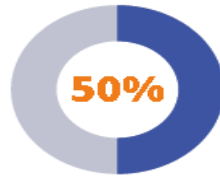
Due to its utilitarian value, market demand for RBL will be led by 3 types of users: holders, users and contributors. We will leverage the dynamic of the ecosystem that can sustain the value of RBL.

## User type #1: Holders

By offering rewards, users are incentivized to increase their interest to purchase more RBL and to hold it for a longer period of time.

## User type #2: Users

RBL is primarily designed for use within the REBEL ecosystem, offering opportunities to businesses and customers to trade and transact within the REBEL ecosystem.

## User type #3: Contributors

All users earn rewards for contributions: creators, curators, promoters

# C. Sustainable Ecosystem

REBEL ecosystem offers unprecedented business opportunities as well as opportunities to earn rewards for just being a participating member of the REBEL Society. It also provides opportunities to digitize your assets in RBL value. RBL is used within an interconnected but decentralized ecosystem.
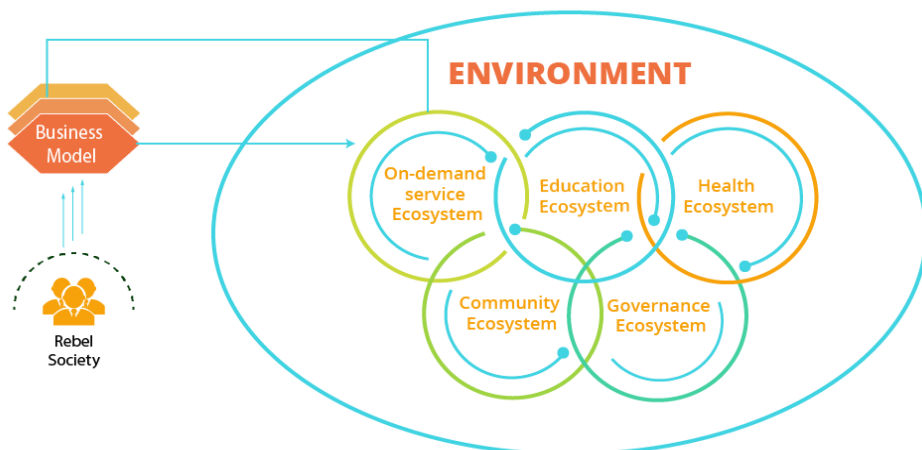
## *Opportunity #1: A massive and dynamic ecosystem*

In order to maintain a sound ecosystem of RBL, users can buy goods or services or retain the currency. Token utility will be expanded by offering more paying services in RBL.
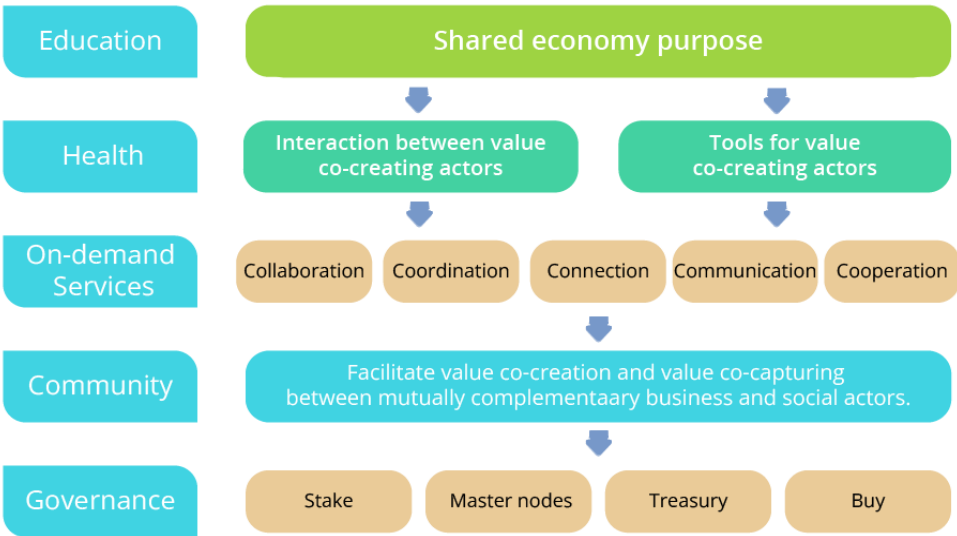


The REBEL Ecosystem secures self-sustainability where evolution and innovation is made in governance structures to ensure self-sustainment.

The ecosystem will be conducting its business with REBEL coin (RBL) and is driven to maintain the value of REBEL coin. Therefore, REBEL implemented REBEL coin to provide value and persistence to survive in the market.

