

HOLARGRAM

Faith based blockchain social network with personal 3D augmented reality recording.

“And they have defeated the accuser by the blood of the Lamb and by their testimony.”

Revelation 12:11

THE VISION

“And I heard every creature in heaven and on earth and under the earth and in the sea, and all that is in them, saying, ‘To him who sits on the throne and to the Lamb be blessing and honor and glory and might forever and ever!’”

Revelation 5:13

What if there was a social network designed specifically to connect the voices of the entire worldwide Church - renewing a unity in Christ that transcends borders, politics, and cultural differences? What if this network was able to harness the collective financial power of the worldwide Church - to funnel the blessings He has given His bride toward building His kingdom?

As of mid-2021, there are 2.38 billion Christians in the world. The total income of Christians in the United States stood at 5.2 trillion USD ([Vanco Faith](#), 2021), which is roughly half of the total income of Christians globally. This puts the total global income of Christians at roughly 10 trillion USD. While these numbers are staggering and impressive, the financial force of the worldwide Church is failing to reach its potential because there is currently no substantial method of mobilizing their collective influence to further the way of Jesus.

What if this network was founded on and designed with the decentralized principles of the blockchain¹ - providing a new platform for those censored by other social media giants?

Theoretically, social media networks should be an outlet of expression for users. In reality, restrictive and arbitrary guidelines silence certain voices while filtering others to the top. This disparity has become more apparent in recent years as adherents to the agenda of centralized authority are uplifted while free-thinking individuals calling for revival and reform are silenced.

What if this network allowed churches (local bodies of believers) and users to both upload traditional content and easily create 3D augmented reality (AR)² content? As easy as taking a video or picture?

Currently, the process of creating content for Augmented Reality is done by agencies or gaming studios and can cost hundreds of thousands of dollars. Beyond expense, current creation of AR

¹ Blockchain is a digital, distributed, immutable ledger of cryptocurrency transactions

² Augmented reality refers to digital content being rendered in a physical environment on a device.



content requires a level of technical expertise that is daunting and out of reach to the everyday social media user.

Finally, what if this network facilitated Christian participation in a universal faith-based cryptocurrency while protecting churches from the volatility of crypto?

Churches currently forfeit significant portions of tithes from their congregations due to the exorbitant fees implemented by the traditional banking system. Individuals suffer similar losses when using traditional banking as a result of inflation and fluctuating interest rates. Funds sitting in an account at the bank diminish over time, or are utilized for loans without direct approval from the individual. The volatile nature of cryptocurrency, however, presents an element of risk that hinders some from transitioning into the decentralized finance space.

Holargram turns these hypotheticals into reality. This white paper details one of the unique use cases of the faith-based cryptocurrency [Carbon12](#), and further explains the features of Holargram and the technology behind the app.

The creators of Holargram are launching the app within the framework of Christianity and the Gospel - to provide a method of sharing the Gospel and testimony on a global scale, unite the Kingdom of God on one platform, strengthen existing churches, and plant new churches; however, the patent pending technology used by Holargram will be licensed to other approved platforms, revolutionizing social media for the coming metaverse³, and the corresponding eventuality of AR “wearables”⁴.

Who We Are

The founders of Holargram and Carbon12 ([Forum12](#)) are dedicated Christ followers. As a family, they have determined to commit the best of their work and finances to further the kingdom of God. The Lord gave them a vision for their lives and for their work, a vision of excellence that would require the firstfruits of each new blessing. Holargram is one of the initial phases of this decades-long, multi-generational vision.

The founding four are also the primary investors and shareholders in [Gravity Jack](#). Gravity Jack is the United States’ oldest augmented reality and computer vision company. They are the holders

³ The idea of the metaverse was popularized by Facebook’s Mark Zuckerberg, and refers to a virtual world with virtual assets. Gravity Jack argues that the metaverse will more likely be an integration of virtual content within physical spaces, perceived through HMDs.

⁴ “Wearable computers” or HMDs refer to the next phase of devices that will allow users to view virtual content through glasses rather than through a smartphone.



of a strong patent portfolio and are the developer of Carbon12. Gravity Jack has launched hundreds of apps, some for major Fortune 50 companies, both in the United States and internationally. By partnering with Forum12 and making AR content creation available to the everyday user, Gravity Jack is democratizing a technology that makes the company millions.

While the founding four initially understood that this vision would be groundbreaking and culture-shaping, the worldwide response to COVID, the current nature of centralized banks, the pervasiveness of censorship, and the subsequent ostracism of certain groups of people increased the urgency of the vision and revealed the pressing necessity for a decentralized, parallel economy⁵ among faith-based and free-thinking secular groups alike.

