



The Digital Reputation Problem

Reviews, Feedback and Ratings are broken.

Reputation is everything, even in the Digital World. It is how we assess who to trust, introduces us to new opportunities, and is the single most valuable commodity - personally and professionally.

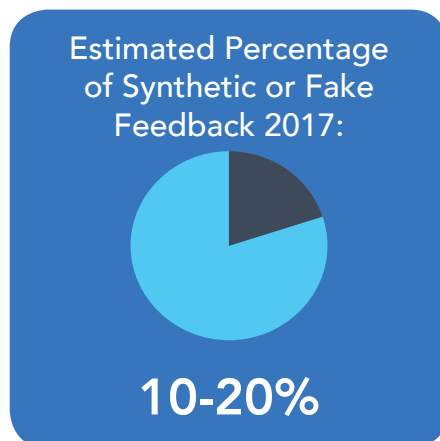
In 2017, Global E-Commerce Sales reached **\$2,209 Billion** and are growing at over **23%** each year.

Global E-Commerce Sales 2017:



\$2,209 Billion

But the commonly used systems & algorithms for informing **Digital Reputation** have failed. **10-20%** of online feedback is synthetic.



The trend is escalating to a crisis point: according to ReviewMeta, the majority of new reviews in 2017 on Amazon.com were "unnatural".

Estimated Revenue Impacted by Synthetic Reviews 2017:



\$320.6 Billion

70% of consumers rely on reviews before purchasing which means over **\$320.6 Billion** in sales influenced by 'crowdturfing', fake reviews, and paid for feedback. **That is 14.5% of all E-Commerce Revenue and is on track to be over \$390 Billion in 2018.**

How do you solve the problem of Digital Reputation in an age of misinformation?

The Tru Reputation Protocol

Proof Of Reputation

The **Tru Reputation Protocol** provides the solution to the *Problem of Reputation* by creating a **Proof of Reputation** platform called the **Tru Reputation Network**.

By leveraging a revolutionary patent-pending algorithm and technology platform based in the *Ethereum blockchain* and the *Interplanetary File System (IPFS)*, the **Tru Reputation Protocol** moves away from score based or long-form text reviews, to a system of **Semantic Terms**.

Participants in a transaction select Semantic Terms such as '**Fast**', '**Rude**', or '**Late**'. The reviews are then committed to the Ethereum blockchain and all parties involved are rewarded with **Tru Reputation Tokens**. These tokens are required by those who want to query the **Tru Reputation Network**. Reviewers get paid; Platforms using those reviews pay for access.

Clear	Done
Inflexible	<input type="radio"/>
Late	<input type="radio"/>
Loud	<input type="radio"/>
Organized	<input type="radio"/>
Polite	<input type="radio"/>
Precise	<input type="radio"/>
Professional	<input checked="" type="radio"/>
Punctual	<input type="radio"/>
Quiet	<input type="radio"/>
Reliable	<input type="radio"/>
Rude	<input type="radio"/>
Slow	<input type="radio"/>
Sympathetic	<input type="radio"/>
Thorough	<input checked="" type="radio"/>

For the first time, your Reputation has a value and you are rewarded for providing feedback.

The **Tru Reputation Protocol** is platform agnostic- your Reputation can persist between any platform in the **Tru Reputation Network**: **Wherever you go, your hard earned Reputation will follow you.**

The **Tru Reputation Protocol** natively supports and can automatically translate feedback between any human readable language- from Spanish to Simplified Chinese, to French to English.

For the first time, your Reputation will follow you across language barriers.

Immutable. Persistent. Authentic. Valuable.

Reputation Redefined.



Value of the Tru Reputation Protocol

The **Tru Reputation Protocol** offers value in the following ways:

For Users:

Trustworthy Results

As all Reputation Data is derived from verified transactions, the results are trustworthy and known to not involve fake or manipulated results.

Reputation Persistence

Your Reputation can now be transported between platforms rather than being isolated to a given platform.

Earn for Contribution

By being awarded **Tru Reputation Tokens** for providing Feedback, you earn for your effort – a revolution in content economics.

Better Search Results

By using Semantics, it becomes much easier to find what you are looking for. Semantic Terms allows that nuance whilst also maintaining simplicity.

For Platforms:

Access to Wider Reputation

Rather than only having access to the Reputation of a user on their own platform, they can instead gain access to the wider Reputation of that user on all platforms where that user has gained feedback.

Richer Content

By leveraging Reputation Data from the **Tru Reputation Network**, you can enable richer, more relevant content- increasing user engagement.

No Policing Reviews

Policing Reviews is becoming increasingly resource intensive and threatens to undermine a platforms reputation and brand, using the **Tru Reputation Network** stops this problem in its tracks.

Pay for Use/Earn for Contribution

Rather than signing fixed fee contracts, expensive patent or technology licensing agreements, participating Platforms in the **Tru Reputation Network** instead only pay for what they consume, and earn for what their users contribute.

For Token Holders:

Tradeable Utility Token

As an ERC20 Compliant Token, **Tru Reputation Tokens** can be sold or exchanged either between individuals and entities, or to platforms wishing to query the **Tru Reputation Network**.

Bonus Tokens for Sale Participation

Participants in the **Tru Reputation Protocol Pre-Sale** will receive a **25% bonus vs launch pricing**.

Participants in **Tru Reputation Protocol Crowd Sale** will receive a **12.5% bonus vs launch pricing**.

Earn for Holding

Holders of **Tru Reputation Token** will also receive **25% percent** of the **Tru Reputation Network Transaction Fee** at the end of every quarter, divided proportionally to Tokens owned.

Patent Pending Technology

By holding **Tru Reputation Tokens** you own access to the data underpinning the **Tru Reputation Network** and the patent pending **Semantic Terms Feedback Algorithm**.

A prototype of the **Tru Reputation Protocol** is live and in use by over **16,000 users each month** on **Trubador (trubador.com)**

About Tru Ltd

Founded in June 2015, **Tru Ltd** focuses on delivering solutions to some of the most intractable problems affecting the current generation of Web 2.0 platforms and developing their successors for the Web3. **Tru Ltd** has successfully researched and developed unique algorithms and technologies that are powering the next generation platforms that will bring the Web3 to the mainstream consumer & enterprise markets.

Founders

Ian Bray Managing Director

Experienced Technical & Executive Leader-
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Dr Patrick Stewart Bray Chairman

PhD Chemistry; 40 years Executive experience
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Token Pre-Sale Information

Pre-Sale Start Date:	4th January 2018
Pre-Sale Duration:	60 days
Pre-Sale Cap:	\$3 million/4,000 ETH
Minimum Buy:	1,250 TRU (1 ETH)
Buy Rate:	1250 TRU:1 ETH
Pre-Sale Bonus:	25% bonus vs Release

Additional Notes: For participants wishing to spend more than \$100,000 USD, a **Simple Agreement for Tokens or Equity (SAFTE)** is available. Please contact presale@tru.ltd for more details.

Questions? Contact Us

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Twitter:	@tru_ltd
Telegram Channel:	t.me/truprotocol
Telegram Group:	t.me/truchat
Sub-Reddit:	reddit.com/r/truprotocol

The Tru Reputation Protocol White Paper is available at:

tru.ltd/whitepaper