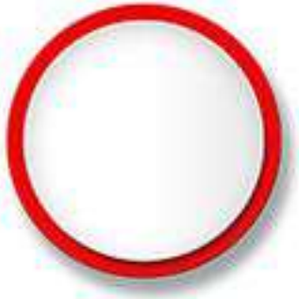
RanchiMall

Content Collaboration as a sample application

Technology



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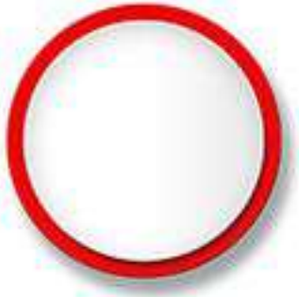
INTRODUCTION

Content Collaboration is the first in the series of shared data applications from RanchiMall using Blockchain IDs.



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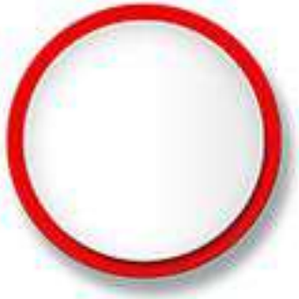
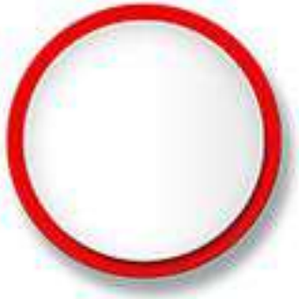
Shared data systems improve power of group collaborations.



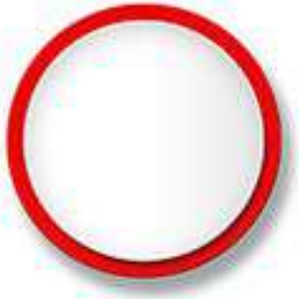
Blockchain applications are economic systems and human organization by themselves.

That makes them different from conventional applications.

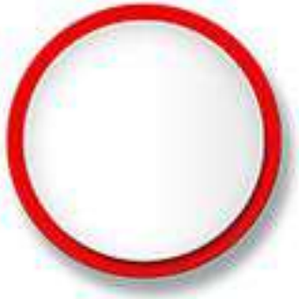


Self chosen user IDs and censor resistance makes them very powerful form of organization.

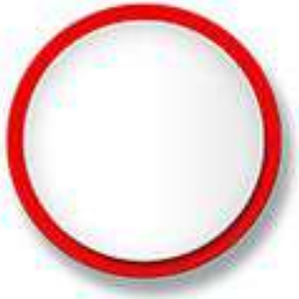
So they should be seen not as applications, but as organizations.



The core idea in content collaboration is pieces of content can be independently created and then recombined.



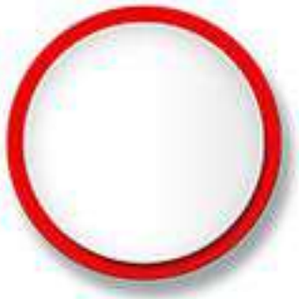
There are three core dimensions of a blockchain based cloud app like Content Collaboration.



The first is ability to create shared data better.

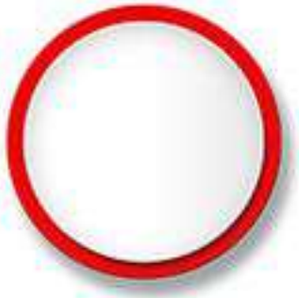
Second is ability to collaborate more.

Third is have much better quality control on data leading to lesser spam.



Competitive advantages of blockchain apps over centralized apps.

1. Ability to create better shared data
2. Ability to collaborate more
3. Having much better quality control on data
4. Lesser spam for open systems

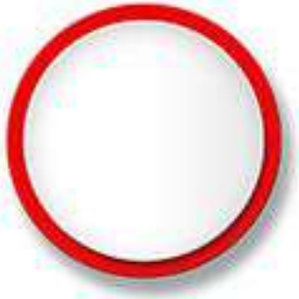


Let's talk about shared data first.