Abstract

As the impact of centralized content aggregation approaches its asymptote, social media users must ponder what innovation lies ahead in this industry that has left so much in its wake. The world has witnessed Facebook's expansion into all corners of the globe while hailing itself as a public good, as their mission is to create global connections and community. Hindsight reveals that monopolies like Facebook's have actually yielded the exact opposite effect - sowing division and resentment while promulgating misinformation and propaganda. Centralized content aggregators (social media platforms) have shaped cultural trends, determined consumer behavior, and influenced critical events through censorship, psychological manipulation, and deceptive news curation. These platforms have failed us by earning our trust, thereby gaining access to our thoughts and feelings only to funnel us into a perpetual echo chamber where we are further manipulated and deceived. We have reached the logical extent of these centralized social media platforms, necessitating an evolution; one that will leave exploitative technology like Facebook to the history books, while new content creators and consumers realize they are two sides of the same coin in the decentralized future of Web3.0. HoLARgram will facilitate this evolution of social media by providing a platform that empowers the masses and restores light to a space that has been overcome by darkness.

"The night is far spent, the day is at hand. Therefore let us cast off the works of darkness, and let us put on the armor of light."

Romans 13:12

⁵ Referring to the creation of an economy that exists independent from traditional finance and centralized authority in the form of government or corporations.

Challenges - Solutions

HolARgram is a God-breathed answer to current cultural issues such as: division within the worldwide Church, increasing frustration with centralized authority and associated censorship, and the disconnect between traditional institutions of faith and modernity. HolARgram also provides solutions for technological issues such as: the expense and complexity of augmented reality content creation, the restrictions and shortcomings of Web2.0, and the exploitative nature of social media. The metaverse is coming, and while many assume this means virtual reality, the founders of HolARgram would argue that the initial integration of the metaverse will be digital content overlaid in the physical world - i.e. augmented reality; HolARgram intends to establish users and believers as the distributed authority network in the metaverse before it is commandeered by tech giants like Facebook.

Centralization of Web2.0 - Blockchain and Web3.0

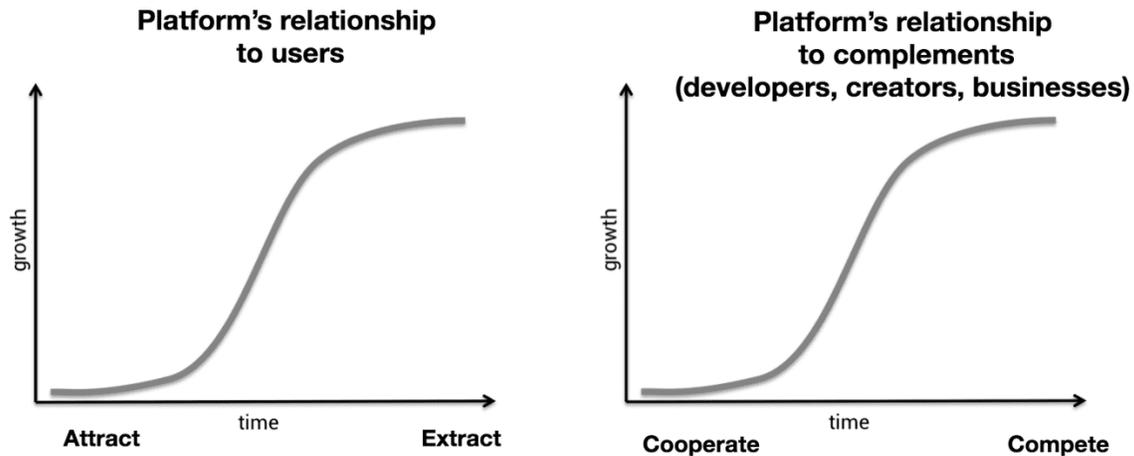
Before exploring the implications of Web3.0⁶, the future of internet practices, one must understand its immediate past. Web2.0, the era loosely defined as 2005 to 2020, was characterized by advancements in web technology, allowing for the provision of more complicated services and changing the landscape of the internet from the 'read-only' environment of Web1.0 to a 'read-write' environment. In other words, Web1.0 only allowed for the consumption of content, whereas Web2.0 allows for content creation and content interaction. Companies like Facebook attracted users who in turn created massive amounts of data. However, a fundamental question arose: who owns all this data? Recent years have featured heated discourse surrounding this question and the unethical exploitation of user data, exemplified by the infamous Cambridge Analytics incident where the information of up to 87 million public Facebook profiles was harvested without user consent.

The incident revealed the true relationship between users and Big Tech - users are the product rather than the customer (Vitalik Buterin). Users who wish to quit Facebook must forfeit their data, and without a way to [export that data](#) out of the application, ownership is tied to the platform. Web 2.0 gave users the ability to create, but centralized platforms prevent them from owning their creations. If the incentive of the platform is to maximize shareholder profits, it begs the question: are the platform's incentives aligned with the best interest of the user?

