



Blockchain Reputation

promoting good actors in a free society

swarm.city

In a free society we will use blockchain based reputation systems to promote good actors.

Centralized, third-party intermediaries will no longer be needed.

swarm.city

If you think about it, every human interaction has potential for conflict, and as the relational distance between two parties broadens, the potential for conflict grows.

swarm.city

Inversely, the more you know the person you're interacting with, the easier it is to negotiate because you have a better chance of intimately understanding the goals and trappings of that person.

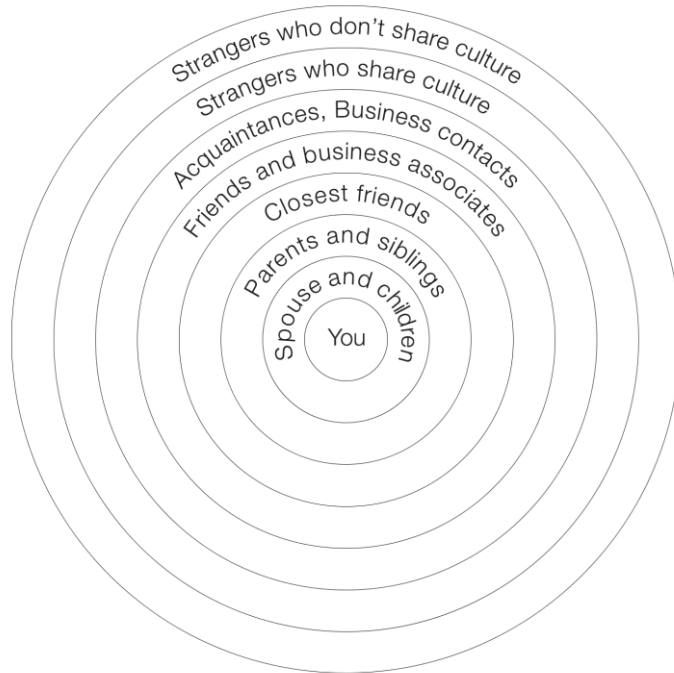
swarm.city

What is reputation?

swarm.city

Reputation is the sum of all your interactions with another person,
in a specific context.

swarm.city



swarm.city

For most of human history building reputation was a slow process, and often times there were serious repercussions if you trusted the wrong person.

swarm.city

But we are social creatures who need to cooperate with each other
in order to survive and thrive.

swarm.city

Reputation Organizations

swarm.city

In our more recent history, the rise of the internet has allowed an exponential growth in ways for humans to collaborate, but it also created more risk because we end up dealing with people outside of our trust spheres.

swarm.city

Reputation organizations are big business.

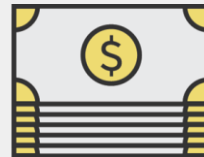
swarm.city

Reputation matters a lot.

swarm.city

The practical costs of third party intermediaries.

1. Financial Cost
2. Personal privacy



swarm.city

In a pre-blockchain world, this was a necessary evil.



swarm.city

The philosophical cost of third party intermediaries

swarm.city

**The answer is blockchain technology,
for example Swarm City.**

swarm.city

Swarm City is decentralized

swarm.city

Swarm City is revolutionary because we tokenize reputation.

swarm.city

Every interaction in Swarm City takes place in a marketplace.



swarm.city

We use hashtags to signify a marketplace, like #needaride or #needtobuy

swarm.city

A marketplace is a unique smart contract.



swarm.city

Contextual marketplace tokens get afixed to the user's pub key.

Identity is the sum of all past actions.

Blockchains allow for infallible identity

swarm.city

Rideshare example:

A driver might have 1000 rep in #needaride

vs. 0 rep in #needaride

swarm.city

This is the power of blockchain based reputation.



swarm.city

A free society is a voluntary one.



swarm.city

thisis.swarm.city

swarm.city