

uniquē

Uniqe

Uniqe delivers to you the NFTs that prove you own your handles on various social media, acting as the link between your public identities and your Ethereum addresses.



Why?	3
What is Uniqe?	3
Overview of the Uniqe protocol	4
What are the main Uniqe components?	4
The NFT	4
The decentralized application	4
The checking page	4
The widget	4
Use cases	6
Artists, content creators, journalists, researchers	6
Defi, Gamefi, decentralized social media users	6
Communities, Platforms, Institutions, Decentralized Organization (DAO)	6
Market places, Content platform, Social platform	7
Art fan, Fact checkers	7
How does Uniqe work?	8
Protocol architecture	9

Uniqe is currently under development. This whitepaper reflects our current thinking and will be updated without versioning as and when the product evolves.

Why?

In emerging technologies of decentralized markets, social platforms, owned contents and other web 3.0 products, some entities such as researchers, journalists, content creators or NFT artists need their works to be recognized as their own. They don't want to see impersonators copying or modifying their work, and want to stay in control of what they have produced.

In addition, they often have communities on web 2.0 social platforms like Twitter, Facebook, Reddit or Instagram, where people follow them and their works. They are recognized and trusted on these platforms and these are their social proof.

Users need tools to help them trust what they are buying, reading or watching.

On the other hand, NFTs marketplaces need tools to help them fight against fake collections created by impersonators, identify real creators and give trust to their users.

What is Uniqe?

Uniqe helps anyone to identify the creator of a digital piece of work such as video, music, picture or article thanks to a social proof. It can help people or other applications to help fight fakes and promote real checked content.

Uniqe lets content creators link their ethereum addresses to their already known social media accounts like Twitter or Reddit. Thus, they can prove they are in control of the same address as the one where their contents are created from.

NFTs marketplaces or other decentralized content platforms can help their users to identify creators by integrating a widget on their user interface.

Anyone can check for social proof linked to an ethereum address, so they are able to trust the content they watch or buy.

Overview of the Uniqe protocol

Uniqe delivers an NFT encapsulating data that proves a social media account (like a Twitter, Reddit or Github account) is controlled by the owner.

With this NFT minting and control mechanisms, Uniqe is designed to be

- Permissionless: there is **no central entity** moderating or in decision of delivering the certification
- Verifiable: certification **can be verified** on chain by anyone or any other application
- Compatible: NFTs respect ERC-721 standards and **can be easily integrated** with other platforms
- Interoperable: you can extend Uniqe NFTs to match your needs
- User centric: only the **user decides and controls** the creation or destruction of its NFT proof
- Secured: Uniqe is **based on robust frameworks and technologies**
- Intuitive: users can create their own proof in seconds and platforms can easily embed our widget or develop their own.

What are the main Uniqe components?

The NFT

Uniqe is based on ethereum standard token ERC-721, mostly known as NFT.

By design, NFT are unique and unalterable objects that can be owned. They can contain various data, including images, metadata or identification information. The standardization eases integration in decentralized applications and various metaverse environments.

Uniqe NFTs contain all the social proof metadata and can be destroyed at any moment by its owner. No other user data is stored on the chain or anywhere else.

For trusting purposes, Uniqe NFTs are not sellable or transferable.