Ultimately, the problem of maligned incentives is a symptom of centralization. Technological superpowers are not created overnight, they are built from the ground up like any business. This means that their initial focus is developing a user base - requiring positive user experience and

⁶ Web 3.0 is the next iteration of the worldwide web characterized by decentralization, machine learning, connectivity, and user ownership of data.

cooperation with other developers and creators. However, after the platform accumulates a substantial user base, it inevitably plateaus, requiring new methods of generating profit. These platforms shift their focus from user experience to user exploitation, and from collaboration with other developers to competition ([Chris Dixon](#), 2018).



As incentives are the issue, the solution is to construct an environment that aligns the incentives of both platform and user. HoLARgram acknowledges the immediate potential of decentralized network applications, and integrates popular elements of major social media networks with core Web3.0 principles of data ownership, transparent open networks, and global interactivity to generate a wholly unique social media marketplace experience.

Expense of AR Content Creation - LiDAR, CMOS, and AI

Currently, the creation of augmented reality content is expensive and complicated, making it completely inaccessible to everyday users. Applying filters on social media apps like Snapchat or Instagram is the closest that individuals can come to AR content creation, and even that has its limitations. Until now, AR experiences have been limited by the single viewing angle of a device's camera - features like depth were easily thrown off by bad lighting, rendering inaccurate or incomplete models. This makes the addition of a LiDAR⁷ sensor to the iPhone 12 Pro groundbreaking for the world of Augmented Reality, as it generates an accurate depth map and can therefore place AR models precisely within the user's environment. While the LiDAR sensor enables user interaction with AR content, there is currently no method that allows users to create AR content. Current use cases like gaming and measuring are impressive and entertaining, but ultimately trivialize the impact of this innovative technology. Augmented reality will be used for so

⁷ LiDAR uses light emissions to measure distance and depth.



much more in the coming metaverse, yet we must ensure that users are participants rather than just consumers. Allowing Facebook to spearhead the direction of the metaverse will only further reduce the influence of everyday users, leaving them to play games on their phone while Big Tech shapes the next era in culture.

HolARgram seeks to democratize the creation of 3D augmented reality content, making it as easy as taking a picture or video and posting it to social media. Even your grandma can do it. HolARgram technology combines the use of LiDAR sensors, CMOS data, and deep fake technology (AI) to create 3D augmented reality content that can be uploaded to the platform. Additionally, HolARgram's unique methodology allows 3D content to be stored in a file only slightly (roughly 30%) larger than a video - a truly revolutionary concept.

Users As Consumers - Users as Participants

Beyond the provision of a faith-based platform that will unite the Church, the HolARgram team has developed a mechanism to democratize content curation by allowing users to participate in content via NFTs, encouraging users to prioritize which content is worth being popularized while financially rewarding creators. Churches and creators are able to upload content in the form of an NFT that can be purchased by users through micro amounts of Carbon12 (Hollars). This feature allows users to become participants in content in a more meaningful way than basic consumption, while incentivizing creators to post content that will truly impact users beyond the scope of a simple like or comment. The purchase of content as NFT's will serve as a promotion mechanism for posts along with a traditional liking system, giving users a substantial say in content curation.

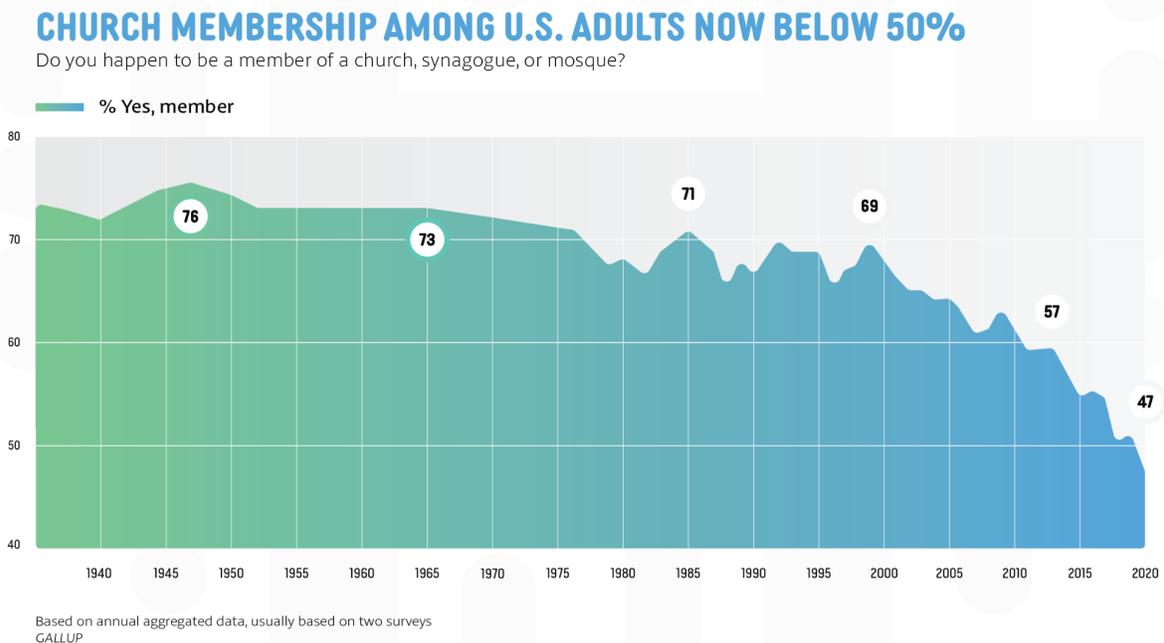
In that same vein, this feature ensures that positive user experience in the form of quality content remains the goal of content creators, as users are the only source of funding rather than ads from corporations, politicians, and one percenters. While some will argue that Web2.0 has already given users the ability to participate in content in the "read-write" era, the founders of HolARgram recognize that "liking" a post provides no real sense of impact or influence for the user, and fails to give creators an accurate sense of user perception.

