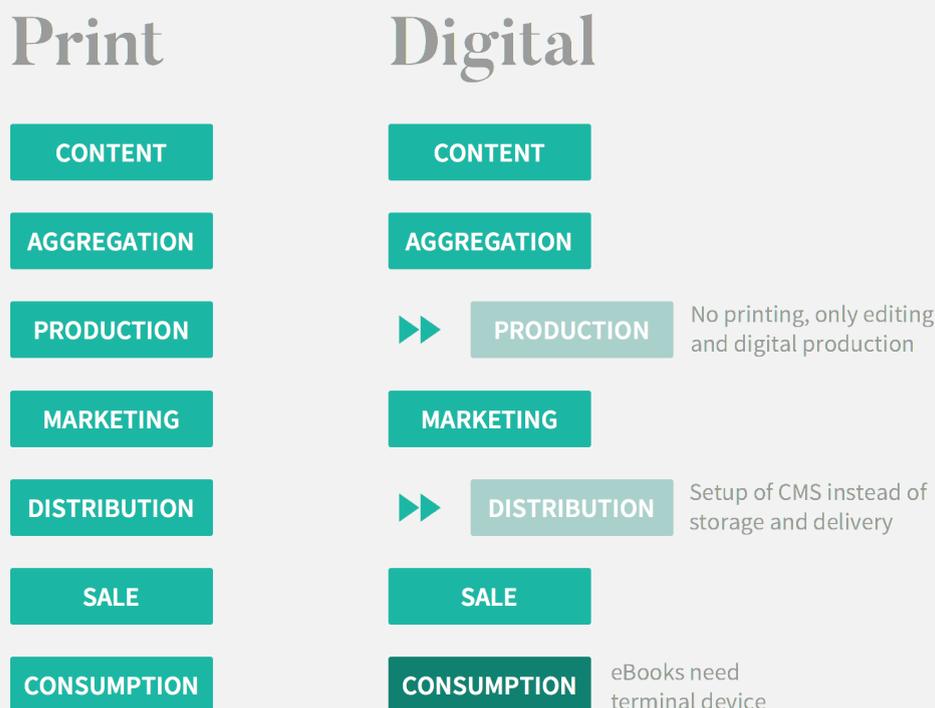# Scriptarnica

WHITEPAPER

A decentralized platform for reading, writing, publishing, selling and buying e-books.

Welcome

Scriptarnica is the very First Blockchain Based E-Book Platform. It envisions a simplified publishing process, which helps all stakeholders in the process - writers, publishing agencies and readers. This approach gives writers the option to select who they need out of all the middlemen in the publishing process, enables fast and cheap microtransactions that allow you to pay as you read and only for the content you need, and rewards all platform contributors.

Problem Space

Publishing process

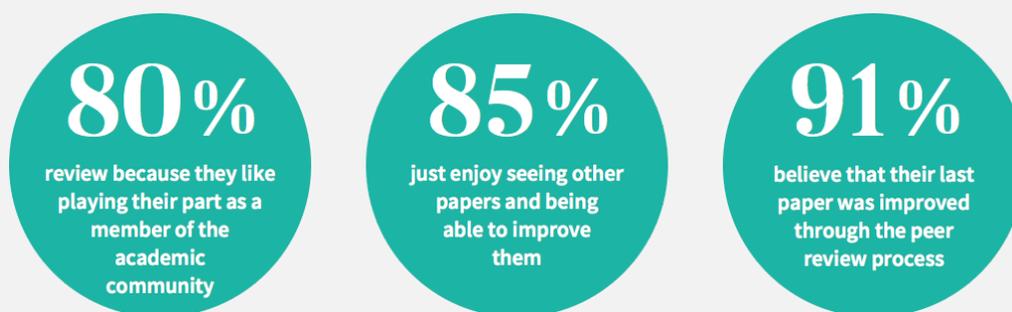| Print	Digital	
CONTENT	CONTENT	
AGGREGATION	AGGREGATION	
PRODUCTION	▶▶ PRODUCTION	No printing, only editing and digital production
MARKETING	MARKETING	
DISTRIBUTION	▶▶ DISTRIBUTION	Setup of CMS instead of storage and delivery
SALE	SALE	
CONSUMPTION	CONSUMPTION	eBooks need terminal device