In order to implement an ecosystem that can survive in the market as well as sustain the value that emerges after the creation of the cryptocurrency.

REBEL coin increases transaction security, controls currency issuance, and certifies the transaction or movement of assets. This will increase the intrinsic value of REBEL coin in the future, and this in turn will provide trust in REBEL coin.

In order to maintain a sound ecosystem of issued cryptocurrency, participants can buy goods or services, or retain the currency. In some of the platforms, coins will be locked in until certain trigger conditions to release coins are met.

The economy of REBEL ecosystem is for long-term co-creation and value co-capture in which the entire ecosystem can grow and individuals can benefit which is strictly economic and commonality-oriented. It aims to increase the value of cryptocurrency in the long term.

REBEL aims to optimize one's own interests and the interests of the entire ecosystem of participants by allowing them to create value through continuous participation by individuals or organizations and also by receiving appropriate rewards from the ecosystem.

## *Opportunity #2: Rewards for contributors*

REBEL believes the native connection between RBL and the REBEL ecosystem can unlock:

    (i) A REBEL-based crypto economy and
    (ii) A crypto earning stream.

We believe this convergence will carve out a space for RBL to become a new source of liquidity and the default reserve asset for the REBEL Society. By enabling participating contributors to earn RBL, we can unlock this potential of the earning stream for society members.

Within the REBEL ecosystem, contributors earn rewards by:

- Sharing – by posting contents and sharing them with society members
- Interacting – by using, liking and tagging posts on the platforms

*Contributors can earn RBL through their participation. This mechanism rewards individuals who lack the financial access needed to get started in the digital economy a new way that hasn't existed before.*

## Opportunity #3: Value Network

Allowing society members that do not have to trust each other to organize their collaboration without the need of, at least theoretically, any trusted intermediary. With RBL and its decentralized offline apps that are able to execute smart contracts (pre-defined collaboration scripts including terms and conditions related to transactions among different participants), the coin is prepared to leverage an entire ecosystem.

REBEL ecosystem structures with the goal to connect various users for mutually beneficial interactions. With the interconnectivity provided by the REBEL ecosystem, the effort which is necessary to deeply integrate the users into the process of value creation shall increase as well, leading to a paradigm shift in the fundamental economic mindset.
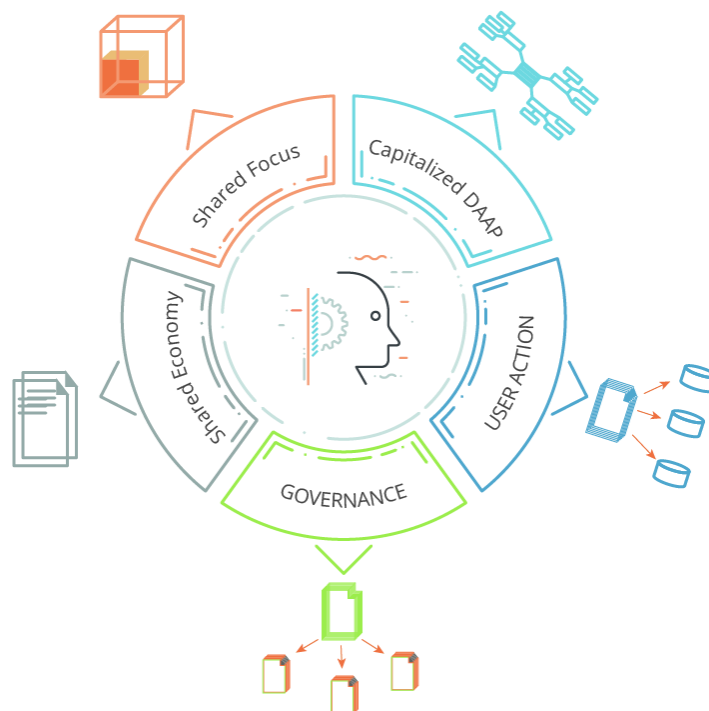
*"Our competitors aren't taking our market share with devices; they are taking our market share with an entire ecosystem. This means we're going to have to decide how we either build, catalyze or join an ecosystem"*

*(Stephen Elop, former CEO of Nokia – 2011)*

# 4. COMPANY

## A. History

The idea of a paradigm shift in society was conceived in the year of 2020 and REBEL was born at a time when the economy was at its worst and people were losing faith in governments and globalist organizations around the world.

