

Youvey.com Project and Youvey (YOVY) Token White Paper

- Version 2.2 -



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1. Background Problems / Challenges

Survey administrators and pollsters now struggle to reach respondents as smartphones let users screen calls. Apps on smartphones like ‘Truecaller’ often mark survey calls as spam, significantly cutting response rates. According to Pew Research Center, telephone survey response rates dropped from 36% in 1997 to 6% in 2018, mainly due to call screening and declining trust in unknown numbers (Pew Research Center, 2019). Artificially generated ‘Robocalls’ have also led many users to reject unknown calls altogether (Keeter et al., 2017). Thus, technological advances compounded the fundamental difficulties associated with the very fact that those who are surveyed are ‘passive’ respondents who do not have any control over the processes, and cannot know when, where, how, or by whom their responses will be analyzed and announced, and thus tend to think that it will be a waste of time and energy to respond.

These issues also affect survey data reliability. Research in *Public Opinion Quarterly* shows nonresponse bias—when non-responders differ from responders—can distort results (Tourangeau et al., 2017). Pollsters now use online panels and mixed-mode surveys (phone, email, text) to adapt, though these methods may underrepresent those with limited Internet access. As technology evolves, surveyors must find innovative ways to collect representative data while also addressing the growing levels of reluctance and avoidance in people.

2. Possible Solutions

In light of these problems, there have been efforts made by different sectors to have access to alternative survey methods or ‘unconventional’ approaches. To combat lower survey participation from call screening, some survey companies and pollsters have been experimenting with the use of incentive platforms. Monetary rewards, gift cards, or redeemable points can motivate survey completion. Research in *Social Science Computer Review* shows that platforms like Amazon Mechanical Turk and Prolific successfully recruit diverse samples (Palan & Schitter, 2018). They offer immediate pay, reducing reliance on unsolicited calls. Mobile apps like Swagbucks and Survey Junkie gamify surveys by rewarding users and boosting engagement. However, the definite difficulty is to ensure the needed resources that will be enough to motivate people, especially those in the high-income bracket, to participate. This has limited this practice to mostly product-related surveys which also contain advertising elements.

Forming partnerships with trusted organizations to boost survey participation has also been tried. Pollsters try to work with universities, workplaces, and community centers in conducting surveys. A study in *Public Opinion Quarterly* found that surveys shared via employers or universities have higher response rates (Bosnjak et al., 2020). In these settings, incentives include academic credits, professional development, or charitable donations. Using rewards and trusted channels helps pollsters overcome low phone response rates and collect better data, but this can also limit the range of people they can reach and hurt the representativeness of their sample even more than approaching the public without these affiliations.

Also, offering cryptocurrencies like Bitcoin or Ethereum can appeal to tech-savvy, younger users by dispensing easily transferable rewards that may appreciate in value over time. Platforms like BitSurvey and SurveySparrow have been testing blockchain for secure transactions and increased trust (Gopal et al., 2021) in responding to various surveys. Using cuts in transaction fees in inducing the responses to questions posed by crypto-exchanges have also been tried. Business models on these sites revolve around earning crypto rewards for designing quality surveys and reaching a wide range of audiences through various social media channels.

However, there are drawbacks. Crypto incentives might alienate less tech-savvy groups, such as older adults, which can hurt sample representativeness. Volatility in cryptocurrency values may also discourage participation if value of the rewards fluctuates substantially, and regulatory restrictions in various countries often complicate scalability and access (Zhang et al., 2019). Still, if these issues are resolved, crypto-rewarding can indeed modernize survey practices and attract niche audiences.

Another possible solution is to build an SNS platform centered around surveys/opinion polls. By adding features like discussion boards, user profiles, and topic-based categories, such a platform encourages engagement among users with shared interests. For example, surveys on environmental sustainability, gaming, or entrepreneurship can help form micro-communities for exchanging insights (Shang

et al., 2021). Gamifying participation with badges, leaderboards, and the option to follow leading contributors can further boost participation.

Yet, transforming a survey site into an SNS poses challenges. There is a risk of creating echo chambers where users only interact with like-minded peers, limiting diverse perspectives (Sunstein, 2018). To counter this, the platform could use algorithms to recommend or expose diverse surveys and discussions, promoting balanced dialogue. Moderation tools are also key to ensuring respectful communication and preventing misinformation. With careful design, such platforms can succeed in both effectively collecting survey data and foster meaningful social interactions.

