

# Business summary

## What is Revain?

Revain is a new generation of feedback platform based on blockchain technology. Platform users leave feedback about products, services or companies and get paid for it. The specific feature of the platform is the fact that the feedback passed through the filtering by Artificial Intelligence and manual processing falls into the blockchain, where it can't be changed or deleted. All opinions in the machine code are available for a request from a person or a robot through a smart contract. Thus, in the future, opinions of the people will become available for reading to all participants of the Internet of Things. This will provide the best choice of goods / services / companies from the available when a robot needs to make such a decision.

## Who needs this?

In the traditional system, reviews are one of the main indicators of the company's reputation. In a sense, the reviews regulate the market, eliminating companies with poor reputation from the business and increasing the profitability of businesses with a good reputation.

In addition, reviews are a powerful feedback tool for a company. They help to find and highlight the positive side of the product and improve the weak sides. Thus, the review acts as a tool for market research.

In future systems, with the further development of M2M (machine-to-machine) relationships, the need to transfer the ability to evaluate things from person to robot will be in demand more and more. Increasingly, situations will arise when any of the household appliances such as a refrigerator, a washing machine, etc. will be required to order some product of day-to-day use without distracting the attention of its owner. In his choice, the robot will be able to rely on the Revain system, that is, the opinions of a huge number of people in the machine code.

## What is the value of Revain to the author of the review in traditional systems?

One of the main properties of any blockchain system is immutability. That means anything is trapped in the block of the chain remains there forever. In our opinion, this is one of the main values of the Revain system. The author of the review can always be sure that the feedback he has left will never be changed or deleted.

At the same time, the value of each review is confirmed by a certain reward in tokens, as the review directly affects the reputation of the brand.

## What value does Revain have for a company in traditional systems?

Combining the developments in the field of KYC-systems, we will be able to ensure the maximum organic response, in other words, we minimize the risk of winding up artificial feedback. Thus, the company will always be able to receive adequate feedback from real people, users of our system. This feedback can be used to improve the product or service.

Market, economic model, technical aspects:

- 1) The path of one review
- 2) The mechanics of calculating the cost of the review
- 3) Scaling road map (crowdsale, gaming, e-commerce, booking, FMCG, HoReCa)