
E A R A S T E R P R O T O C O L S
EARASTER
PROTOCOLS
SOCIALIZING AS ASSETS
REDEFINING THE WAY WE SOCIALIZE

THE STARTING POINT OF EARASTER:

REDEFINING SOCIALIZATION

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In the era of an information deluge, social media has become an integral part of daily lives for people. However, while traditional social media platforms provide us with convenient ways to communicate, they manipulate vast amounts of user data behind the scenes, censor our speech, and monopolize the value of social interactions for their own benefit.

With the advent of the Web3 era, we believe it is time to redefine socialization. The birth of Earaster Protocols aims to completely disrupt this status quo. We are building a decentralized social ecosystem that empowers creators, developers, and users, enabling every participant to create and share value in their own way.
Every interaction, every relationship, and every piece of content will become a traceable, tradable, and appreciable digital asset. Here, the traditional rules no longer apply. Instead, a groundbreaking concept “Socializing as Assets” is embraced. By breaking monopolies, everyone can benefit from social interactions.

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PAIN POINTS AND TRENDS IN SOCIAL MEDIA

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Over the past two decades, traditional social media platforms have connected billions of users and accumulated vast amounts of content and interaction data. These platforms have greatly facilitated daily communication and become essential channels for advertising and business promotion. However, as the industry has matured, the traditional social media model has gradually exposed several critical pain points.

CHALLENGES IN COMMUNICATION WITHIN THE WEB3 ENVIRONMENT

· In Web3, access relies on wallet addresses, making it difficult for important notifications to reach users promptly through messages.
· Especially during critical moments of transactions and contract executions, futures traders are unable to receive alert notifications until their next wallet visit. This kind of latency increases risks for DApp traders.

DATA AND PRIVACY RISKS

· Personal information and interaction data created by users on centralized platforms are stored on internal servers, making them highly susceptible to privacy breaches or data misuse.
· Platforms collect user preferences through algorithmic analysis for targeted advertising, leaving users no choice over whether to share their data.

LACK OF TRANSPARENCY IN CONTENT MODERATION AND CENSORSHIP

· Most centralized platforms have their own content moderation and censorship mechanisms, but these are often lacking in transparency during execution.
· Due to factors such as regional policies or commercial interests, platforms can arbitrarily take down or block specific content, leaving user freedom of expression unprotected.

LOSS OF CONTROL OVER SOCIAL ASSETS

· The followers, personal branding, or creative content accumulated by users on platforms do not strictly belong to the users but are instead “managed” and controlled by the platform.
· When platforms change their rules or terminate services, users find it difficult to retain their existing social connections and digital assets.

UNFAIR VALUE DISTRIBUTION

· Platforms primarily rely on advertising revenue, with the majority of profits flowing to the platforms themselves, while users who create content and community value receive little to no returns.
· In the absence of clear incentive mechanisms, high-quality original content and community interactions struggle to achieve appropriate economic rewards.

OPPORTUNITIES IN THE INTEGRATION OF DESO AND AI

In recent years, the integration of Decentralized Social (DeSo) and Artificial Intelligence (AI) has emerged as a promising development track. According to Statista, the number of global social media users is expected to continue growing steadily over the next three years. It is estimated to surpass 6 billion social media users by 2026. Meanwhile, the number of experimental and implemented decentralized social applications is increasing year by year, providing both technical and user bases for the popularization of DeSo. A “DeFi Lego” model could potentially reappear in the integrated area of DeSo and AI, further driving technological iterations and user growth.

On the other hand, AI has demonstrated tremendous potential in areas such as content moderation, recommendation algorithms, and natural language processing within the traditional internet environment. According to international research consultancy Grand View Research, the global AI market is expected to maintain a compound annual growth rate (CAGR) of approximately 35% before 2027, covering applications ranging from image recognition and voice interaction to generative dialogue.

As traditional social platforms increasingly reveal their shortcomings in data monopolization, lack of transparency in moderation, and inadequate user rights protection, the integration of DeSo and AI could inject fresh innovation into the entire social industry.