3. The ‘Youvey’ (You+Survey) Platform As a Solution

Based on the reflections on the above-described problems and solutions, Youvey.com has been conceptualized and launched as an ‘alternative’ approach to modern survey administration as well as participation. The fundamental point considered was that, in order to boost participation, the ‘nature’ of the survey experience itself has to be changed. This means that Youvey.com’s effort to find the solution revolved around making the survey creation and participation processes more active and controllable experiences, rather than a passive, uncontrollable, and uncertain ones.

Thus, instilling active ‘psychology’ into surveying experience was a main goal in conceptualizing the platform/service model. “Youvey.com” is a platform on which “You (the users)” can post as well as participate in various “Surveys”. The name “Youvey” itself reflects the basic mentality and philosophy associated with the platform; it takes the passive and uncontrollable experience of survey taking and turns it into an active and controllable one in which “you” take charge. It also implements a gamification element into the process as the users can compete with each other in attracting the participation of other users in their created and posted surveys, turning the survey processes into productive and social experiences.

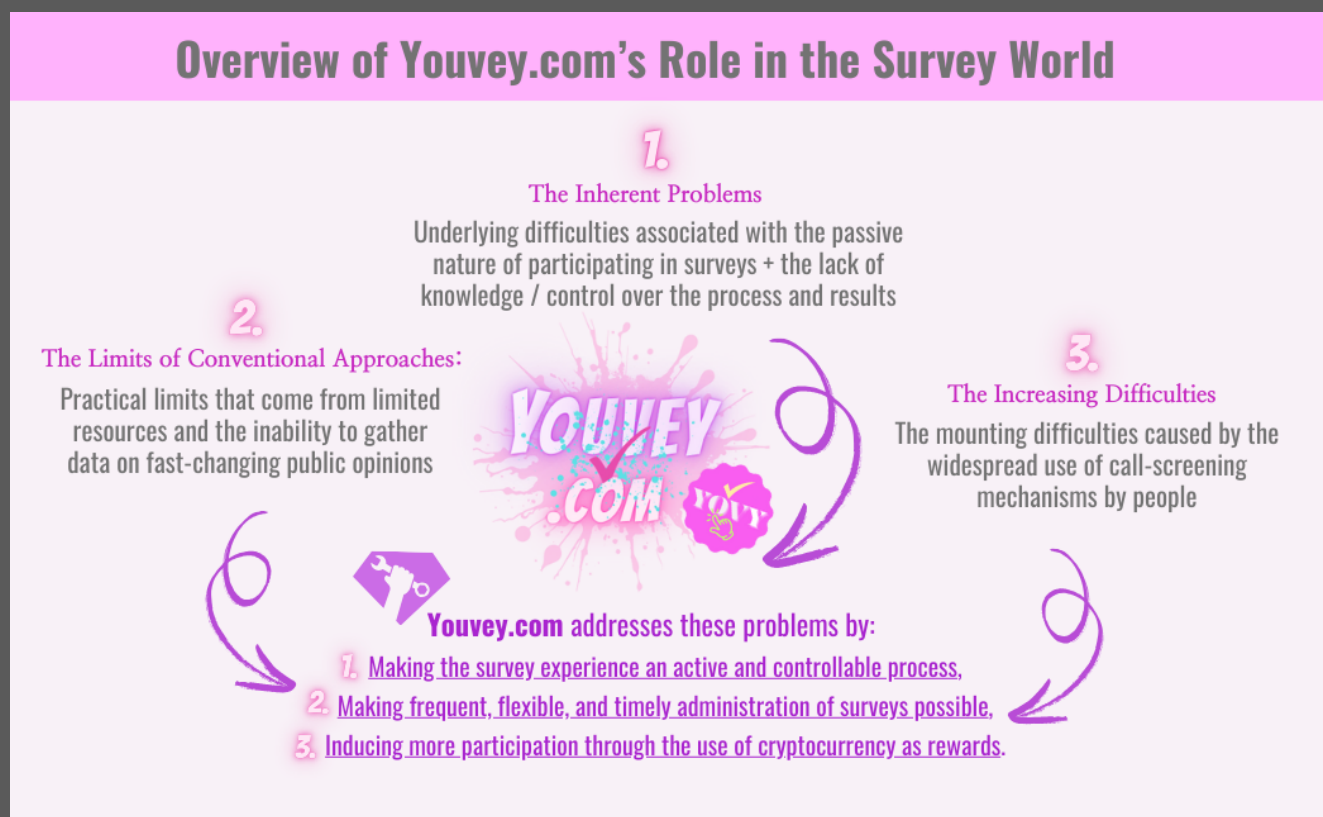
Youvey.com also offers a solution to the mounting problems of decreasing response rates by implementing a cryptocurrency reward system as an incentive of participants. Although not a direct and perfect solution for the declining response rate, the presence of a reward policy itself can lower the psychological barrier and reduce the degree of negative thinking that many people have on responding to survey calls as a ‘waste of time.’

