

## **Answerly**

### *“A Platform Promising Introduction of Reward Culture in The World Of Q&A Platforms”*

#### **Abstract**

*Many online platforms that owe their existence to their community have adopted a rather thankless approach to their users' contributions. There are no to very few incentives on offer for all the unique content that users provide these platforms with. This approach leads to dangerous trends, such as minting quick money via spamming, among content creators. Trends such as these can prove to be harmful to any platform's health in the longer run. Q&A platforms like Quora fail to counter this issue, both at the micro and macro level. The Answerly platform provides an excellent solution to these and many other related problems. The platform is a project built on the Polygon blockchain and promises to be a breath of fresh air in the world of Q&A platforms. This white paper overviews Answerly's modus operandi and its many distinctive features.*

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### 1 Significance of rewards in user-generated content

Arguably, some of the most successful online platforms today are successful courtesy of their users only. In the last few decades, we have seen users playing a crucial role in elevating specific platforms to the level of success they are enjoying today. User-generated content, which users post on an online platform, has proven to be a game-changer in recent times. Whether it is social media platforms, community forums, content-sharing websites, or trivia platforms, unique user-generated content is considered a prerequisite for success in all these cases. Fair to say, primarily this content generates revenue worth millions of USD every year.

Appreciating the significance of user-generated content is one thing; honoring it is another. Unfortunately, most platforms are only good at doing the former and don't take any steps to reward a user's contribution to their platform. It is worth reiterating that when a user joins a community platform, they add to the overall value of the said platform by contributing in terms of time and content. Just because it has assumed the form of a custom to ignore these contributions doesn't mean that the ignorant trend must be continued. Content ownership is a related issue; many platforms don't let users own the unique content they generate. It is not difficult to imagine the heartbreaking impact this rather ruthless approach might have on emerging content creators.

Of course, there are a few exceptionalities. Some platforms make efforts to reward users for their valuable contributions. However, these rewards are not gifted to them on a plate. First, they must build an individual fan base of significant proportions; only then are they deemed eligible for remuneration of any kind. Other projects believe in issuing rewards in a more platform-specific manner. Take the example of blockchain platforms that impose mandatory conditions on users before real prizes of any worth are given. An example of such conditioning is asking users to purchase platform-specific tokens. Only then are avenues of incentives opened for them. Should registering and attaining recognition be this difficult? Most certainly not, which is why better solutions are the need of the hour in this case.

We have talked about these thankless devourers of user-generated content abstractly so far. But now, let us discuss a popular platform as an example. Arguably, Quora leads the charts when we

rank the question & answer platforms. The platform is considered a holy shrine for knowledge lovers. While there is no contesting that the platform has played a vital role in disseminating knowledge all these years, Quora's reward system is inadequate, and that is putting things mildly. It is pertinent to mention that a sustainable reward system is crucial for users and the platform's health. Things have been on a decline quality-wise for a while now at Quora. One of the primary reasons for this decline is the simple fact that contributions are not adequately incentivized at Quora. Today, despicable attributes like plagiarism, spam, and bias have become rampant on this leading Q&A platform. When one looks at this scheme of things from a content creator's point of view, it makes sense. Why not mint some revenue by spamming when the platform has adopted a thankless approach from the word go? Quora is fast becoming that notice board where everyone puts up their adverts, but no one reads them anyway. Arguably, Quora's credibility in content accuracy has never been in this much doubt. The platform tried to counter this issue by launching a partnership program, leading to even more problems. Millions of questions that deserve a place in spam are plastered all over Quora today, only because users are too eager to earn rewards from Quora.

We have summarized the shortcomings in the reward system of massive community platforms. Rather than lamenting the lack of a proper reward culture in these platforms, one must focus on finding breakthrough solutions that can instill a new spirit among content creators and contributors. Answerly aspires to be one such solution.

## 2 Answerly: An Overview

Answerly is an antidote to the problems discussed in section *Overview*. The platform is a project built on the Polygon blockchain and promises to open unexplored avenues of innovativeness in the world of Q&A platforms. Answerly realizes the thankless norms of the Q&A world and can anticipate the floods of spamming and plagiarism that emerge because of this approach. The platform vows to introduce the reward culture as it has never been presented before. The rewards at Answerly will not be bound by any conditional parameters like mandatory fan base figure, user account age, or investments made in the platform's native tokens.

Like any other question & answer platform, Answerly's primary goal is to increase knowledge. However, while things do get boring and repetitive at other platforms, Answerly has taken all the adequate steps to avoid that from happening. Users at Answerly get rewarded for posting unique and valuable answers to the questions asked by the Answerly community. All answers are submitted by signing a transaction on the Polygon Network. As soon as the answer is approved, the users will receive up to \$1 worth of Answerly tokens that can easily be converted to MATIC or USDC.

### 2.1 How does Answerly counter-spam?

As mentioned earlier, plagiarism and spam have become rampant on platforms that fail to appreciate user-generated content's worth. While such trends are less likely to emerge at Answerly, the platform still has formulated a strategy to combat spam. It achieves this objective by a combination of the following features:

- An inbuilt plagiarism checker that automatically checks the answers when the user clicks *submit* button. It is pertinent to mention here that such a similar checker is not featured on platforms like Quora.
- Manual moderation of answers by the Answerly moderation team further reduces the risk of spam content finding a presence on the platform.
- Several strict policies against self-promotion in answers further discourage the spammers and self-marketers from participating in any activities on Answerly.