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OVERVIEW OF EARASTER PROTOCOLS

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Earaster is a foundational protocol that integrates decentralized social networking with AI applications, building a diverse, composable, and economically sustainable social ecosystem for users, developers, and creators. Unlike traditional social platforms, Earaster focuses on giving users true control over their identity, content, and earnings. Through a series of smart contracts and layered architecture, it provides a more flexible environment for development and deployment.
Leveraging the immutability and transparency of blockchain, Earaster adopts an "on-chain key assets, off-chain dynamic interactions" model to ensure the security of core data while maintaining user experience and scalability.
At the same time, with the rise of Web3, traditional communication methods such as email and SMS no longer meet the needs of new social scenarios, particularly in the context of crypto wallet addresses and decentralized identities. To address this gap, we have introduced the enhanced UmbraLink+Dmail communication system, offering users a secure, anonymous, and cross-chain instant messaging solution.

★ FOUNDING TEAM

Earaster is built by a team with extensive Web3 experience and strong AI development capabilities. Project initiator, Mike Malkin, is a member of Computer Science Security Lab at Stanford, specializing in smart contracts, decentralized storage, and social graph analysis, with deep industry insights in the Web3 social space.
The team consists of seasoned technical experts and product innovators from fields such as blockchain protocol development, distributed computing, artificial intelligence, and crypto-economics. Members have previously worked at leading global internet technology companies, AI research institutions, and decentralized projects. The goal of the team is to bring Web3 social networking to reality and empower global users to take full control of their social assets.

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CORE ADVANTAGES OF EARASTER

DECENTRALIZED SOCIAL NETWORKING AND NFT CREATION

· On Earaster, users have complete control over their social graphs and content creation. Users can tokenize their original content as NFTs and earn ongoing revenue from initial sales and subsequent transactions.
· Social relationships and content distribution are not dependent on centralized algorithms, giving users full autonomy and ensuring transparency and personalization in information flow.

CREATOR ECONOMY AND FAN INTERACTION

· Creators can not only profit from their content but also issue reward-based tasks to attract users and enhance social engagement. Interaction between creators and fans is direct, fair, and valuable, without intermediaries.
· Fans can support their favorite creators by participating in exclusive events, purchasing limited-edition NFTs, or subscribing to paid content, establishing long-term, stable income and interaction channels.

SEAMLESS INTEGRATION OF WEB2 AND WEB3

· In Web3, reliance on wallet addresses for access creates communication barriers for users, as important notifications cannot be sent to user wallets in real time.
· By integrating the enhanced Dmail network, Earaster bridges Web2 and Web3 communication, ensuring users and developers can receive timely and effective messages via wallet addresses.

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DECENTRALIZED IDENTITY AND CROSS-CHAIN INTERACTION

· Earaster supports decentralized identifier systems (DID), enabling users to migrate their identity information and social data freely across platforms.
· Through the UmbraLink cross-chain framework, users can seamlessly interact across multiple blockchains, enjoying a consistent social experience and breaking down barriers between platforms and chains.

AI-DRIVEN RECOMMENDATIONS AND CONTENT MODERATION

· Powered by the Aurora AI Engine, Earaster offers personalized recommendations and intelligent content moderation, enhancing the quality and fairness of social interactions. AI algorithms analyze user social behavior, interests, and history to deliver precise recommendations.
· Decentralized community governance ensures transparency and fairness in content moderation. AI also supports multi-language translation, eliminating language barriers and fostering seamless interaction for global users.

ON-CHAIN PRIVACY AND DATA PROTECTION

· Earaster Protocol employs end-to-end encryption and zero-knowledge proof technologies to ensure the security and privacy of all user data during storage and transmission.
· Users have complete control over the visibility of their social relationships, content data, and identity information, allowing them to engage in social interactions without revealing their data or identity.

SDK SUPPORT AND DEVELOPER ECOSYSTEM

· Earaster provides an SDK to encourage developers to build social applications, AI plugins, and decentralized content or video platforms based on the protocol.
· Developers can create innovative social applications and value-added features through smart contracts, earning rewards from development and application promotion, thereby driving the diverse development of the platform.