Youvey.com also serves as an alternative venue for journalism to turn to in reporting rapidly changing public opinions or trends in the society. It can also function as a mechanism to cross-check or supplement the surveys conducted in conventional ways. Furthermore, it can work as a means of getting to know people’s thoughts on issues that are intriguing and meaningful, but not quite profitable for conventional agencies to conduct formal surveys on. In this respect, Youvey.com hopes to be eventually recognized as a ‘repository of surveys results’ where people’s opinions on just about every topic can be found and quoted.

The basis of the business model and the perceptions of the role of Youvey.com in the survey world can be summed up and understood as “Youvey’s Role in the Survey World” which is shown in the figure below:

Figure 1:

The Overview of Youvey’s Prospective Role in the Survey World



‘YouTube’™ is the model that Youvey.com benchmarks; Youvey.com will serve the needs of both on the supply (survey participants) and demand (survey agencies/pollsters, news agencies, political candidates/parties, etc.) sides. Just like how ‘YouTube’ became the dominant medium in the entertainment world, ‘Youvey.com’ aspires to be the leading venue in the survey world.

The eventual mission of Youvey.com will be to provide its users with the essential tools to gather reliable and authentic data on various issues. Leveraging its tools that are developed with the help of several AI engines, Youvey.com will offer effective tools that can minimize fake reviews and unreliable responses, delivering valid reports on a truly wide range of public opinions.

4. Youvey (YOYV) Token

Token contract # (BEP20): 0x5a87f88ddf57949880cb0643bd795ca2aa797538

A. The Implementation:

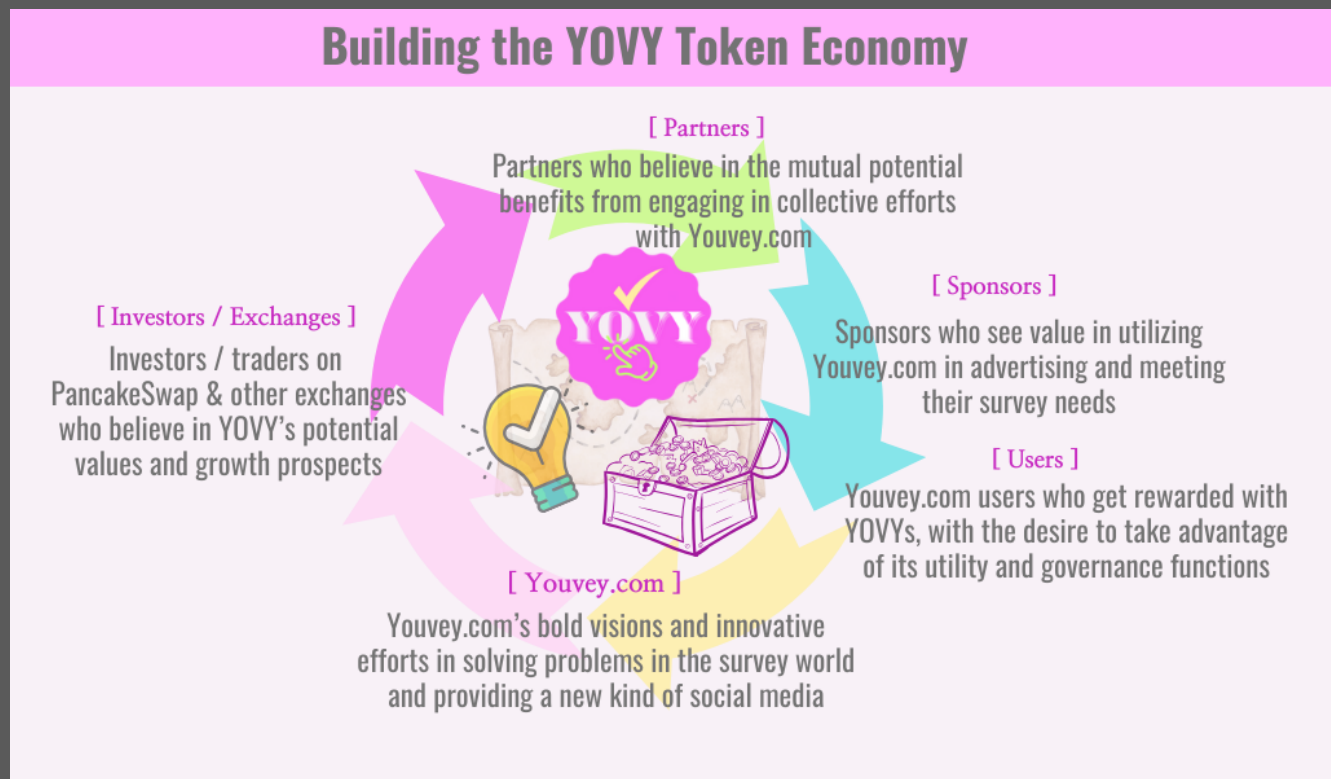
We believe that PancakeSwap Springboard, although often chosen by people who want to stage their meme token projects, is a better choice for launching YOYV token than taking the conventional routes of ICO, IEO, or IDO. It offers a streamlined the multiple procedures involved in token launching at reasonable costs. It also provides security and liquidity, while also offering good initial public exposure level thanks to the high number of the users on the platform. When coupled with its own ‘farming’ program, the advantages become even larger.

