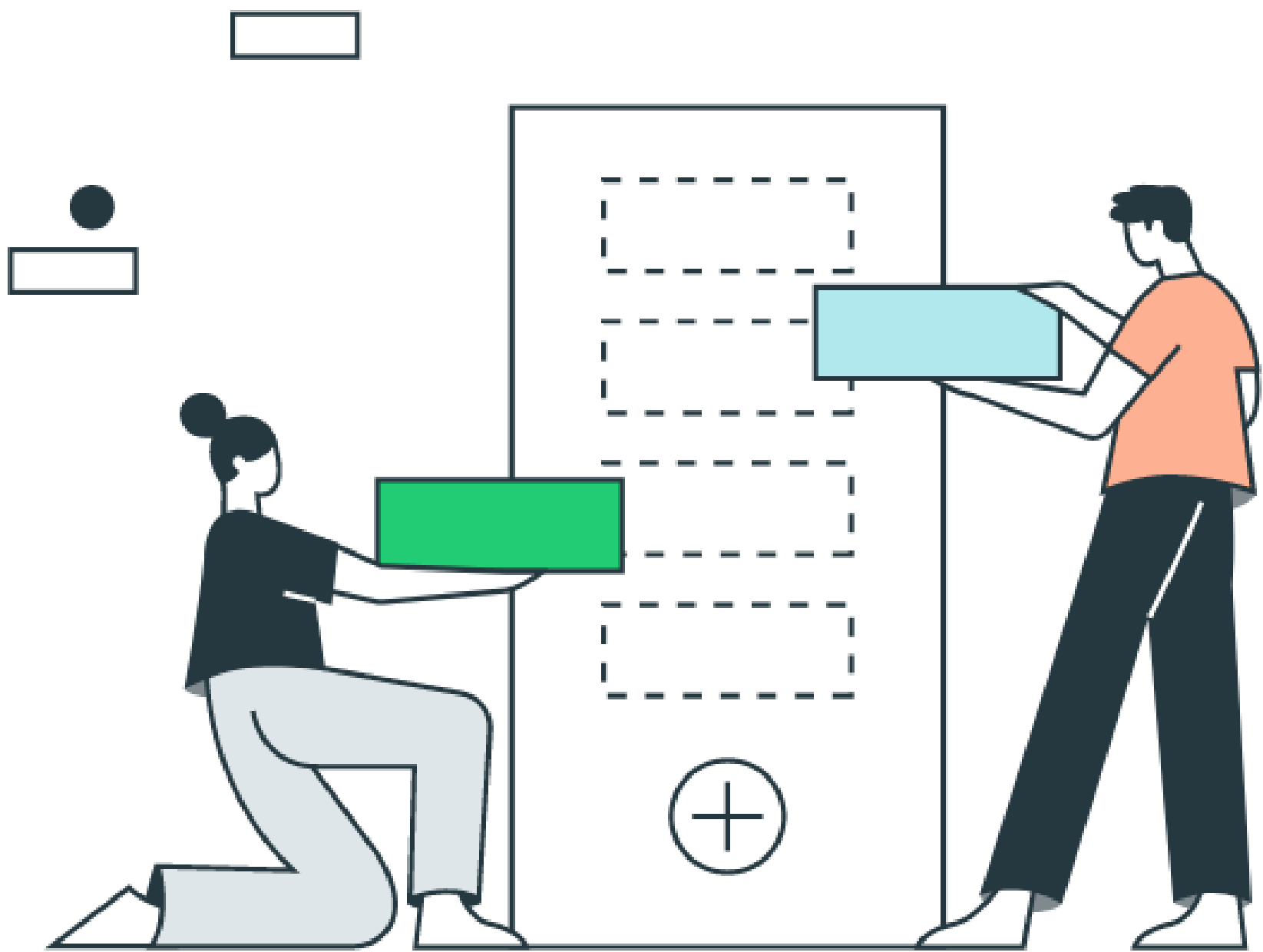




# ziSurvey whitepaper

April 06, 2021



# Platform

To build a successful product getting input / feedback from your target audience is incredibly important. Getting this feedback can often be fairly time-consuming and costs a lot of resources. zilSurvey aims to make it easy for researchers and product developers to get this feedback in a quick and cost efficient way.