Additionally, the ability to purchase content in the form of NFTs using [Carbon12](#) (Hollars) stimulates the parallel Christian economy that is the ultimate goal of C12, providing believers with a tangible sense of who and what their "like" is funding. Churches and creators will be exposed to a wallet within HolARgram that stores the Carbon12 generated from Hollars and donations. This mechanism facilitates an easy transition for believers and churches into the space of cryptocurrency and digital assets, while providing an immediate use case for Carbon12 furthering its stability.

Beyond the participation in content via NFTs, HoLARgram anticipates the wider adoption of head mounted displays (HMDs) for viewing AR content, allowing users to experience content in a revolutionary way. HMDs are also referred to as “wearables” and are essentially glasses with the capabilities of a smartphone. Media posted to the HoLARgram platform using 3D recording methodology can eventually be viewed through HMD’s, creating an immersive experience for users that puts AR content in their own environment without the obstruction of a smartphone. This technology coupled with Hollars facilitates user participation in a new way, as they experience and influence media rather than simply consuming content.

Faith at Odds with Culture - Faith Defining Culture

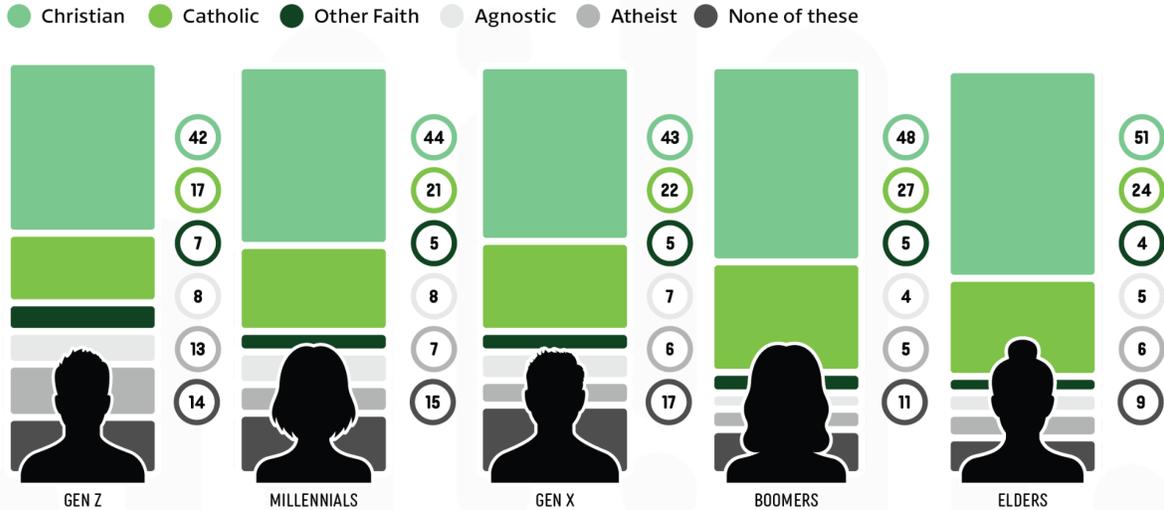
Religious affiliation has been on the decline in the United States for almost two decades, with church membership among Americans standing at 47% in 2020, falling below the majority for the first time ever ([Gallup, 2021](#)).



While there are many factors that undoubtedly contribute to this decline in faith, the founders of HoLARgram believe that the disconnect between traditionalism and modernity is negatively impacting churches’ ability to reach new believers, especially young believers. A 2018 study by [Barna](#) produced the following graph indicating that the two younger generations (Millenials and Gen Z) have significantly higher rates of non-affiliation than their older counterparts.

U.S. RELIGIOUS IDENTITY 2018

Which of the following best describes your religious faith?



U.S. teens ages 13-18, n=1,490, Nov. 4-16, 2016. U.S. adults 19 and older, n=1,517, Nov. 4-16, 2016.
© 2018 | barna.com

Church is most powerful when it feels like home, but young people (18-35) often feel out of place in an environment that firmly plants itself in tradition without exploring modernization.

