BLOCKLOG.xyz + MORF : THE ICO

13/02/2017

Open now your first **PERSONAL**, **AUTONOMOUS**, **INDEPENDENT**, **DECENTRALIZED BLOCKLOG Blog**, and make your first step with *Ethereum* into the future of **Decentralized Personal Social Blogging**!

BLOCKLOG defines a very simple and *Universal Standard* for publishing and collecting and sharing informations upon the *Ethereum Platform*.

BLOCKLOG isn't science-fiction nor a future project, it is already a reality. The Decentralized world we were waiting for is here!

As opposed to big incoming projects willing to take the place of facebook with a decentralized environment, **BLOCKLOG** follows the philosophy of an open world, where actually there isn't any real blogging platform, nor any real social network: **Ethereum is the Blogging Platform**, **Ethereum is the Social Network**. This critical phylosophy assumes Ethereum to be an OPEN DATA platform, and as well an OPEN DAPPS platform, where instead of a moltitude of Dapps competing to each others we build a system more similar to a Unique-Multi-Dapp.

BLOCKLOG transforms Ethereum into an OPEN CLOUD OF INDEPENDENT BLOGS

BLOCKLOG is already up and running. You can use http://toth.blocklog.xyz in order to create your personal Blog.

THE BUSINESS MODEL BEHIND THE ICO

The basic idea is that this resulting Cloud Of Blogs is a transparent Data Base (BLOCKLOG), and with the right templating functions (MORF) we can associate to each component a specific appareance/style.

The division between data (BLOCKLOG) and appareance (MORF) is the subject of the project.

Once we have a growing cloud of **Ethereum Entities** we can recognize as Blogs and Blog-posts, we can start building a NEW FACE for this new world.

The plan is to allow all blogs to have a "**skin**": a **TOTAL TEMPLATING MACHINE,** called **MORF,** will allow graphics designers to **create and sell templates**. Blog owners will be able to **apply the template with one click**, it will be easier than **Wordpress**, and things will be completely autonomous.

BLOCKLOG introduces a *Universal Standard* where Blogs and Blog-Posts (dapps and wallets as well!) are the same kind of **Ethereum Entity** (they must have a recognizable owner: *address public owner;*).

Thanks to this standard, there won't be any difference between assigning a template to a blog or assigning a template to a single post. The market of templates will grow at an unprecedented rate, the competition will lower the prices, and we will end up spending 10/20 cents each time we make **an important post**, buying each time a new wonderful template.

Since it is an independent cloud, thanks to advertising (paying YOU and not big corporates) you will end up earning more than you spend posting, and we will assist to the real ultimate explosion of the decentralized cloud of blogs, driven by the market of graphic appareance.

"According to MORF TOTAL TEMPLATING phylosophy (based on BLOCKLOG and ALPHALAYER Universal Standard), to own a blog, a social account, or a web site, will be the same thing. All of them will be the same Universal Standard Container: with the right template your informations will show up like a datasheet, or a simple page, or a basic standard post, or a group of friends, or a list of favourite entities, or an interactive 3D world! It is a new internet!"

We come from the old internet world with old ideas. **It is time to forget everything we know and restart from zero**.

BLOCKLOG sets the rules for a new open world. We never experienced a real OPEN world. No one can really say what will happen. There will be a lot of competition in order to transform the **Open Cloud of Blogs** into "this or that" social network, but actually all those actors will be co-working in the creation of the internet of the future. That future is now.

Buy some **MORF**coin and prepare for the market that is going to "template the new internet". If you know services like Themeforest, you can imagine how much money will be moved once all the decentralized internet will be standardly templated. All templates will be bought/sold with **MORF**s (**MORF**coins)

ENTITY BASED BLOGGING - A NEW HORIZONT

BLOCKLOG exploits **AlphaLayer**, an open public contract used as central referring metadata-base by anyone willing to build dapps. **AlphaLayer** is an *Ethereum Augmenting Contract*, used in order to augment any wallet or any dapp whose owner is known.

In few words, AlphaLayer establishes the standard for a basic Ethereum Entity (*address public owner;* just be sure a contract contains that variable and the owner will be able to augment it using AlphaLayer). Thanks to AlphaLayer you can give a name to a wallet or to a specific eth address, or add a logo to a dapp etc. etc.

BLOCKLOG follows the principle, and all blogs are recognized as **Ethereum Entities**. Actually **also posts** are recognized as such **and wallets as well** (since they have an implicit owner with the password).

In an **Entity Based Blogging System** things are a bit different than you expect.

Example:

> 1.You own a blog (that is an Ethereum Entity) where you add posts on a daily basis.
>
> 2.You developed a new Dapp or a special smart contract.
>
> 3.You know your contract will last forever, so you decide to Augment it using AlphaLayer, adding a name, a description, a logo, an advertising banner and more. Now forever anyone finding your address will find also

some related informations via AlphaLayer. AlphaLayer is open and all dapps should push there all public metadatas, so they can all share them with each others!

4.Now you want to make a nice post on your blog, introducing your new Dapp to the world. In a normal blog you just make a post talking about your new dapp. In Entity Based Blogging you have two options:

A – you generate an empty post (it is an ethereum entity) and you augment it with AlphaLayer describing the Dapp and linking the Entity-Post to your Dapp (like you would do on Twitter)

B – you DIRECTLY post your Dapp address (it is an Ethereum Entity! You already augmented it on AlphaLayer, you don't need to write further descriptions!)