TECHNICAL ARCHITECTURE

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Earaster Protocols adopts a layered architecture combining on-chain and off-chain components to balance decentralization, security, scalability, and efficient interactions, providing open and efficient social infrastructure for users and developers.

EARASTER HIVE: MULTI-NODE COLLABORATIVE FRAMEWORK

Earaster Protocols utilizes a multi-node collaborative framework called Earaster Hive to efficiently manage user data and social relationships. Hive is a specially designed node software system that handles interactions between on-chain and off-chain data, delivering near real-time social experiences for end users.
Nodes within Hive interact with smart contracts using encrypted signatures to record user identities, follower relationships, and key content indexes. For dynamic data (e.g., chat logs, multimedia files), a distributed storage strategy is adopted, where nodes share and replicate data through a peer-to-peer network. This ensures that while core transactions and identities are recorded on-chain, content distribution remains efficient and traceable.
Using DAO voting mechanisms, Hive nodes can rapidly achieve consensus on newly published content, ensuring data integrity and preventing malicious tampering. Participation of nodes in consensus is determined by their reputation scores, with penalties imposed for decisions conflicting with the majority. Users do not need to rely on centralized servers to verify content authenticity or legality.

AURORA AI ENGINE: INTELLIGENT EMPOWERMENT

Based on Hive nodes, Earaster introduced the Aurora AI Engine as the core intelligent module of the protocol layer, specifically responsible for content distribution strategies, language translation, and recommendation algorithms. Aurora uses a distributed cluster training method, collecting user-authorized on-chain behavior and node log data for model iteration and performance optimization. During inference, it processes data through a sharded inference network, balancing privacy and efficiency. The Aurora model parameters are periodically stored on-chain for auditability, ensuring algorithmic transparency and avoiding discrimination or “filter bubbles” caused by opaque algorithms.
In addition to personalized recommendations and moderation, Aurora provides automatic translation for users speaking different languages, fostering a globalized social ecosystem. The translation module combines general-purpose large language models with community-contributed datasets, enabling cross-cultural interaction and collaboration.

UMBRALINK+DMAIL MODEL: CROSS-CHAIN COMPOSABILITY

To expand the reach of the social ecosystem, Earaster introduces the unique UmbraLink+Dmail cross-chain model, allowing users to configure and deploy related contracts and identity information freely across multiple public chains or Layer 2 networks. This model establishes lightweight verification gateways between different chains, enabling user identity status and social graphs to be transferable across ecosystems.

Under the UmbraLink framework, developers can build independent applications based on shared on-chain identities without recreating social relationships from scratch. The Aurora AI Engine can also read and write partial data across chain environments, identifying multi-chain activity records of the same user to provide a more comprehensive behavioral profile and recommendation service.

Additionally, the UmbraLink model integrates the enhanced Dmail messaging technology, enabling users to migrate and synchronize their social relationships and identity information across blockchains while receiving real-time notifications related to their wallet addresses, avoiding the latency issue posed by traditional methods while significantly improving the user experience.

PRACTICALITY AND ECOSYSTEM INTEGRATION

By seamlessly combining Earaster Hive, Aurora AI Engine, UmbraLink, and Dmail, Earaster Protocols establishes a comprehensive and efficient operational logic at the technical level. With UmbraLink and Dmail, users can freely move their identity information across chains and receive cross-chain social notifications in real-time. All key social relationships, user identities, and creative content are recorded on the blockchain, ensuring immutability and transparency.

The communication latency issues in traditional Web3 environments are resolved through the improved Dmail communication system, ensuring that users can maintain instant and effective information exchange when performing cross-chain operations or using multi-chain social applications.

Through the Aurora AI Engine, users can acquire personalized recommendations, multi-language translation, and on-chain data analysis, with auditable model logic avoiding the “black box” algorithm issues of traditionally centralized platforms.

UmbraLink enables users to move freely between different blockchains or layer-2 networks, expanding a single social graph into a broader decentralized application environment, thereby further enhancing the space for innovation for both users and developers.