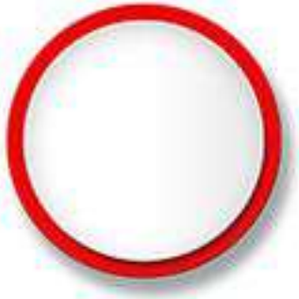
Blockchain is all about data.

Blockchain is not about better or faster computation.

Blockchain creates much more reliable data.



If we extend blockchain data capabilities through a cloud, the same competitive advantages apply.

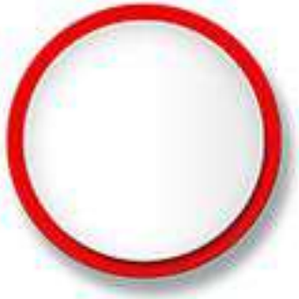


The ability to do shared data better in blockchain comes because there is no need to have user authentication verified through some centralized services.

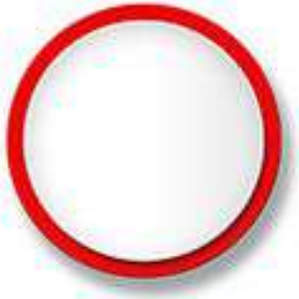
A user can pick his own blockchain ID, and straight away start contributing data.

Each shared data organizer can either do its own content rating, or outsource it to an oracle.

Content rating infrastructure is very important for blockchain based shared data.

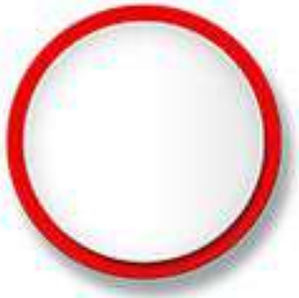


Content rating can be done either on each content basis or on each blockchain ID basis.

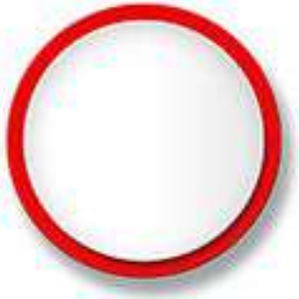


When each content is rated, then prior history of blockchain ID is not needed. It's touch and go for a new blockchain ID to start contributing content.

When blockchain ID based rating is used, then someone has to maintain history of highly rated blockchain IDs.

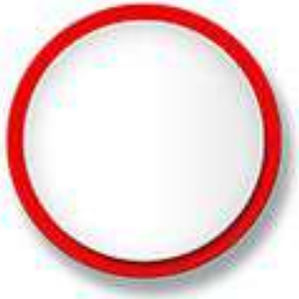


Blockchain based systems have an advantage on shared data because shared data components can themselves be stored independently.

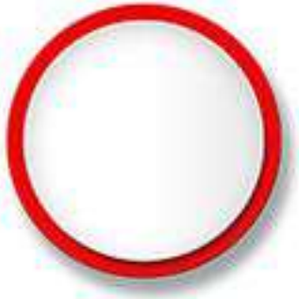


Moody's, S&P, Gartner, Reuters, Bloomberg etc. are all data companies with multi billion dollars valuation.

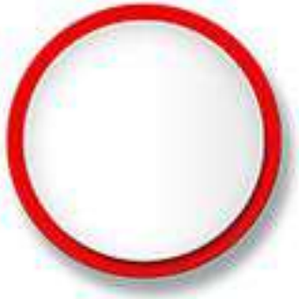
Blockchain based shared data systems can create enterprises much bigger than those.



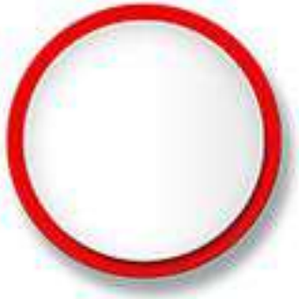
The key to create such enterprises is how to keep the production side small and sharp enough, and how to have consumption or market size large enough.



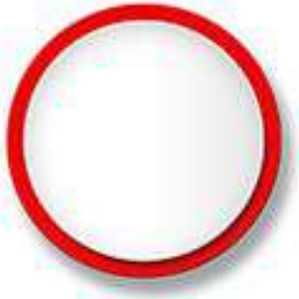
Produce something that needs least work,
and market should be as wide as possible.