Demonstrating willingness to realize new practices without eroding the integrity of the Gospel is one of the best ways to attract this demographic. HoLARgram offers churches and believers the opportunity to be on the cutting edge of the next era of technology by integrating them into the world of cryptocurrency and NFTs, providing them with the ability to easily create 3D content in augmented reality, and exposing them to the decentralized principles of Web3.0. The establishment of the Christian church as leaders in innovation will open new doors to reach youth and those individuals who would not otherwise be interested in faith, bringing them into a space where they will be met by Jesus.

Censorship of Christian Content - Faith-Based Platform

Social media has been an unprecedented force for globalization, connecting humanity in a way that was impossible before the digital revolution. Social media has provided companionship, enlightenment, camaraderie and inspiration; however, social media has also been a force for darkness - pandering propaganda, instilling fear, and policing thoughts and ideas.

HoLARgram is a new kind of social media platform, free from the agenda of centralized human authority and focused on the agenda of Christ. The founders of HoLARgram recognized the need



for a platform that will not silence the Gospel or ostracize those who proclaim it. HolARgram is *not* a free speech platform, it is a platform for believers to find community with one another through like-mindedness and fellowship. We believe that testimonies of God’s goodness and salvation are the most powerful truths that humanity has to offer, yet there is little to no promotion of Christian content on current social media platforms, and certainly no platform that compiles the testimonies of believers in one place. HolARgram rectifies this issue by centering its platform around the furtherance of the Gospel and the Kingdom through the sharing of testimonies and faith-based content⁸ on a network that is free from the restrictions of monopolized influence. While HolARgram includes innovative technologies (3D recording and an NFT liking system), its primary goal is to create a network of Christians who share life with one another, and will therefore still include traditional posting in the form of 2D content and status updates.

Arweave Backend

HolARgram uses an [Arweave](#) “blockchain” based backend to ensure freedom from consolidated control and prevent suppression of counter-cultural or counter-narrative content, resulting in an app that is resistant to the *type* of censorship⁹ that has permeated other platforms. Arweave peer-to-peer hypermedia protocol technology financially incentivises computers across the network to share their unused storage space to store user files. The network encourages creating and storing duplicates of files across multiple computers, so that users may access files quickly regardless of internet connectivity. Each file is given a unique “digital fingerprint”, protecting it from being tampered with or altered. Additionally, Arweave allows computers to prioritize which files are stored, giving users the opportunity to own their data. If a user deletes a post on Facebook, Facebook still keeps the data; however, if a user deletes a post on HolARgram, HolARgram will discontinue its storage of that file within the Arweave chain, allowing users to maintain sole ownership of their data. This dynamic and revolutionary technology fosters a network of information that cannot be corrupted or censored by centralized authority, as each file is distributed, duplicated, and immutable. With this technology behind HolARgram, believers and churches can freely share their testimonies and content on a singular platform without hindrance from central authorities, creating an impenetrable network that will minister to people across the globe.

Unrealized Potential - Combining Collective Force

As previously mentioned, the total global income of 2.3 billion Christians is roughly 10 trillion USD; however, there is currently no substantial method of harnessing this collective force to build

⁸ HolARgram will be available to everyone, but the design of the platform targets believers and focuses on faith-based content. Content that contradicts the message of Jesus is subject to removal by community flagging.

⁹ Referring to the censorship of Christian content, conservative content, or content that contradicts the narrative of media and government. Illicit and obscene content will still be censored.



the Kingdom of God. The influence of the worldwide Church is hindered by borders, politics, varying currencies controlled by corrupt leaders, and other obstacles that prevent unity among God's people. The blessings that God has given His bride are inadvertently funding worldly endeavors, while churches endure low tithing rates and high banking fees that detract from the tithes they do receive. HoLARgram aims to provide a platform that channels the cumulative power of believers toward fortifying the Church.

A recent [Vanco](#) study demonstrated that despite trillions of dollars in income for believers, only 5% of churchgoers tithe (only 1.5 million US Christians out of 247 million); however, churches that incorporate eGiving see a 26% increase in donations - with 30% of churchgoers aged 45-54 saying they prefer to give via credit or debit card, and 30% of churchgoers aged 35-54 saying they prefer to donate via app. HoLARgram provides a method of giving that is convenient for believers, advantageous for churches, and conducive to the coming metaverse. The platform will allow believers to tithe directly to churches using Carbon12, which will then be stored in the church's wallet for transactions or withdrawals in USD. This method of tithing facilitates a seamless transition of believers and churches into the space of cryptocurrency and digital assets, creating a parallel, faith-based economy that will ultimately be self-sufficient and independent from government influence as believers begin to use Carbon12 for exchange amongst themselves and transactions with Christian businesses.

Beyond financial wealth, HoLARgram creates a network for believers to share all forms of capital with each other and with the church - be it, cultural, intellectual, or spiritual. The vision for HoLARgram is one of worship, fellowship, and testimony - a sneak peak of life in heaven as the Church raises up its collective voice in praise of the Lamb. It is an opportunity to re-surrender to the Lord what is His and bless Him as we gather together in unity despite living in a divisive world.