THE OPERATIONAL LOGIC OF SOCIAL ASSETIZATION

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Earaster transforms social interactions into economically valuable social contributions. Every post, comment, share, and similar activity becomes a potential opportunity for asset appreciation. By recording user contributions through smart contracts, the protocol automatically distributes tokens or rewards based on community consensus and decentralized data sources to incentivize creators and active users.
Creators can not only publish content but also choose to mint their works as NFTs, enhancing their scarcity and tradability. Users can trade these NFTs peer-to-peer, with all transactions transparently recorded on-chain, ensuring that content becomes an asset.

DIVERSIFIED ASSETIZATION PATHWAYS

Earaster offers a variety of social assetization pathways, allowing users to choose the most suitable method based on their needs:

01 Paid Subscriptions: Creators can restrict access to specific content or services to users who hold designated NFTs or pay tokens.

02 Community Crowdfunding: Creators can launch projects, and community members can contribute based on their level of support. After the project is completed, proceeds are distributed according to pre-agreed terms.

03 Secondary Creation: Smart contracts preset royalty rules for creators, automatically allocating revenue to original creators during secondary transactions to ensure sustained incentives.

AI-POWERED SOCIAL ASSETIZATION

The Aurora AI analyzes social data to accurately recommend digital collectibles, creator communities, or crowdfunding projects of interest to users, expanding the application scenarios of social assets. Meanwhile, its translation capabilities support cross-regional communication, breaking language barriers and enhancing the global circulation of works.
With the distributed processing power of Hive nodes and the UmbraLink framework, Earaster supports the movement of assets across multiple blockchain ecosystems, further enhancing the cross-platform liquidity and composability of social assets.
Earaster transforms social behaviors into tradable assets, breaking the centralized barriers of traditional platforms and establishing a decentralized ecosystem for creation, trading, and value appreciation. In this ecosystem, social behavior of every user can accumulate value through smart contracts, driving the marketization of social assets and ultimately realizing the innovative model of “Socializing as Assets”.

TOKENOMICS

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Earaster takes into account the needs of users, developers, and ecosystem partners, striving to encourage innovation and contributions while ensuring fairness and sustainability. The token mechanism of Earaster deeply binds the platform growth to community participation, enabling all stakeholders to benefit from the network value growth. At the same time, the design minimizes risks such as inflation, short-term speculation, or economic imbalance.

TOTAL SUPPLY AND BASIC INFORMATION

Token Name: EAAT (Earaster Token)
Total Supply: 3 billion tokens (minted once with a capped supply, no additional issuance)

Ecosystem and Community Rewards (35%):
Used for creator incentives, user contribution rewards, and content assetization support.

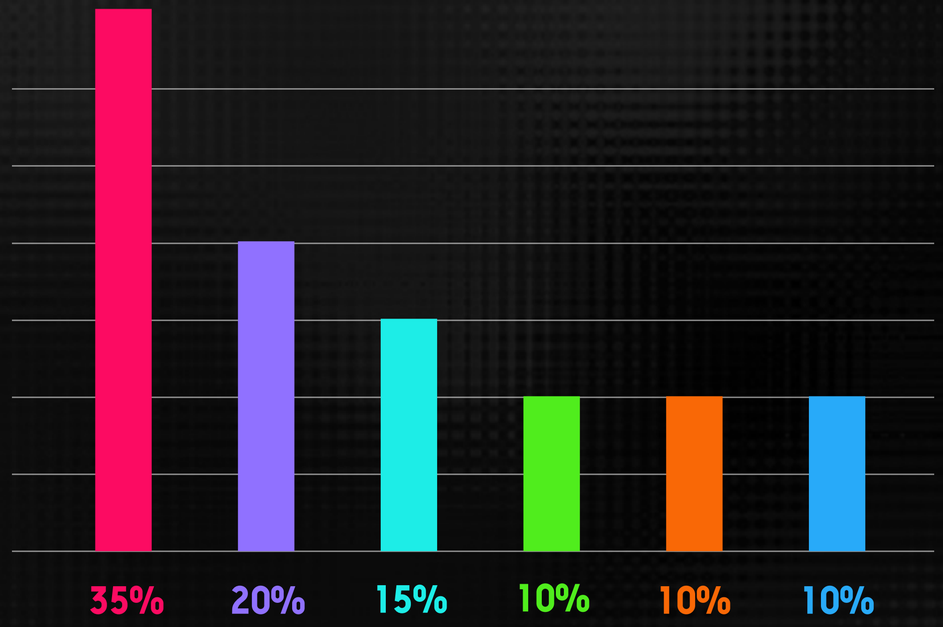
Development and Operations (20%): For team operations, technical research and development, and ecosystem construction to support the long-term growth of the protocol.

