

calmer|karma

GREGGY'S APP & WEBSITE IDEA

Abstract

Karma as a concept is somewhat outdated in today's age where people's drive to **do the right thing** is motivated more by **positive reinforcement** and **reward**, as opposed to a fear of **"bad karma"** as a concept of universal retribution or revenge for having done the wrong thing.

In the **Calmer Karma (CK)** world, good karma points can be earned in a nice, **"calm"** fashion, without having to worry about the concept of "bad karma", which, in the utopian society that this app and website strives to promote, needn't exist.

The CK app and CK website are completely **Open Source** and **owned by everyone** who joins up (for free).

The CK corporate entity, should the need for one ever evolve, would always be

- ❑ **Transparently organized**
- ❑ **Owned in its entirety by everyone, everywhere who creates an account!**
- ❑ **Dedicated to the ideal of a utopian society** that prospers due to all people's involvement in creating a better, friendlier, more helpful space, both locally, and globally.

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In other words, **every person who joins the site becomes an approximately equal shareholder** of the CK corporate entity.

The business model may or may not evolve to include such things as corporate sponsorship and paid advertising. Profits could be distributed, for example, in the form of Karma points being backed by an actual liquid cash-on-hand value for the business.

The app is used by **people who require help** or who **have something missing in their lives**, which they can vocalize by using the app or the website. Users can scan a list of help requests in their neighbourhoods or areas of expertise, to help those in need. CK Points and/or cash can change hands upon the successful completion of a help request / task.

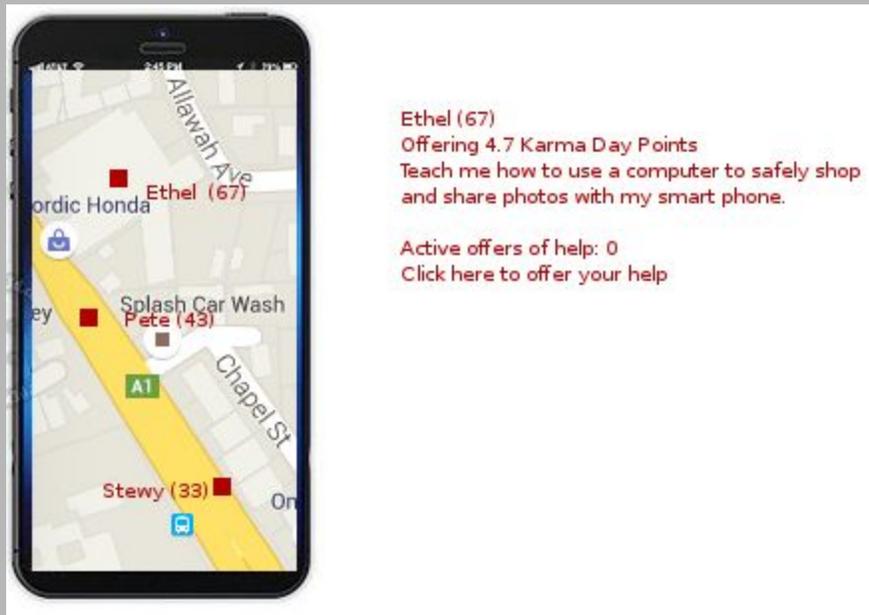
The user's total accumulation of points is always displayed on their homepage, together with an estimated value of said points (in terms of both a liquid and a theoretical actual value). Users can trade in points, cash, or both, for every transaction that takes place within the CK world.

From a technical point of view, the app is a frontend to a multi-user task management system. Anyone familiar with Microsoft's Team Foundation Server, or web-based task-management systems such as "Bugzilla" will have a pretty good idea how the task management system will work at its core. The offering and trading of points related to the completion of tasks is additional functionality and the core difference between this and most other project management systems.

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The app's *Default Screen* displays a Google map interface showing people near you who need help, together with what they will reward anyone able to help.



The concept behind the app favours the "pay it forward" paradigm of good deeds propagating through society, as opposed to "paying back" the person who has done something for you.

The web interface connects users via their Facebook or Google accounts and allows them to inspect tasks in their area, or undertake various global tasks, such as tasks to improve the website itself.

Home Page

"Welcome, You are one of 100 users, with 2.35 total points. Total number of points for all users: 1520.4. You own $2.35/1520.4$ of the company, Congratulations!

- Total number of users: 102
- Estimated value of corporation: \$1,020
- Date Joined: 1/1/15
- Your points: 23.5
- Total points for all users: 1,520.4
- Points value: $\{\text{Value}\}/\{\text{TotalPoints}\} * \{\text{UserPoints}\} = \{\text{MyPointsValue}\}$
- Points value: $(23.5/1520.4) * \{\text{TotalValue}\} = \15.77
- Total value of my Calmer Karma account on the free market: \$35.235.