The perceptions of investors will initially form the bases of the value in the YOYV token economy. As investors see the need and value for a survey platform like Youvey.com, the value of the YOYV token will grow, and the rewarding power of the token will further fuel the growth of the platform.

The partners with Youvey.com, its prospective sponsors, the platform users, the investors and traders on PancakeSwap and other exchanges, as well as Youvey.com as the creator of the values, will all interact with and influence each other in creating the 'YOvy token economy,' forming a positive feedback cycle that can grow in value over time. These prospects are explained in the figure below:

Figure 2.

Overview of the YOvy Token Economy Building:



B. Token Functions:

(1). Utility function:

YOY token will serve as the main means of rewarding the users for both creating/posting surveys and participating in them. In the long run, the reward system will be expanded to induce efforts made by individuals and institutions in researching and implementing systems that can improve the validity, reliability, and effectiveness of online survey procedures. Reliable implementation and maintenance of the reward system will add value to the YOY token economy. The details of the reward system are posted on the website, under the 'Leaderboard/Rules' menu. Initially, there will be points system implemented, and 'weekly leaders' with the highest accumulated points will receive YOY tokens as rewards. Youvey.com reserves the right to modify, suspend, and/or even terminate the reward system, and will exercise that right when situations that necessitates those actions occur. However, the exercise of its right/control over the reward system will take place in as ethical ways as possible; Youvey.com will make its best effort to maintain, deliver, and improve the reward system in ways that will optimize YOY token's incentivizing power while preserving the trust in the platform and promoting the value of the token.

(2). Governance function:

In addition, the token will also have the governance function. Youvey.com plans to implement a 'hybrid-DAO' structure, meaning that the decision-making processes will be 'partially' conducted on DAO systems. 'Youvey.com DAO' will be set up on a DAO service platform (ex. 'Aragon' <https://govern.aragon.org/#/>). Through such a platform, major decisions about the operations of Youvey.com, as well as its future project operations and implementation issues, can be decided. People or

organizations that hold our tokens will be invited to join the major decision-making vote processes. This governance aspect will add further value to the YOVY token economy. (An administrative decision will be made later on whether a new token will be specifically minted for DAOization purpose.)