HoLARgram gives churches and believers the ability to witness people on the other side of the planet, without leaving their living rooms. Imagine the potential impact of a non-believer opening a social media app and seeing the testimonies of thousands of people in one place - testimonies that cannot be deleted or suppressed by existing centralized authority. Furthermore, where current social media elevates the voices of those with money and power and silences the humble and the meek, HoLARgram seeks to realign culture with Scripture and uplift the voices of those without status or celebrity, who deserve to be heard in the upside down Kingdom of God.

“Therefore God has highly exalted him and bestowed on him the name that is above every name, so that at the name of Jesus every knee should bow, in heaven and on earth and under the earth, and every tongue confess that Jesus Christ is Lord, to the glory of God the Father.”

Philippians 2:9-11

THE PLAN

“A sound of tumult on the mountains, like that of many people! A sound of the uproar of kingdoms, of nations gathered together! The Lord of hosts is mustering the army for battle.”

Isaiah 13:4

HolARgram is a network designed to gather the nations and unite God’s people for battle. HolARgram will be a platform that counters culture - a space where believers have clarity in a world of confusion, truth in a world of deception, peace in a world of anxiety, and testimony in a world of censorship. The founders of HolARgram aim to reclaim progress as movement toward the Gospel rather than movement away from truth by establishing Christ as the cornerstone of the metaverse before it is even built through revolutionary blockchain and augmented reality. How will we get there and what will it look like?

For simplicity’s sake, imagine a social media platform like Youtube, but with 3D AR content instead of videos and an elevation of truth instead of censorship. The platform will exist on the blockchain preventing intervention from centralized authority, and implementation of decentralized Web3.0 principles will protect users from exploitation. Users will post and interact with content as they do on other social media platforms, but their influence will extend beyond simple likes and comments and contribute to curation in a real way, giving creators the opportunity to profit off of successful content without sponsorships or ads. A tithing system that uses Carbon12 and protects churches from losses due to volatile crypto will financially benefit the church, while initiating the population of Christianity into the world of cryptocurrency and digital assets; ultimately laying the foundation for a parallel economy that ensures believers’ ability to participate in commerce in the event that they are excluded from the traditional economy.

HolARgram's 3D AR Recording Method

HolARgram uses a patent pending method of recording 3D content in augmented reality. The software combines the use of CMOS data, LiDAR sensors, and AI deep fake technology to create renderings of content that can be displayed within the user's environment. CMOS sensors are used in cameras to convert photons into electrons for digital processing - essentially they create flat images. LiDAR sensors create mappings of depth using lasers and then use CMOS data to determine where each pixel is relative to the recording device - creating images with dimension. Then, predictive 3D rendering AI is used to fill in any missing data based on available data.

HolARGram offers a multi-device recording option that can be utilized to create even more accurate renderings by increasing CMOS and LiDAR input and effectively reducing AI output. Multi-device recording on HolARgram takes multiple different angles from multiple devices and combines their point cloud data via volumetric 3D reconstruction and LiDAR, and their CMOS data via photogrammetry to create a complete and live 3D image frame by frame. AI deep fake technology will still fill in the gaps that result from awkward camera angles or atypical movement, rendering an incredibly accurate 3D image. Single camera recording is still an option but would require more "deep fake" renderings to offset the missing data from the limited camera view.



The content is both streamed and stored using a proprietary method of compressing 3D data that is compatible with the current mpeg standard, resulting in a file size that is not significantly larger than that of a legacy (traditional 2D) video. This methodology ensures that the 3D recordings are



backwards compatible, meaning users can view 3D content in 2D on traditional video players. In that same vein, the HolARgram platform will still support legacy content, allowing users to upload traditional videos and images along with 3D recordings. The ability to stream and store 3D content without overwhelming hardware is revolutionary for the technology space, and this patent pending recording method will be licenced to other approved platforms.