Main Menu

- Buy / Sell points
- Ask for help! Offer some or all of your points in exchange for real-world help or tasks.
- Go to Currently Available Tasks page.
- Go to Map View Tasks page
- Logout

"Currently available Tasks" page

(displayed both in the app and on the web)

Tasks near me (example tasks):

- (Local) Ethel McGillyfuddy is too short to change her lightbulb at #10 down the street, Can you help?
- (Local) Mrs B around the corner doesn't know much about computers and needs someone knowledgeable to show her how to set hers up and use it safely.
- (Local) Ethel McGillyfuddy is now missing, presumed dead. Does anyone know that dodgy looking guy who went around to change her lightbulb a few hours ago? We should probably, uh, rescind some of his Karma points in lieu of a coronial investigation.

Global tasks (example tasks):

- Improve this (and other) design documents to better show off features, look and feel of mobile app, as well as important web content page layouts to adequately get app idea across to potential users/investors.
- Raise money for site to put real dollars behind the corporation value (reward 1 point per \$10 raised).
- Task for kids: Design a leaflet and print up enough leaflets for a letterbox campaign in your neighbourhood. Design the leaflet with instructions on how people in your neighbourhood can sign up, specifying your name as the referrer.. Earn 1 point for every new member who signs up as a result of your leaflet campaign.!

Scoring Points - the Points System

Users automatically get 1 point for joining, and will earn 1 point for each new day that they log in. In other words, if a user creates their account, then logs in once a day for 7 days after that, their total point score will already be 8 points, without having actually earned any other points by performing tasks/good deeds. Referring new users to join should also reward the referring user, with another 1 point for each new recruit they refer.

Users can "spend" their points by offering them and awarding them to other users, who agree to help them in some way. A standard system of points escrow and exchange is established, along the lines of an ebay escrow of funds exchange (Points escrow).

- A user advertises a task worth a certain number of points, with a certain desired deadline for task completion.
- Other users tender offers to perform the task, either for the number of points offered, or for a different number of points.
- The user offering the points, and one (or more) of the users tendering their services, come to an agreement, and the tendering persons becomes responsible for completing that task satisfactorily. Task status throughout performance of the task should be available to be viewed by all (interested) members of the site.
- Points are deemed to have a, (typically low, nominal) actual cash value determined by a free market and/or the actual estimated value of points held as a representation of actual corporate ownership.
- A user's "net worth" or "net partial ownership" of the company is a percentage of total value which is determined by dividing the

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user's total number of points by the total number of points in existence for all users.

- The total number of points in existence for all users should be displayed on every page, next to the estimated worth of the corporation.

A lot of the initial tasks or requests for help will be to do with the setup, maintenance and improvement of the system by people with the ability to help. In this way, the potentially onerous task of putting the site together and making it functional can be a fun way for some of the first users who have some development skills to earn significant point rewards, and the site can evolve and improve based on the ongoing creating, assigning, and completion of tasks that need to be done to improve functionality and value of the site.

The Next Step

The most beautiful aspect of a project such as this, is that it promotes a community dedicated to adding value to the project, throughout the conception and development phases.

The website begins with nothing more than a method for users to sign up, refer one another, and create tasks. Initially, a list of tasks can be maintained through any web interface, no matter how clunky. The project is "self-sustaining", with vital tasks assigned to, and assigned by, literally anyone who can see when something is missing.

User-friendliness, professional look-and-feel, and other additional functionality that would be required before any commercial launch of the project can begin its life as nothing more than tasks that involved web developers can contribute to, in exchange for a growing share of the community project.

Points can have an "Actual liquid value" as well as a "Theoretical projected value" to get users excited about owning something of potentially real value. The home screen must constantly remind users that they actually own a real, tangible, tradeable portion of the CK corporate entity, and have the opportunity to tweak and influence the project's business model.

One of the best ways to earn good Karma Points is to contribute to the CK project itself, especially during this startup phase of the project.

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Here is an example *list of tasks* of this nature:

1. Come up with a better, catchier name than "Calmer Karma!"
 - a. Anything that references a chameleon is probably no good.
2. Get various site features up and running
 - a. Set up the website to allow for user registration.
 - b. Borrow functionality from social media projects such as "pligg" and project management projects such as "Mantis"
 - c. Allow for users to create and assign tasks to each other.
 - d. help with the website
3. Register a Domain Name, move site to this address.
4. Create an app for both Android and iPhone
5. Synchronize sign-on with other sites like Facebook, "Nabo", etc.
 - a. See "ThinkTecture" freeware to allow this kind of authentication.
6. Find Investors willing to sponsor site, providing real cash backing of site points system.
7. A section of the site where users can "dob in" their friends as having committed a good deed
8. A section of the site to give users fresh ideas for doing good in their neighbourhood: eg.
 - a. "Don't forget to stand up for the elderly or infirm on the bus"
 - b. Someone has left a mess? Do your bit and tidy it away!
 - c. The Red Cross saves lives. Can you give blood today?