C. Token distribution plan:

For the total of 1 billion (1,000,000,000) YOVY tokens (fixed supply limit, minted and pre-audited through PancakeSwap-Springboard, <https://springboard.pancakeswap.finance/>) the following plan is in effect*:

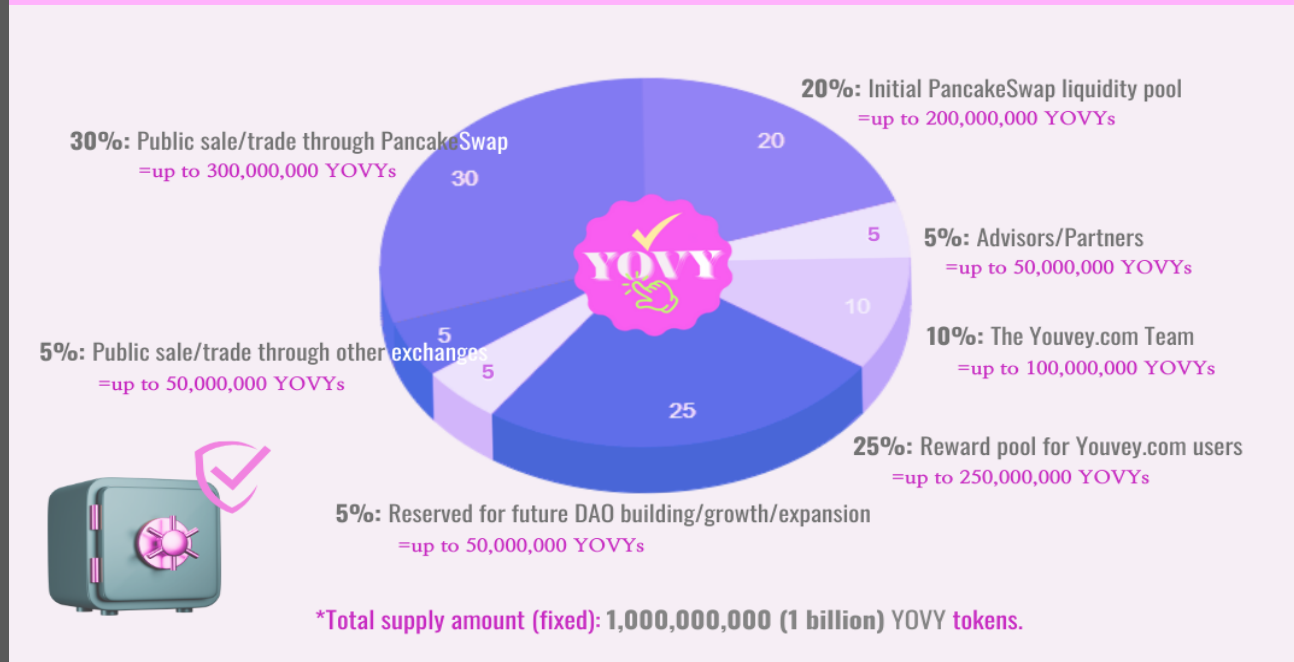
- 20%:** Initial PancakeSwap liquidity pool (= up to 200,000,000 YOVYs)
- 5%:** Advisors/Partners (= up to 50,000,000 YOVYs)
- 10%:** The Youvey.com team (= up to 100,000,000 YOVYs)
- 25%:** Reward pool for youvey.com users (= up to 250,000,000 YOVYs)
- 30%:** Public sale/trade through PancakeSwap (= up to 300,000,000 YOVYs)
- 5%:** Public sale/trade through other exchanges (= up to 50,000,000 YOVYs)
- 5%:** Reserved for future DAO building/growth initiatives/expansion plans (= up to 50,000,000 YOVYs)

*Depending on how the initial bonding/seeding process goes, these percentages can be changed by the Youvey.com administration.

Figure 3.

YOVY Token Distribution Plan:

YOVY Token Distribution Plan



5. The Roadmap

The following are the projected steps in implementing the Youvey.com service/platform/token for offering its services and expanding its operations:

A. Stage I: Q4, 2024 - Q1, 2025

- ✓ Project launch / Platform building on youvey.com
- ✓ Research & implementation on validity-ensuring efforts for online surveys (ex. Implementing device limits on survey participation)
- ✓ 'YOYV' token launch (through the pre-audited channel: PancakeSwap Springboard) and the token economy building through reward & governance functions.
- ✓ YouTube channel building and posting the survey results as shorts on the platform.