The decentralized application

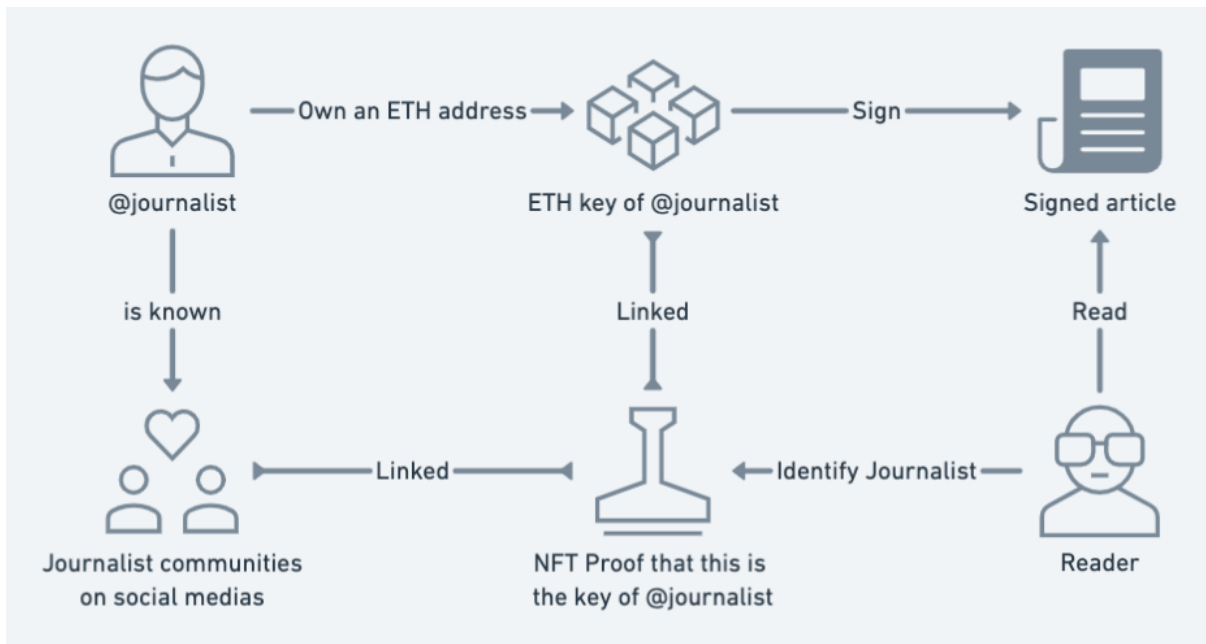
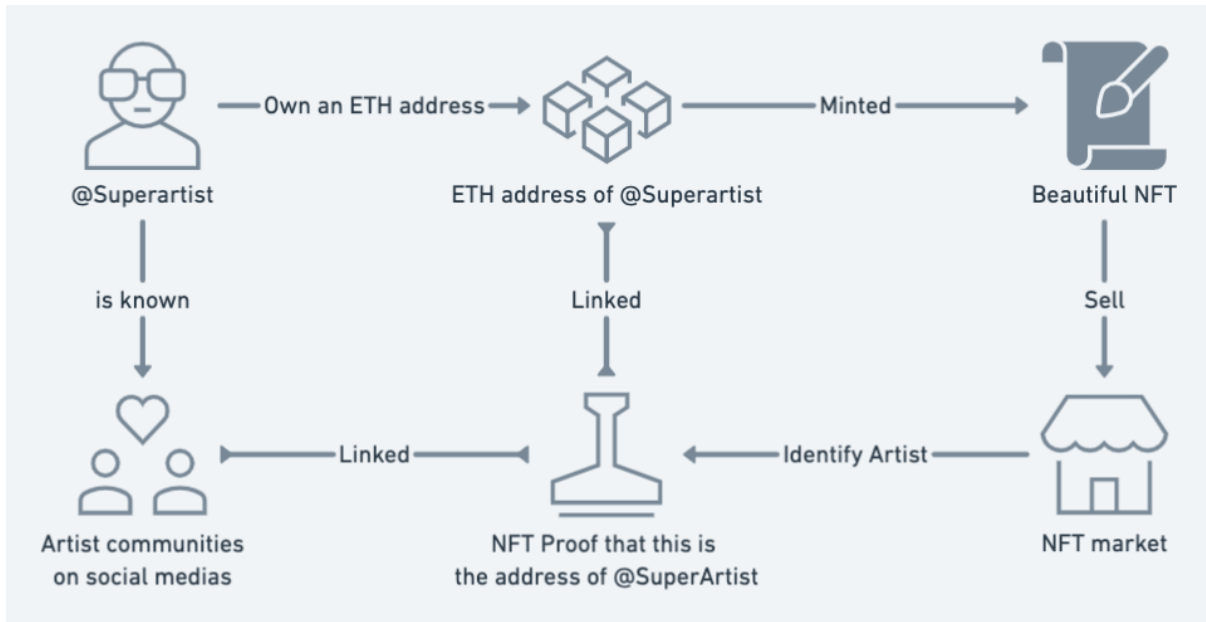
Uniqe provides an intuitive front-end application to the users to connect their wallet, to create and post their social proof, and to mint their own Uniqe NFTs. Users can also destroy their already minted NFT.

The checking page

For checking purposes, Uniqe also provides a front-end interface to search and share already minted Uniqe NFTs for a particular address.