Early Investors (15%):
Allocated to strategic investors supporting the protocol development, with a one-year lock-up period.

Governance and DAO Reserves (10%):
Used for ecosystem funds and community governance.

Team and Advisors (10%):
Ensures long-term incentives for core contributors, with a two-year lock-up period followed by gradual release.

Initial Coin Offering(10%)
Provides early participation opportunities for community enthusiasts and general users.



BUYBACK AND DEFLATION MECHANISM

To ensure the long-term value of EAAT and the stability of the ecosystem, a “Buyback + Deflation” model is incorporated into the mechanism design.

SOURCES OF BUYBACKS	A portion of platform revenue (e.g., NFT transaction fees, AI value-added service fees) will be used for buybacks on the secondary market.	Community activities and ecosystem profits, if generating surplus earnings, can also be allocated for buybacks through DAO resolutions.

After buybacks, 50% of the EAAT tokens will be directly burned to reduce market circulation. The remaining 50% will go into the ecosystem fund, to be reallocated for developer subsidies or major protocol upgrades. The DAO community can propose strategies for buybacks, driving the platform and users toward a sustainable future.

PARTNERS AND SUPPORTERS

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EUROPEAN
BLOCKCHAIN
ASSOCIATION


brave


polygon


coinbase
Ventures


SOLANA


PyTorch


TensorFlow


ARBITRUM


ethereum

PHASED DEVELOPMENT PLAN

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To better implement the features and ecosystem described above, Earaster will focus on the following goals during different stages of development:

Early Stage:

Complete the foundational infrastructure and deploy on-chain smart contracts.
Launch the decentralized identifier system (DID).
Establish an early developer ecosystem and incentivize initial users.

Mid-Stage:

Launch the SocialFi economic system and test tipping and NFT trading features.
Roll out AI-powered personalized recommendation functionalities.
Promote DAO governance mechanisms and establish a community co-governance model.

Growth Stage:

Expand to the global market, attracting 10 million+ users.
Build a decentralized social ecosystem supporting third-party application integration.
Become the core protocol for global Web3 social networking.

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CONCLUSION

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Social media has reached a critical point of transformation. In the past, centralized giants controlled everything, even turning our time and attention into resources for unlimited exploitation. Earaster initiates a movement toward social assetization.
This is not about chasing short-term FOMO. We are building a long-term, co-growth, and ecosystem-driven Web3 social universe, not a capital-driven platform. Every user can truly own their data, social relationships, and earnings, creating a new social order together.

Creators can monetize their content, ordinary users can contribute data value, developers can freely assemble social scenarios, and AI can make communication smarter and more efficient. This is a new paradigm of “Socializing as Assets”. In the future, every conversation and every piece of information can be recognized as a digital asset with its own value flow path. This is the new logic Earaster brings to the Web3 era of social networking.
We are not chasing traffic; we are creating ownership of traffic.
We are not building a single platform; we are constructing an open ecosystem for everyone to participate in.
We are not challenging Web2 giants; we are redefining the essence of social networks.
This is just the beginning. We aim to occupy a unique position in the new era of social networking and sincerely invite everyone interested in decentralization and social assetization to join this revolutionary journey. Together, let us step out of the shadow of traditional social platforms and embrace the social era that belongs to Web3.

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THANKS