Hello Crypto, Meet Clover.

The first mainstream mobile application for cryptocurrency
“Our mission is to inspire the mainstream adoption of blockchain technology through a democratic, decentralized mobile application. In taking consumer data and personal information out of the hands of third parties, Clover aims to recover the digital independence of millions across the world.”
OVERVIEW

In 2017, consumer attention generated over half a trillion dollars in advertising revenue for major corporations like Google, Facebook, and Twitter. Every time we click, swipe, scroll or navigate the online world, third parties are capitalizing off our interactions.

As we move forward into the digital world, these same companies are becoming more and more powerful. With every new amount of data or information consumers provide, the value of our digital fingerprint on the world increases. Our online behaviors are an asset, and consumers should be compensated.

The introduction of blockchain technology and cryptocurrency has created a new opportunity for humans to take data back into their own hands. While there are many obstacles still in front of us to achieve this vision, we believe building a consumer-facing, mobile application can bridge the gap between innovation and mainstream adoption.
THE CURRENT STATE OF THE INTERNET

Founded in 1998, Google was created at time when the internet needed organization. With compounding data, humans needed a structured way to find where needed information was located. This gave a great opportunity for third-party platforms and companies to be the trusted source for searching.

As the industry grows, so does the amount of money digital advertisers are willing to pay. In creating a bridge between the information consumers want and the those who can provide it, search engines have become an unavoidable intermediary of online content.
THE CLOVER STATE OF THE INTERNET

As the internet continues to evolve, understanding what information we are looking for has become more important than where the information is located. While HTTPS is a great tool for organizing websites, innovations of new protocols like IPFS allows a content-first method of discovery.

As we continue to harness the power of blockchain technology and the IPFS protocol, our ability to create a truly decentralized, quality-driven internet can be imagined. With this, consumers are able to capitalize on their digital fingerprint without having to go through previous portals of information.
CLOVER ARCHITECTURE

The Clover mobile application helps consumers discover and share the most popular items, articles and media from all over the internet. While traditional internet browsing organizes and distributes information through HTTPS, Clover will utilize IPFS, a peer-to-peer hypermedia protocol, to make finding content a truly democratic, decentralized system.

HTTPS

IPFS

Through a content-focused system, information is able to get to the user in a faster, safer, and more open manner.

Centralized
Server-to-Peer
Location Based

Decentralized
Peer-to-Peer
Content Based
CLOVER PLATFORM

Clover is divided into three sections that connect consumers, companies, and content.

CLOVER APP
A mobile application focused on helping consumers discover and share content.

CLOVER STREET
When consumers want to sell their Clover Coins to companies, they go to Clover Street.

CLOVER CONSOLE
To submit and promote content, the Clover Console provides publishing and analytics tools.

All data and information within the Clover Platform is stored privately inside Clover Coins held by its users. Companies must purchase these coins if they wish to market or advertise their content.
Clover App

A mobile application focused on helping consumers discover and share content.
CLOVER APP

Clover, the official currency of Clover Street, is divided into Clover Coins. These coins are used to properly reward and incentivize those who help strengthen the network. Each time a user, content creator, or host node interacts with the mobile app, they are rewarded with Clover. There are three main ways to earn Clover Coins.

**Users // Swipe**

Each time a user swiper content, they will earn Clover. The amount of this reward is based on individual activity and trustworthy levels on the app.

**Creators // Share**

Each time a user shares content, they will earn Clover. The amount of this reward is based on the popularity and value of their content.

**Hosts // Serve**

Each time a node serves content, they will earn Clover. The amount of this reward is based on the file size and speed of transfer to users.
Clover Console

To submit and promote content, the Clover Console provides publishing and analytics.
CLOVER CONSOLE

The Clover Console is a backend content management dashboard to publish and promote marketing campaigns. For a company to promote their content, they must use Clover Coins.

Once a company purchases a coin from a user, all the data and interactions of that user will be revealed. This information can be used to promote and publish more relevant campaigns in the future.
Clover Street

A decentralized exchange where users can trade their Clover for cash.
CLOVER STREET

All personal and user information is stored in the Clover Coins they earn. If a user wants their interactions to stay truly secure and anonymous, they simply hold onto their coins. However, if they wish share this information, the can sell their coins on Clover Street.

User receives cash from company.

User send coins with their data to companies.

Company sends cash to user.

Company receives data and information.

When a user wants to sell their coins to a company, they go to Clover Street. Clover Street is a crypto exchange where data and information is transferred from user to company for fiat or other currencies.