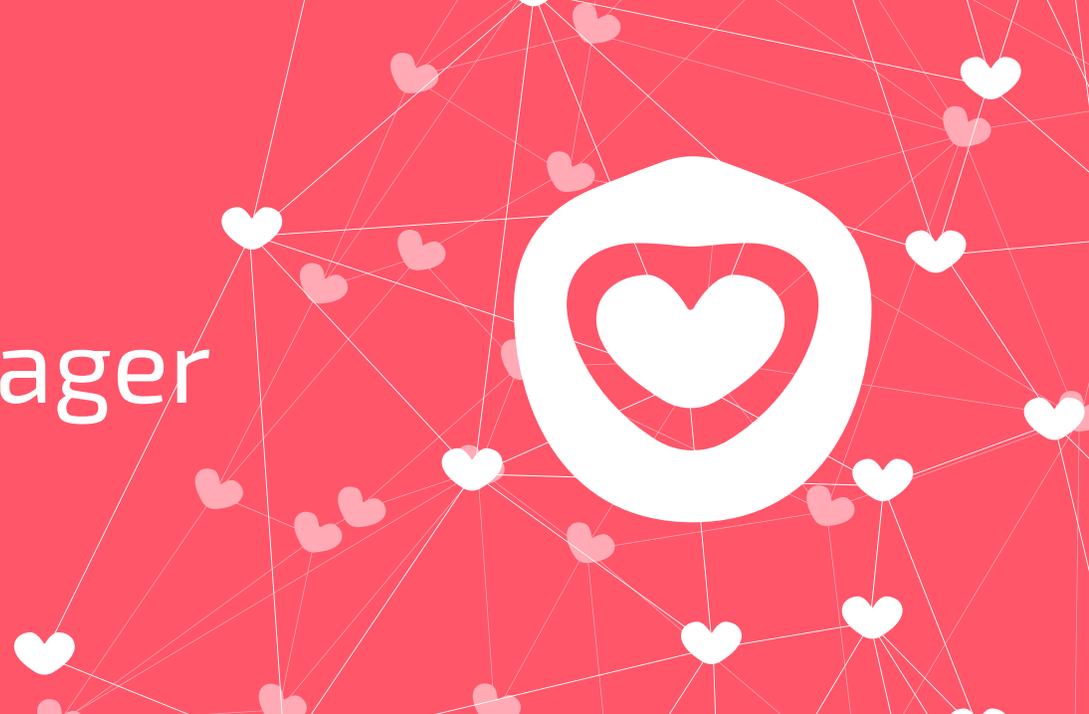




# Three Pager

January 2018



## Vision

We believe that the foundation of any relationship is trust. Therefore it is extremely important to preserve this trust in every way possible and across all channels of interaction.

We increasingly live in a world where all of the relationships we enter into are not only maintained online (through social media, instant messaging and other established communication, interaction or entertainment platforms) but they are very much initiated online. In this context, where we shift past relationship maintenance to relationship initiation, the demands on the platforms we use, shift. While types of relationships are far reaching and thus require uniquely tailored approaches to best manage them, the trust principal is always elemental. At Hicky we have decided to focus on the most fundamental of relationships: romantic.



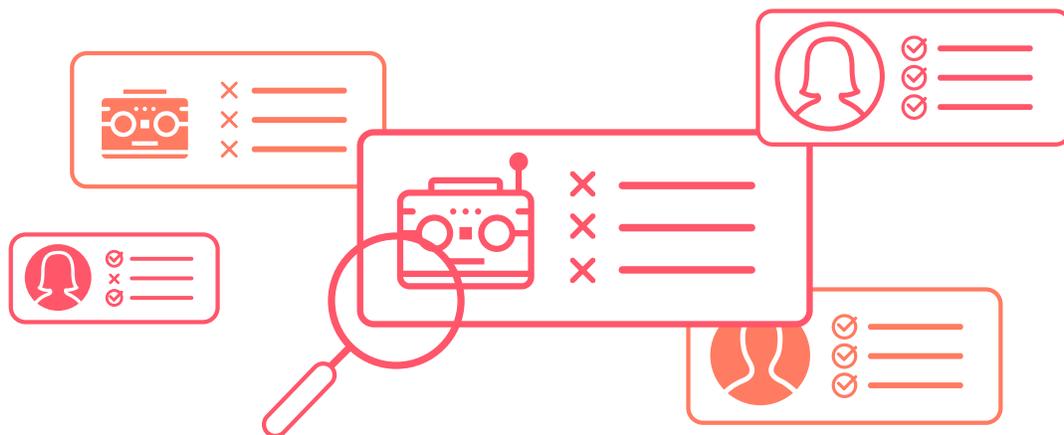


# Problem

Legacy dating apps, while providing benefits in several areas, still face a major problem pertaining to an incentive mismatch. On the one hand the platform owner aims to monetise users through engagement, retention and (directly or indirectly) selling of data. In diametric opposition meanwhile, users aim to find a desired partner and move from away from the platform as quickly as possible. Furthermore, legacy platforms suffer from a lack of privacy, a mismatch between users (with some not finding any matches and others having too many matches to handle), and a general lack of trust regarding the validity of information presented by users.

The issue of privacy is inherent to centralised systems. Information silos are by design prone to hacks as they present a single point of failure. While the platform requires as much information as possible in order to optimise the matching of participants (more data points leads to higher probabilities of generating qualified matches) users also expose more information based on the trust that they will get better results. As the 2015 Ashley Madison hack has shown, the consequences of hacks can be disastrous.

Furthermore, the issues of spam (zero cost for messaging) and bots/ fake profiles (identity verification) are profound in legacy dating apps.





## Solution

Hicky leverages the blockchain technology in order to create a network with an underlying token economy, incentivising individual users to “do good”.

Privacy of user information and data is secure through the use of a decentralised database (initially BigChainDB and in the future Swarm Protocol) where all user data is secured through encryption. For messaging also, a decentralised approach will be taken using the Whisper Protocol. While messages will not only be private, users will also pay microtransactions for the interactions, thus limiting spam.

Verification will work through two factors building a biometric identification process combining both voice and face scan as well as matching. This effectively prevents the use of bots while simultaneously creating a network of trusted participants.

The overarching verification and governance body referred to as the Decentralised Autonomous Dating mechanism (in short DAD) uses the underlying token economy powered by the Hicky token (HKY) to create a system which encourages good behaviour.

*“Hicky will change the way online dating works!”*

find out more at:

 Website [www.hicky.io](http://www.hicky.io)

 Telegram [www.t.me/getpicky](https://www.t.me/getpicky)