Shared data systems should be very sharp in finding those data that everyone wants, but needs not too much effort to construct.



Protection from competition comes from network effects.

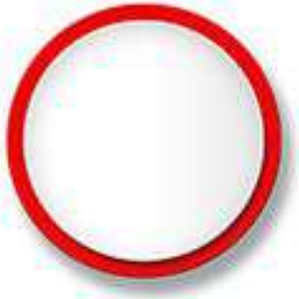


Creativity has no limits. So infinite combinations of shared data systems are possible in a variety of areas.

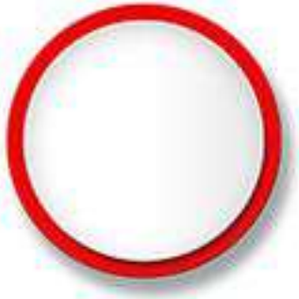
And as more shared data systems come, more is the need of further shared data systems.

When a new shared data system is initiated, it should be really focussed on high value shared data.

And one full cycle of that high value shared data system should be finished.



As everything, less is more if directed well.



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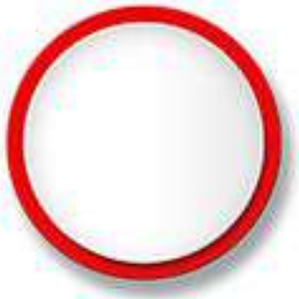
Protection from competition also comes from first mover advantage.

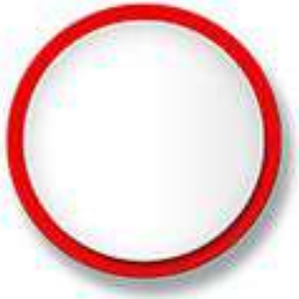
No one has been able to displace coinmarketcap in Crypto price markets because they were the first.

Sources of competitive advantage in shared data systems.

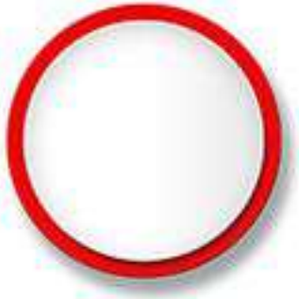
1. Network effects
2. First mover advantage
3. More time with initial key influencing consumers when the product was growing from scratch.



We will talk about collaboration now.

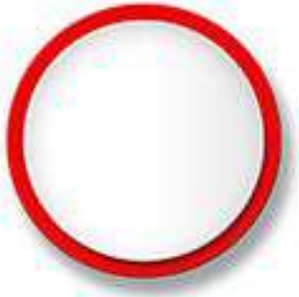


Collaboration is the art of getting multiple people work for a single objective in leaderless environment.

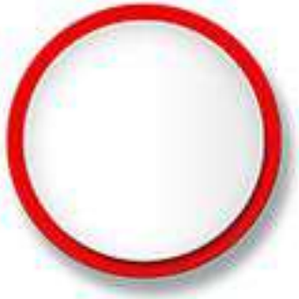


Since the environment is leaderless, the leadership has to come from blockchain rules which will synchronize all efforts towards the common objective.

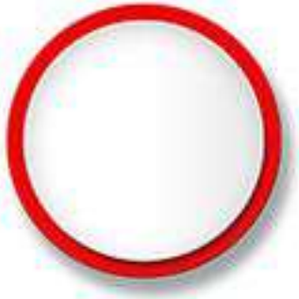
The blockchain driven incentive systems aligning producer - consumer - investor relationships create a mutually enforcing positive feedback system for all participants.



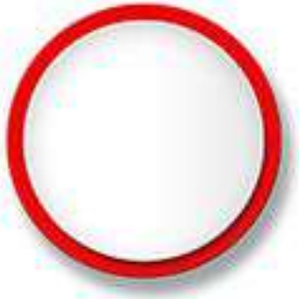
Collaboration works best when system really discovers and rewards those producers who truly trigger end user consumption.