Application

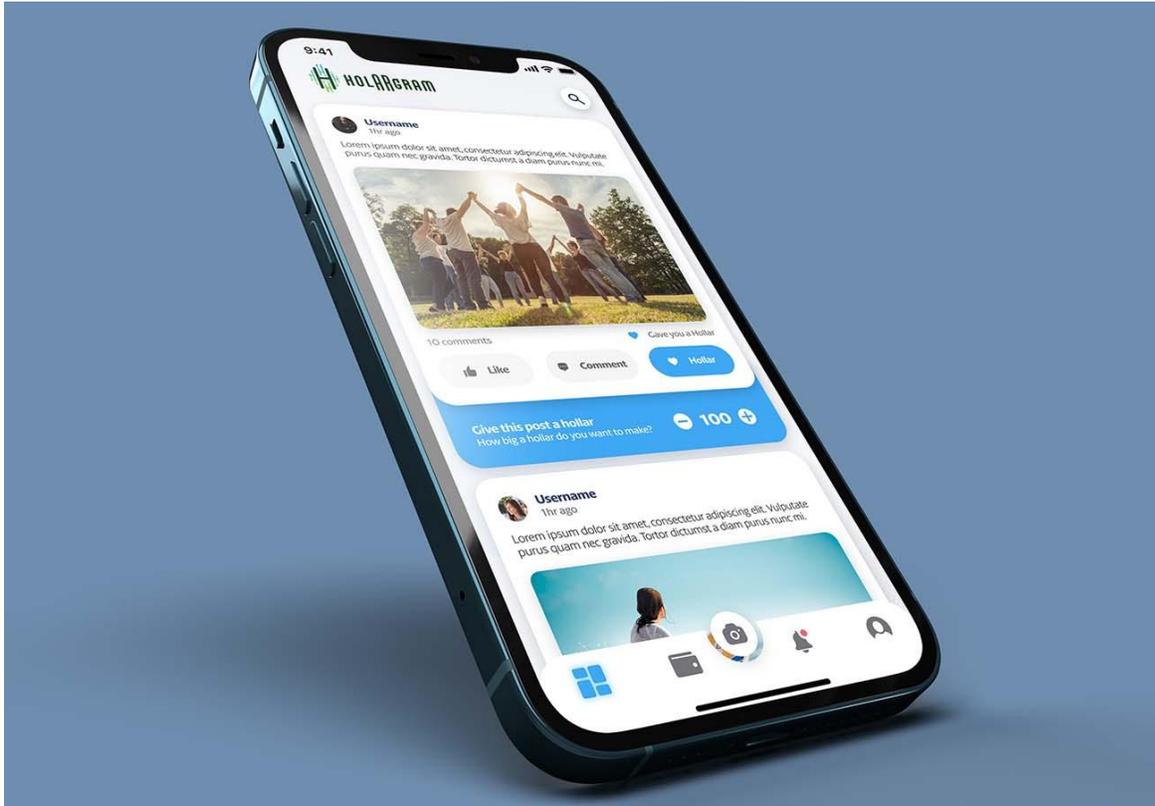
Global evangelism is the primary goal of HolARgram, therefore testimony and faith-based content will be the focused use cases for the platform. Traditional posting (2D photos/videos, status updates, stories) will be available on HolARgram in addition to the 3D content feature. The patented 3D AR recording methodologies of the platform coupled with the eventuality of HMDs will immerse users in a spiritual experience that impacts them in a way traditional media cannot. Social media has connected humanity through online networks, but HolARgram technology will foster real feelings of community. Testimonies viewed through HMDs will feel like the story is being told by a guest at the user's dinner table; sermons recorded in 3D and displayed in the user's environment will allow the user to feel like they attended a church service in Kenya and Alabama in the same morning; concerts can be recorded on multiple devices and rendered in the user's living room.

Churches and believers will be on the cutting edge of technology, meaning that once wearables are introduced Christian AR content will have already permeated the space, exposing countless individuals to the Gospel and powerful testimonies in 3D. The founders of HolARgram are confident that this innovative method of ministry will bring revival across the globe.

HolARgram's Non Fungible Post (NFT) Marketplace

The web3.0 principle of sovereign data yields the most influential aspect of HolARgram's operational model: users own their posts. Every post that is created by a user in HolARgram is minted as a non-fungible token, ensuring that from the moment of creation a user holds ownership over their post. The user, now owner, can designate a share of the NFT to auction off to other users of the platform. Users who see the post in their feed can decide to "like" the post with \$C12 (Hollar), thus binding the concept of a like with real world value. Then, at the end of the auction period, fractional shares of the NFT are distributed to likers in the form of ERC-20 tokens¹⁰

¹⁰ ERC20 tokens are tokens on the Ethereum blockchain that hold value, and can be sent or received. It represents the value of an NFT purchased by the user.



By creating a direct connection between a “like” and the platform’s native crypto token, HoLARgram redefines the most ubiquitous feature of social media, post approval, into a financially directed, core operational principle - the alignment of users and creators through economically sound incentivization; thereby fostering a community which will work together to ensure the growth of the platform and the appreciation of the token.

On the user side of the application, this advancement in methodology does not manifest in the form of user inconvenience. The only difference a user would notice between the interface of HoLARgram and that of a standard social media site is that they can like a post multiple times. Each user is designated a singular free like for each post (as on other social media platforms), while also given the opportunity to purchase and distribute additional likes (Hollars) to boost posts they deem particularly relevant or impactful. A user is provided the opportunity to wield additional control over their interactions with posts on HoLARgram than with those on a centralized site. As HoLARgram allows a greater discretion to its users with how they use their “likes,” a user is immediately more invested, both in an emotional and a financial sense, and now weighs each interaction with a considerably greater degree of contemplation. Similarly, a user who contributes to the site in the form of a post conveys a greater sense of engagement due to the freedoms granted to them over their content by the platform’s decentralized protocol. The HoLARgram platform allows for users to see where funds from Hollars are going (non-profit

organization, church projects, or business ventures), providing a tangible sense of impact for the user and encouraging transparency and originality on the part of the creator.