Some of the main reasons why significant changes are still necessary in this industry in order to improve the publishing process and help both writers and publishing agencies are the following:

- Royalties being paid out quarterly or twice a year
- Minimum number of copies needed to be sold before writer starts earning royalties
- Existence of restrictive clauses in the contract
- High marketing costs publishers have to cover in order to get the attention of general public

Although self-publishing might seem as a better choice for authors given all the freedom and control they potentially have, not to mention that the whole profit is for them, authors are still choosing traditional ways with a lot of people in the middle since it is far less risky. The most important reasons why authors are giving up on their freedom and control over their work are is the lack of money and expertise in marketing and promotion.

The same issues persist in the academic publishing market as well - there is a significant difference between an individual's contribution and their reward. This is proven just by looking at who the peer reviewers are and what they get for their valuable contributions - experts who volunteer their time to help improve the manuscripts, without any compensation.

80%
review because they like playing their part as a member of the academic community

85%
just enjoy seeing other papers and being able to improve them

91%
believe that their last paper was improved through the peer review process

This is an unfair situation for several reasons: the current cost structure is too high due to various middlemen, decision-making power over what will be published is centralized, and contributors are not rewarded appropriately for their work.

Research-driven reading is expensive - Readers pay for the entire book

With the current system, readers are obliged to pay for an entire book of which they are going to read just a couple of relevant pages or chapters. But, imagine university students who need to find proper information for their theses, or other researchers or scientists - it wastes their time and money to get the information that is invaluable for their research.

Writers wait for long periods of time to get their income

Currently, writers need to finish the entire book before selling it, which means that they have to finance themselves during that time. If writers have an agent, the publisher will pay royalties to him, and he will, of course, take the percentage agreed in the contract (usually 15-20%) and then pay the writer.

The more middlemen there are, the less money writers earn from their books. On top of that, once they publish the book, they have to wait even longer before starting to earn substantial income from it. The whole system is not really fair towards writers.

Readers want to contribute to the quality of the book & read it before it's done

Involving readers in the writing process and asking for their feedback and contribution would greatly affect the quality of any book, and help writers to involve them in the ways they need (for example, to give actionable feedback as a loyal fanbase, to recommend a book, do proofreading, translate it to another language, etc).

Solution Space

About Scriptarnica

The platform enables Writers to:
- Make the book available everywhere;
- Publish their work and earn from it immediately - lean writing; Get feedback from the readers and engage with them during the writing process;
- Avoid extra costs (i.e. delivery costs) and exclusive rights limitations;
- Get the highest royalties;
- Simplify the publishing process, without numerous middlemen;
- Get concrete and actionable book analytics.

And it enables Readers to:
- Pay only for the content they really need;
- Facilitate research driven reading;
- Influence the content while it's being written, earn from their contributions (as a book reviewer, translator, designer, marketer, or book holder) and read a book before it's done.

Why Blockchain?

- Enables fast and cheap microtransactions
- Eliminates middlemen
- Enables appropriate rewards for all platform contributors
- Facilitates stronger bond between writers and readers
- Incentivizes the creation of quality content
- Enables active and mutually rewarding collaboration between writers and readers

Our Users

Readers

Whether you are looking for a book to read in your free time or you need a valuable piece of information for your thesis or research, Scriptarnica is designed to fulfill all your needs. The platform allows you to pay as you go only for the content that you want to read. That means you can buy only a page, a chapter or the whole book.

When a book is published on the platform, everyone can see its description, author info, reviews, ranking and pricing method. If a reader chooses to buy the whole book, Smart Contract will be triggered and tokens will be transferred from the reader to the writer. The reader will have full access to the book, which will be stored on IPFS and will be accessible in offline mode. However, if the reader prefers reading chapter by chapter or page by page, he will be able to scroll through a table of contents to find the desired chapter or page and jump right into it. Every time an event is triggered, the reader will get a notification to confirm the transaction, or he can select the autopilot reading feature for seamless reading without interruptions. In both cases, readers will have a visual check-up of how much they are spending.