The founders researched solutions to tackle the socio-economic issues and combined them with the disruptive technology of blockchain. When they discovered the solutions, they were immediately convinced by the concept of decentralization, free market, cryptocurrency, supply and demand, co-creation and shared economy.
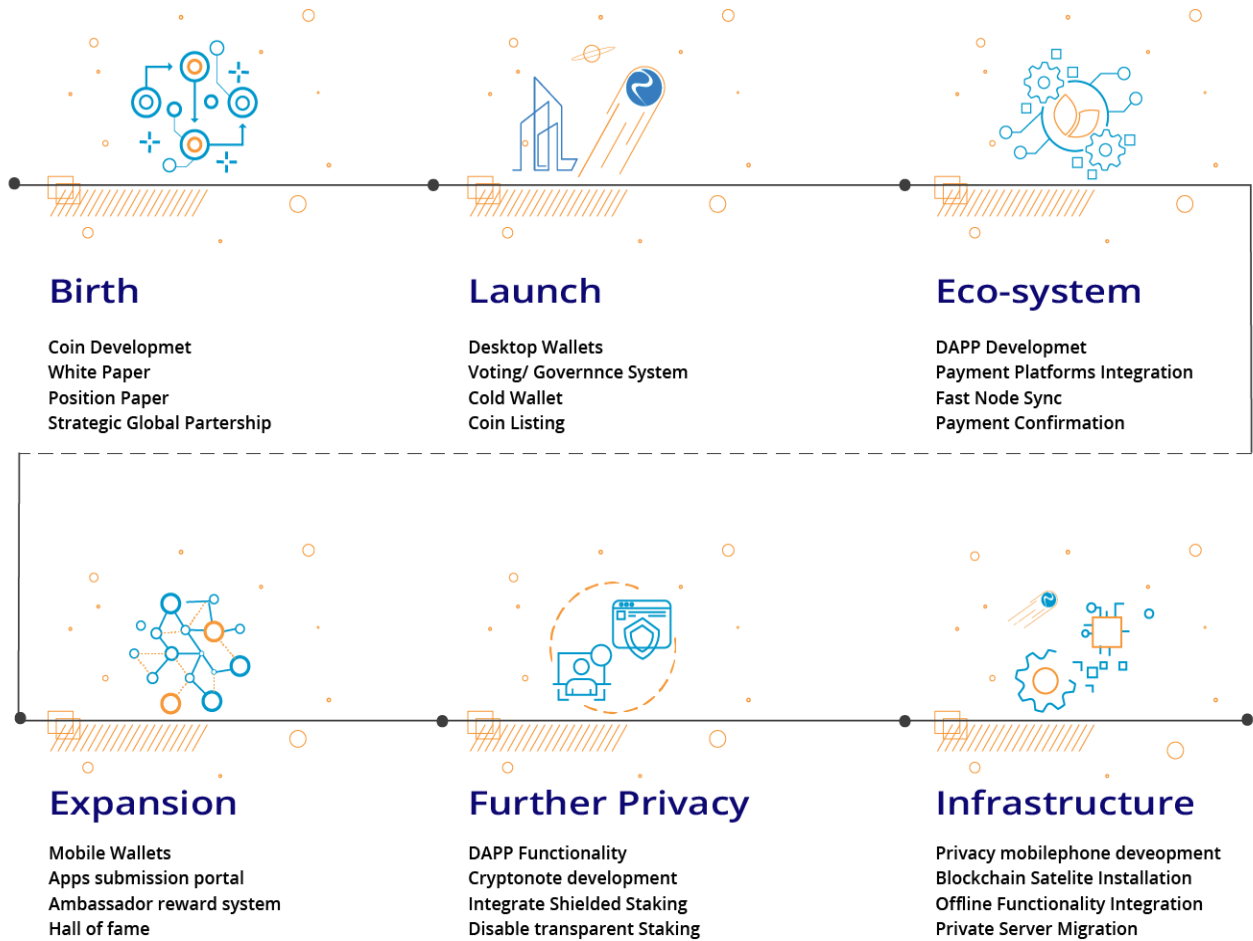
This new decentralized technology together with its ecosystem would give people new hope. It is bringing people from all walks of life into a paradigm shift where society members can interact and transact in a free market where it is governed by the rule of supply and demand and where members are given the freedom to co-create value and share the success of the economy.

## C. Contributors

Over a hundred of knowledgeable contributors have assisted with content creation, platforms development, coding, and design.

# D. Milestones

## Birth

Coin Developmet
White Paper
Position Paper
Strategic Global Partership

## Launch

Desktop Wallets
Voting/ Governnce System
Cold Wallet
Coin Listing

## Eco-system

DAPP Developmet
Payment Platforms Integration
Fast Node Sync
Payment Confirmation

## Expansion

Mobile Wallets
Apps submission portal
Ambassador reward system
Hall of fame

## Further Privacy

DAPP Functionality
Cryptonote development
Integrate Shielded Staking
Disable transparent Staking

## Infrastructure

Privacy mobilephone deveopment
Blockchain Satelite Installation
Offline Functionality Integration
Private Server Migration

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