The widget

For NFT marketplace, decentralized social media platform or any other web3 application, Uniqe provides a simple widget easily embeddable in your HTML application.



Use cases

Artists, content creators, journalists, researchers

You are an artist and want to be recognized as the author of your beautiful NFTs collection.

You are a community of researchers or journalists who sign publications and want to prove you are really the ones behind them.

By minting an Unique NFT, you will be able to:

- Prove that the creator's address of your content, art, or article, is the same as the one controlling the Unique NFT.

Defi, Gamefi, decentralized social media users

You want to prove that you are a real person, or you want to access content that is restricted to real humans only.

By minting an Unique NFT, you will be able to:

- Prove you are the real human being behind your address
- Access content or platform that are restricted to verified human controlled addresses
- Prove you own a Twitter or any other social platform handles.

Communities, Platforms, Institutions, Decentralized Organization (DAO)

People who want to help a community, donate to an organization or participate in the governance of a DAO need proof and tools to help them in the checking process.

By minting an Unique NFT, you will be able to:

- Prove that you are in control of ethereum addresses.

You are a NFTs marketplace and want to fight fake or cloned collections, or you are a web3 social platform and want to deal with fake accounts and identities.

By checking Unique NFT ownership, you will be able to:

- Simplify the onboarding process of new verified members
- Verify the authenticity of current members before a restricted operation or transaction
- Restrict access of specific content to trusted members only
- Authenticate NFT creators on your marketplace before they list fake content and art

Market places, Content platform, Social platform

By displaying the Uniqe widget on your platform, you will be able to :

- Help your users or customers to trust the content they read or buy.

Art fan, Fact checkers

By using the Uniqe checking tools, you will be able to:

- Check who is really behind an ethereum address
- Check who really created a NFT collection

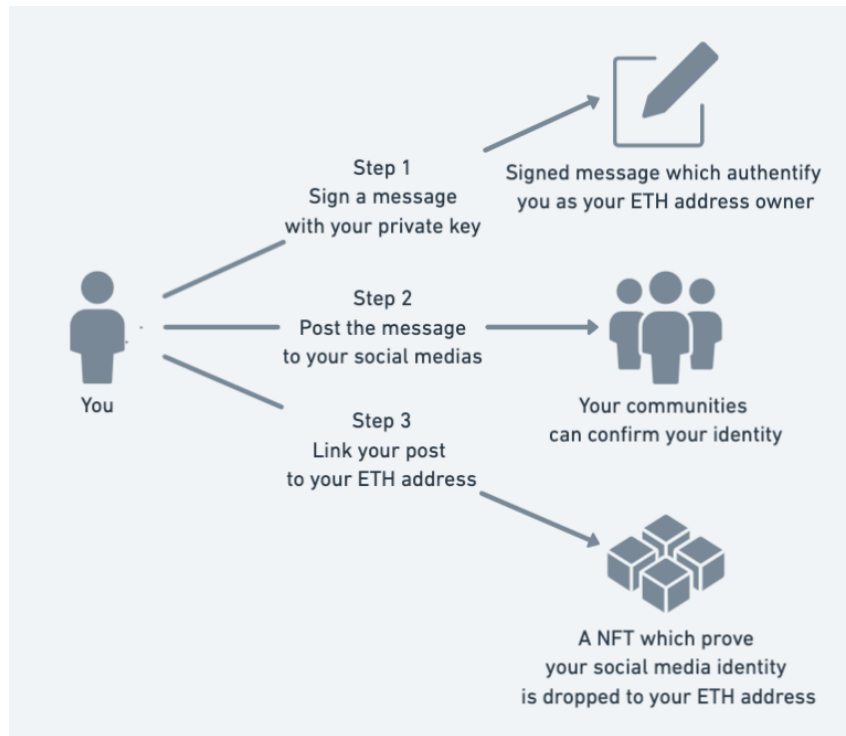
By using other platforms that integrate the Uniqe widget or using other mechanisms based on Uniqe NFT, you will be able to:

- Trust the content you are reading or watching
- Trust the NFT art you are buying

How does Uniqe work?

Users open the Uniqe decentralized application and create their NFT in 5 simple steps:

- Connect to their ethereum wallet
- Sign a message with their private key
- Post this signed message on a social media
- Copy the post's URL and paste it on Uniqe application
- The NFT is minted on the user address



Protocol architecture