## 2.2 Understanding the reward system

Users are rewarded up to \$1 in ANSR tokens for every approved answer. To maintain the quality of Answerly, the answers first pass through an in-built plagiarism checker. Once submitted, the answer is checked by the Answerly team. Once your answer is approved, your reward will automatically be transferred to your Polygon wallet address.

## 3 Answerly Tokens (ANSR)

The Answerly tokens are introduced to make the rewarding process easier at Answerly. Users whose answers are approved will be rewarded with ANSR tokens. The token is built on the Polygon blockchain.

### Token Specifications

- Contract address: 0xdacc6be178f123d22b672808d8494eda03c6ebc4
- Token: ANSR
- Token Name: Answerly Token
- The number of existing units: 1,500,000,000 (1.5 Billion)
- Blockchain: Polygon
- Explorer: [Polygonscan](#)

## 4 Revenue Model

The magnificence of an idea doesn't necessarily guarantee its sustainability. Developers at Answerly realize this and have worked out a revenue model to keep the wheel rotating. Answerly's revenue model consists of two branches:

### 4.1 Pro Membership / Lifetime membership (Answerly NFTs)

For only 25 USD (every month), Answerly users will be able to buy the platform's pro membership. The Pro-membership package features a list of perks that we have highlighted below:

- **Posting 1000 answers per month:** A regular user on Answerly can post up to 100 answers in 1 month. However, a pro member can post up to 1000 answers.
- **No ads:** A pro member can enjoy an ad-free experience on Answerly
- **Pro-membership tag:** Who doesn't like a cool profile badge to brag about ;)
- **Analytics:** Pro members would be able to track the analytics of their submitted questions and answers.

## Answerly NFTs

Answerly NFT is a digital collection of 10,000 pieces of art that we plan to launch in Q4 2022. These NFTs are backed by lifetime pro-membership of Answerly. This means that owning one of these pieces will not only get you the NFT (which you can sell at any point) but also gives you lifetime access to all pro membership features of Answerly. Answerly NFTs are backed by a lifetime Pro-membership account.

Once you have an Answerly NFT in your Polygon wallet, your user account will automatically be upgraded to a Pro-member account. Just make sure to transfer the NFT to the wallet that's linked to your Answerly account.

## 4.2 Advertising

At Answerly, advertisers and marketers will target the audience based on different parameters, including the interests they follow on the platform. This will allow the advertisers to target specific audiences in specific niches. Of course, their ads will run in these categories only after they abide by all the terms and conditions. Payment for the ads will be made in ANSR.

## 5 Web Platform

Answerly (beta) became live in September 2021. As of August 2022, Answerly has over 18,500 users and more than 12,000 answers.

Let us look at some of the distinctive features of the platform's web application in this section.

- Questions, Answers, and Polls
- Fully Polygon blockchain integrated
- Messaging
- Tipping
- [Upcoming] – Inbuilt exchange
- [Upcoming] – Ask me anything (AMA)
- [Upcoming] – Referral system

## 6 Team

- **Raza Rizvi** – Co-founder and CEO | [Twitter](#) - [Linkedin](#)
- **Zain Haider** – Co-founder and Operations Manager | [Twitter](#)
- **Usama Akhtar** – Business Development Manager | [Twitter](#)

## 7 Upcoming Features

Answerly is now past the stage of infancy. The Answerly community is growing with every day passing. Users can always expect something exciting bubbling at Answerly. This section will glance at some of the upcoming features at Answerly.

### 7.1 Ask me anything (AMA)

Answerly understands the importance of sharing and increasing the existing knowledge pool. It encourages the trend by adding an element of credibility to the process. The *Ask Me Anything* feature will allow the Answerly community to ask questions and seek experts' opinions in different fields. While many platforms allow only famous figures the luxury of starting an AMA, Answerly plans to give the nod of approval to anyone who can prove their expertise in a subject matter.

### 7.2 Referral System

Keeping the fluttering flame of curiosity going is the main ambition at Answerly. One way of doing that is by inviting your friends and family to the platform. But even this step towards community building doesn't go unnoticed at Answerly. Users will be rewarded for every invite they send to their friends as soon as the invitee publishes their first-ever answer on Answerly. Users will be able to view their referral rewards on the Polygon blockchain.

### 7.3 Polygon Exchange Integration

Instead of hopping on different exchanges, users will directly perform various exchange operations on Answerly, courtesy of a Polygon exchange integration. The feature will add more convenience and ease of access to the platform.

### 7.4 Inbox

Apart from posting and answering questions, Answerly users can also communicate via the inbox feature. Direct communication is likely to amplify the interest levels on the platform.

### 7.5 Tipping

Sometimes, good things take some time before they eventually happen. There might be a case of a great answer not being upvoted enough by the Answerly community. That means that the contributor's efforts will go down the drain. Or it might have, where the developers at Answerly are not perfectly aware of this possibility. A tipping feature allows users at Answerly to show their appreciation for a great answer by tipping the contributing user.

### 7.6 Mobile/ Android apps

Answerly community will soon experience the platform's amazing Android and iOS applications. Both versions of the Answerly application will be launched before the third quarter of 2022.

## 8 Conclusion

Answerly is a picture that is still in the process of being painted. The first preview of the picture's sketch suggests a bright future for the platform. What bolsters this optimism is the competitor platforms' complete disregard for incentivization of contribution. Answerly is orchestrated on a relatively novel concept and is cemented well enough to stay in the race for many years to come. Given the surprising number of boxes it has ticked in such a short time, the wind certainly seems to be blowing in Answerly's direction.