The user-creator is incentivized to contribute content that will be well-received by the user-investor to ensure an appreciation of value for their NFT. Meanwhile, the user-investor is incentivized to contribute likes only to a post that they expect will appreciate in value due to its quality, pertinence, or other attributes they deem will contribute to the future success of the post as an NFT. Due to a “like” now exhibiting real world value, scarcity is inherent in the marketplace. As “likes” become less available due to increased user discretion, creators must compete for them. By introducing competition into the marketplace, HolARgram radically shifts the quantity-based centralized social media economy into a quality based economy, thus naturally affecting supply. Rather than churning out posts, hoping for a lucky chance at recognition in an ocean of content, a creator now must turn their focus to out performing rather than out producing their competition. Users who like posts now change their mindset from that of a thoughtless engager to one of a mindful investor. By incentivizing the user to be more deliberate and thoughtful with their choices, the platform self-selects for quality content. As quality posts are rewarded with an appreciation in value, the demand in the market will increase for such content. With this increased demand for NFTs will come an increased demand for Carbon12, thereby stabilizing \$C12 and furthering its circulation.

Wallet and Tithing Mechanism

The innovative “liking” system detailed above requires a wallet within the HolARgram platform that stores Carbon12 and allows for exchange in and out of USD, though eventually Forum12 anticipates that fiat currency exchange will become obsolete as the parallel economy gains traction.

The wallet will allow users to transact commerce with one another, with Christian businesses, curate content and support causes through Hollars, and tithe to their churches. Users’ wallets will feature an optional auto-tithe mechanism that allows them to automatically tithe 10% of Carbon12 income to their church, making giving convenient and secure for believers and churches.

Additionally, the wallets of select churches will feature loss coverage that prevents churches from losing funds due to the volatility of cryptocurrency. The mechanism automatically pulls funds from the Carbon12 treasury to cover losses for approved churches¹¹ if Carbon12 experiences a dip from the time of donation to the time of withdrawal. Additionally, the treasury covers gas fees¹² for

¹¹ Churches will be introduced to the loss coverage program in proportion to the growth of the treasury, as the program will only include the number of churches the treasury can reasonably sustain.

¹² Gas fees are fees required to complete a transaction on the Ethereum blockchain to compensate for exerted compute power.

approved churches when they exchange Carbon12 for fiat currency, though the long-term goal of Carbon12 is to move believers beyond traditional finance and its pitfalls. This methodology eliminates the processing fees associated with debit and credit card donations and prevents donations from diminishing in a traditional bank account due to [inflation](#) - a paradigm shift that is especially important for nations with weaker currencies.



Gridiron Content Sharing

Forum12 is in the process of developing a peer-to-peer compute sharing network (the [Gridiron](#)) that allows devices to share all sensor devices, including camera and LiDAR. As a result, Holargram's unique multi-device 3D recording method can extrapolate sensor data from a number of devices and create incredibly accurate 3D renderings. Imagine a recording of a concert in which the sensor capabilities of multiple devices were combined and re-rendered in 3D in your own living room. The network can also be used for offline content sharing, eliminating the need for internet connection in order to view content and further protecting information from corruption by centralized authority. More information: <https://gridiron.app>

Conclusion

Under the dominion of a centralized social media service, there is an expected amount of uncertainty for content creators, developers, and media companies. At any time, the central authority could change their expectations for content, cut ties with developers, selectively modify the flow of user traffic to negatively or positively impact a profile or page, or perform any number of other operations to exert power over its constituents.

As decentralized platforms become more complex and increase their capabilities to provide similar quality services to those of established centralized platforms, users and complements will become less willing to make the concessions that those platforms demand.

The revolutionary technology utilized by HolARgram that allows individuals to create 3D content with augmented reality, the categorization of content as NFTs, and the decentralized, censorship-resistant environment create a unique UX that distinguishes HolARgram among other platforms. HolARgram instantly provides more appealing services to its user base and complements than those provided by a centralized platform such as Facebook. Users maintain access and ownership rights to their data, and their behavior is incentivized by transparent economic principles which benefit them, rather than coerced by decisions made for the profit gain of an institution. Users can have the confidence that their content will be displayed fairly by an open algorithm derived from basic financial principles, rather than arbitrarily controlled under the directive of a company more motivated by shareholder profits than the satisfaction of its monopolized user base. With users now truly the customer, the products become their creations, of which they hold sovereignty over. The middleman and monopoly on content found in centralized platforms has been eliminated and now profits are shared amongst the users.

Purchase Carbon12 and Additional Links

This Whitepaper:

<https://holargram.com/holargram-whitepaper.pdf>

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