B. Stage II: Q2 - Q3, 2025

- ✓ Research & implementation on integrating AI into the Youvey.com platform to assist the users in creating more effective and valid surveys.
- ✓ Implementing automated and more secure token reward execution systems.
- ✓ Implementing advertisements/sponsorships on youvey.com platform to diversify profit models and to boost the value of the YOYV token.

C. Stage III: Q4, 2025 and beyond

- ✓ Expansion efforts to implement more SNS-like features to make youvey.com platform more engaging for users (ex. Implementing comment sections, subscription functions, etc.)
- ✓ Setting up 'Youvey.com_DAO' to implement the governance function of the YOYV token.
- ✓ Forming partnerships with organizations that need more cost-effective, speedier and more flexible ways to conduct surveys.

6. The Youvey.com Team

The core Youvey.com team consists of three members. These members have been cooperating as a group in running the 'IEBF' (Innovative Education for Better Future: iebf.io) project. They have been sharing similar values and engaging in cooperative work for more than 10 years so far, in both off-line and online settings.

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We decided to push the project forward with the sense of urgency as South Korea faced the prospect of holding an early presidential election due to the impeachment and the subsequent trials that followed the incidence of declaring the martial law in S. Korea in Dec., 2024. Donald Trump's return to White House in the U.S. and his unconventional steps that is shaking the global political and economic scenes further fueled the sense of urgency in our minds to push the project forward.

Our team also saw the huge potential in the project as they sensed the inadequacy of the conventional media in conducting surveys on the public's rapidly changing opinions on political and economic issues, and thus not catering to the public's need and desire to know.

We also relied heavily on AI engines like ChatGPT4.o & Claude 3.5 Sonnet in the project research, preparation, and platform building processes. *Thus, we strongly believe that Youvey.com showcases how a small startup group can accomplish a whole lot with the help of AI engines (& the blockchain) in the present and future business environments!*

7. Future Growth & Expansion Plans

A. Improving the Sampling Validity.

Although it is impractical to implement the same level of KYC requirements that are used by financial institutions, Youvey will make the efforts to improve the user identification protocols to increase the degree of statistical validity in sampling processes (ex. phone number verification). This will help us to gain the public trust as a tool to gather reliable and authentic data in the long run.

B. Diversifying the Format of Surveys.

Youvey will engage in the endeavors to diversify the format of survey question types to render the platform more flexible and complete in catering to the needs of various users, especially corporate or organizational ones. Initially, it will stick to the multiple-choice format for the sake of ensuring simplicity and clarity (just like how Tweeter (now 'X') initially used only text message with character limits), there will be diversification efforts in terms of the format of survey questions that can be created and posted on the platform.

C. Forming Partnerships.

Youvey will try to form partnerships with conventional surveying/polling agencies and the journalism sector in order to increase the utility of the platform. These conventional agencies are facing increasing degrees of difficulty in reaching survey respondents. We hope to function as alternative form of survey agency for people in the journalism field; they have the need to get grips on the rapidly changing

public views. They can take advantage of the flexibility, speed, and cost-effectiveness that youvey.com offers, and use the platform to supplement the survey results they get from the conventional sources.

D. Integrations With Other Social Media

Youvey will also make the effort to integrate its platform with social media like Telegram and X. By embedding surveys into social media posts, videos, or live streams, these platforms can target users with precision based on their interests and behaviors, leveraging these platforms' sophisticated algorithms. For example, creators on Telegram can post incentivized survey links on their group channels, encouraging viewers to respond while earning rewards. This is based on our belief that our platform can grow into a new type SNS by fostering online communities centered around shared opinions and collaborative knowledge creation.

E. Diversifying the Reward System.

Youvey will make the effort to diversify the reward system by adding different incentive forms in addition to cryptocurrency; this will also be an effort to broaden the range of potential users/participants. Active partnerships/sponsorships with a broad range of organizations will be sought in this process.

Over time, these efforts will collectively lead to the growth of the platform that can challenge conventional surveyors and pollsters by decentralizing the surveying/polling processes, making them more accessible and real-time. Much like how YouTube democratized video content creation and sharing, and subsequently the entertainment field, Youvey.com, with its expanded social media functions, can

allow individuals and organizations to gather data without relying on traditional, centralized polling agencies, and come to dominate the survey world!

* * *

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