5.People using the universal standard (reading) will detect the address contained in your log, and the reader will visit AlphaLayer and render on the screen the Augmented Name, the Description, the advertising banner and more (later also the full Dapp can be embedded) and all will be automatic.

Example 2:

1.You want to collect donations and you prepare a new empty wallet.

2.Now you go to AlphaLayer and you just Augment your wallet with a description like: "this is my wallet for donations".

3.You directly post your wallet address (it is a postable Ethereum Entity), and people will see the description, pulled in real time from the central AlphaLayer open db. No need to write more.

This approach is so open and powerfull that is going to change the way we do things. At some point, with the right TEMPLATING strategy, you will be able to post a SLOT MACHINE (another Ethereum Entity!) directly in your blog (just another example...), and see it shared by millions people playing it in real time inside a social stream of posts, without leaving your blog.

The business of the future? Building shareable Ethereum Entities going viral all around the Cloud of Blogs.

Resuming: in Twitter you create posts, in BLOCKLOG (or any system based on BLOCKLOG standard) you directly post Ethereum Entities (actually you can do both, if the Ethereum entity you are posting is a simple post, so you are just "posting an entity-post").

This is an open world, there aren't rules. There are going to be tons of dapps purposely built in order to serve the **Ethereum Cloud of Blogs**, and to exploit the traffic and the money that is going to produce.

No one can control the independent cloud!

The plan **BEHIND** BlockLog is to give a skin to all this and to make it modular. What's **IN FRONT** of BlockLog is something bigger, and it is going to be disclosed by the developers of the world step by step, and it is going to grow, since nothing can be deleted, and access is free.

Are you a developer? Whay don't you take the cloud of blogs and try to transform it into a real social network? Why not a huge market for vegetables? Why not a hyper-platform for sharing or crowdfunding? lit's a growing cloud of people each one with his own autonomous base. And it's open!

MORF Token Specifics:

ERC 20 Token + HyperCoin extension

ICO starts 14/3/2017 and lasts 120.000 Ethereum Blocks (around 20 days)

A maximum cap of 300k EUR is established from the beginning of the ICO.

There will be a maximum amount of 30.000.000 coins.

Accepted : ETH

The cost of a single coin (in ETH) will be calculated at the beginning of the ICO.

Bonus +10% if you buy during the first 18.000 blocks

Unsold coins are burnt.

Massimo Fontana can decide to delete the ICO in case a sufficient amount of money isn't raised.

In case of ICO DELETED, you will be able to withdraw your fundings in real time directly from the coin contract. There is no time limit, you can withdraw after 1

minute or after 100 years. Only the owner of the specific fundings can act on them

So far all AlphaLayer and BlockLog work has been funded by Massimo Fontana and offered for free to the community. The developer (Massimo Fontana) will keep an amount of coins equal to 20% of the coins sold (according to the ICO smart-contract). Those can be used in the future for further fundings and will ensure the long term involvement of the creator. 10% will be released instantly, for a possible second ICO round. The remaining 10% will be released by the smart contract month by month in the next 2 years.

During the ICO, you can invest only max 100 ETH at a time, this will give to all players the needed time to invest a bit.

Money collected during the ICO are going to be used for:

1. Developement of the **MORF TOTAL TEMPLATING MACHINE**.

2. Make dapps postable and interactive in the feed stream.

3. Going mobile.

4. Create and expose a node.

5. Connect to Swarm.

6. Move part of the data to contract logs (becomes cheaper!).

7. Ensure a Unique Permanent Name System for the cloud of blogs.

8. Build an open directory.

9. Adding modular services to the shared feed streams.

10. Building a simple ADV system.

Templating , Advertising and Names (and everything else…) will be ruled by **MORF**coin.

Join this cultural/instrumental transformation, grab a bunch of **MOR**Fs before it goes global!

BOUNTY

In order to buy, **people must have an Invitation (referral) Code.**

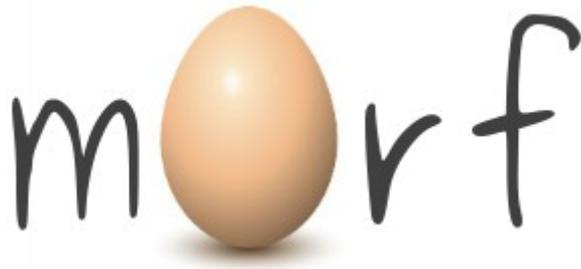If you want to buy coins during the ICO you will have to look for a referral code.

Find yours in one click using these 3 hashtags together in Twitter Search :

#ICO #BLOCKLOG #ethereum

Referrals will earn 4% of the the amount of coins bought by the referred buyer.

(earn 1% more from second level Referrals)

Want to be a referral and earn 4% + 1% ? Register at Blocklog.xyz

The Ethereum Computer is now a working Open Cloud Of Blogs

waiting for its ultimate MORF TOTAL TEMPLATING MACHINE.

Welcome to BLOCKLOG + MORF ICO !

[*...create simple things and they will survive.*]

Massimo Fontana a.k.a. MaxxFlyer