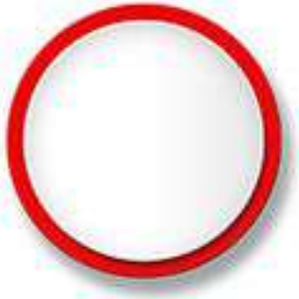
Instead of distributing below subsistence to a lot of people, the system should incentive relatively fewer people such that each of them cross subsistence.



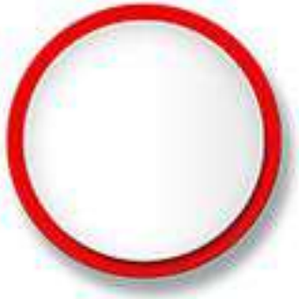
The system should also penalize those who have temporary loss of motivation.



There are three main roles in collaboration side: core production, marketing and quality control.

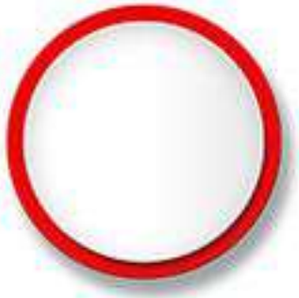


Marketing if done in structured manner will definitely increase the consumption. It will automatically happen.



So in content collaboration, the core production is writing article snippets by every collaborator.

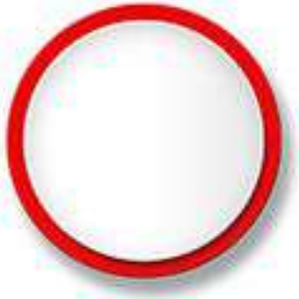
And quality control will unify the articles.



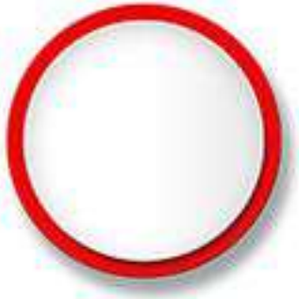
And job of marketing is to increase article views.

If marketing team works consistently through a structured work program, article views will keep on increasing on auto pilot.

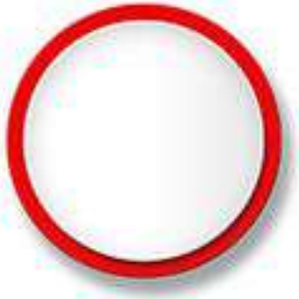
And since consumption is valuation, it will automatically create the surpluses needed to incentivize all participants.



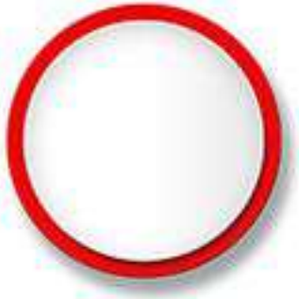
Next major element in collaboration in addition to core production and marketing is quality control.



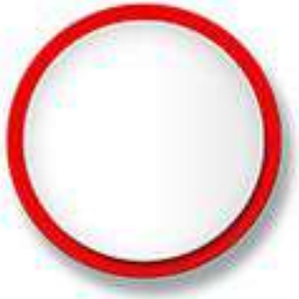
Quality control is about making sure that the contributions created by individuals really fit together well.



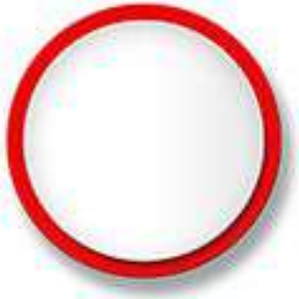
And also do sanity checks for grammar, political correctness and basic social norms.



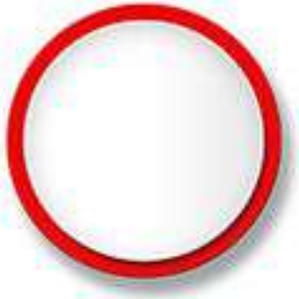
Quality control can be done in collaboration mode as well.



Quality control as function in content collaboration is as important as content production, and content marketing.



Another important dimension of quality control is content rating which we have already talked about in shared data section.



Lastly in most centralized and free data systems like email and search spam is a major problem. In blockchain based apps, spam gets automatically contained because we can assign ratings to every sender.

We can always chose content which is rated higher than a minimum rating.

That prevents spam by design.