Writers

Scriptarnica is going to completely change the book-writing experience. Its decentralized platform is designed to give deserved credit back to content creators instead of the middlemen. Writers will be able to create content on the Scriptarnica platform free of charge and choose to publish it part by part (chapter by chapter) or as a whole book for a small fee. They will be able to receive instant payments as somebody buys parts of or the whole book. Publishing content to the network is done by forming a Smart Contract with the following information:

1. Book info
2. Book price
3. Single character price - serves to calculate a price per each paragraph / page element (e.g. pictures, graphs) / page / chapter
4. Price for "work-in-progress"

Scriptarnica will also enable writers to get complete and actionable book analytics. With this kind of valuable feedback, authors will be able to improve their content significantly and build their reputations and communities around it.

Reviewers and contributors

The reviewer role can be taken either by another writer or a book reader. The newly published books need to be reviewed and are going directly to the "Coming Soon / Publishing" queue, so first readers can provide their feedback and list a book as visible on the platform if they find it satisfying. Also, the writer can ask specific writers or other network participants to review the book he wrote before publishing. However, reviewing is not the only way in which you can help the network to operate. There is also a place for translators, designers, and marketers to contribute. Beside this, as Scriptarnica is going to be built using IPFS, a distributed file system that seeks to connect all computing devices with the same system of files, one can also become a book holder and earn tokens from basically being a content provider.

Publishers

Scriptarnica tends to replicate, in an optimized and decentralized way, the employee structure that exists in-house in publishing agencies. We want publishers on the network as equal participants, with access to practically unlimited resources of network collaborators around each of the writers on the network. This will lower their operating costs, make shifts and pivots in book development easy to implement in order to truly focus on the book quality, and allow them to create a more inclusive and personal connection with aforementioned readers who want content delivered to them immediately, thus vastly expanding up-sell and cross-sell possibilities which is completely in line with the needs voices by readers themselves. Furthermore, the new data sets that will become available showcasing in extreme detail the reader behaviour will be invaluable to publishers. Scriptarnica will improve almost all aspects of book publishing for publishers, as it does for writers, readers and other collaborators.

Use Cases

Lean writing

Writers will be able to publish piece by piece of their content as they write, gather actionable feedback, and earn from their work immediately. Also, by releasing a book while it is still in the process of writing, writers will be able to create a truly loyal and involved community around themselves and their work.

Read and pay as you go - research driven reading

This means buying a paragraph, page, chapter or a whole book, thanks to cheap and fast microtransactions. In order to do that, we need to ensure that the cost of the transaction

is much less than the cost of a single paragraph. The main KPIs would be to achieve 1,000 transactions per second and a cost $0.00001 per transaction.

Censorship–resistant network

Scriptarnica is creating a network in which all participants are on equal footing. However, although there are no official rules for participating in Scriptarnica, we are going to create a set of desirable guidelines for contributors. The general purpose of these guidelines is to make everybody's experience better and help ensure faster adaptation for those who are new to the network.

Token Economy

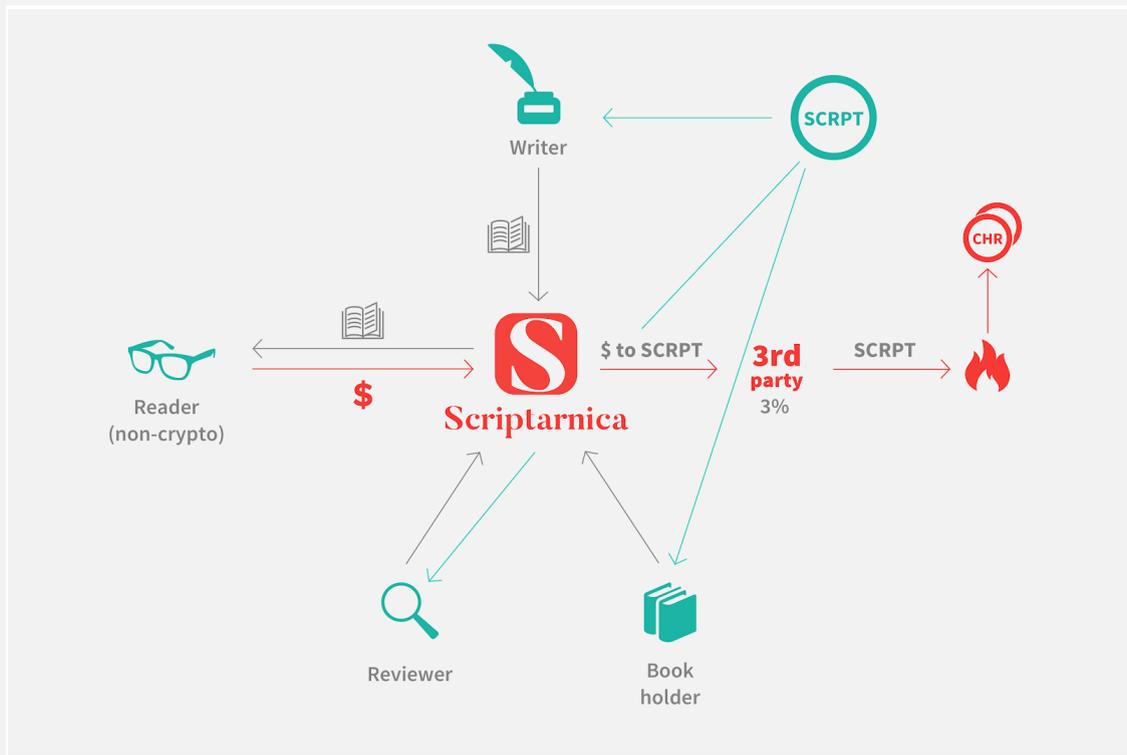## Script Token (SCRPT)

The SCRPT token is the currency of Scriptarnica, and it enable an exchange of e-books for tokens in the cheapest way possible. Writers use SCRPT tokens to pay a small fee for publishing books, and after the book is online they can earn SCRPT tokens through the engagement generated by the book. The fee for publishing will go into the pool, which will be used to pay reviewers and other network contributors.

Readers use SCRPT to buy parts of or whole books. When a reader buys a book, only a small fee is deducted from this transaction and goes to the platform, whereas the majority goes to the writer. Reviewers earn SCRPT for reviewing books. For every book approved, honest feedback or any other form of worthwhile and actionable contribution, they will be rewarded with SCRPT tokens.

Character token (CHR)

In order to get people closer to Scriptarnica and make it easier for everybody to use platform's services, Scriptarnica will also have Character (CHR) tokens in addition to Script (SCRPT) tokens. The main purpose of CHR token is to enable book lovers that don't use cryptocurrencies to use the network, and to ensure that the book price will be kept stable by utilizing the Burn-Mint Equilibrium. For further details about Scriptarnica tokenomics, please refer to the [full whitepaper here](). Because of this, non-crypto readers will be able to participate on the network using FIAT (traditional currency), and the book price will remain stable over time on order to ensure proper value distribution for collaborators. The most important thing is that the process of getting a book should be reliable while being as simple as possible - and Scriptarnica is going to provide that simplicity to all network participants.

Pricing

Pricing method is fairly self-explanatory and is based on the number of paid characters in the book. Book's price divided by the number of paid characters gives us the price per character. The price of a chapter equals the character price multiplied by the number of characters in that chapter. The same process is repeated when we need the price of a paragraph – the price of a character multiplied by the number of characters in that paragraph. An image or a graphs costs as an average paragraph in that book.

Conclusion

Scriptarnica is reinventing the current publishing flow, giving the deserved credit back to content creators while further incentivizing publishers, readers and other book collaborators to create the best product possible and be rewarded for it. This approach makes the publishing process a lot faster, fairer and more quality-based. The platform combines decentralization and incentivization in order to make a network where no single entity has the power to take the majority of the cake, and where everybody is adequately rewarded for their work.