zilSurvey is a platform which provides product researchers and developers easy access to hundreds of different minds via zilSurvey participants. When participants first sign-up they share personal data such as gender, age, interests, job, education level, salary et cetera. Using this data set surveys can be directly targetted at specific groups of people. This allows for getting more valuable feedback, since for example a product aimed at cryptocurrency enthusiasts won't be very interesting to people who've never heard of Bitcoin.

## Survey feedback types

1

### Score

Score surveys have two types of categories; 0 / 10 ratings and satisfaction scores.

0 / 10 ratings are used to provide feedback by rating products such as website interfaces et cetera on a scale from zero to ten.

Satisfaction scores are used to rate services, products et cetera based on emotion.

2

### Describe

Descriptive surveys are used to get feedback from participants in the form of writing. There are two categories; direct feedback and quote feedback.

Direct feedback gives the participant the opportunity to write his / hers feedback with a minimum amount of words to 'force' the participant to brainstorm. Quote feedback forces the participant to write a short descriptive sentence.

# SRV token

zilSurvey is partially run on the Zilliqa blockchain and has its own ZRC-2 token. This token can either be obtained via completing surveys on zilSurvey, or directly swapped via the SRV - ZIL liquidity pool on zilswap.io.

The zilSurvey token has multiple use-cases:

## 1 Reward participants

Participants who actively complete surveys on zilSurvey get rewarded with 1 SRV token per valid completed survey. This token can be held as an investment in the platform by the user, or directly swapped on zilswap.io.

## 2 Create surveys

Surveys on the zilSurvey platform can directly be created by partners using the SRV token. For 100 SRV tokens a partner can create 1 survey with up to 10 questions. This model increases the demand and value of the token, which in turn incentivizes the survey participants to complete surveys and earn rewards.

SRV tokens are sent out weekly by the platform, with a maximum of 7 tokens per participant per week. Before rewarding a participant with an SRV token the participant's survey answers are analyzed on validity via a set of factors such as time spent on answering the survey and comparing the data against others to detect anomalies.

<b>Total SRV supply</b>	1,000,000
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<b>Team holdings</b>	100,000
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<b>Liquidity pool pre-sale</b>	80,000
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<b>Contract address</b>	zil168qdlq4xsua6ac9hugzntqyasf8gs7aund882v
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Every week starting at 5-01-2021 zilSurvey will host airdrops to all liquidity providers on zilSwap.io. These airdrops will sent free SRV tokens to all liquidity providers. The amount of SRV received per liquidity provider is determined by the percentage of the liquidity pool held by the provider divided by the total amount of tokens available.

**Liquidity provider pool share (%) / total SRV airdrop amount**

Airdrop tokens will automatically be sent out to all liquidity providers. Starting from 5-01-2021 zilSurvey will release a public page detailing percentage share of all liquidity providers and the estimate amount of SRV being airdropped.

# Governance

To give participants and partners of zilSurvey a voice in the development of the platform SRV tokens can be used to vote and create governance polls. These polls can be created and voted on via the [governance.zilliqa.com](https://governance.zilliqa.com) website. This system allows for the users who make up the platform to let themselves be heard and share their concepts and ideas.

Proposals can be created for free by anyone, if a proposal reaches the minimum quorum of 20% they will be looked at for implementation by the zilSurvey team.

By using SRV as a governance token it acts as an extra incentive to actively complete surveys and to hold the tokens you earn. This system increases both the demand for SRV and gives it even more utility.

Team holdings cannot be used for voting on proposals to prevent quorum manipulation.

# Short-term roadmap

## project announcement to public

4-10-2021

- \* Website & whitepaper live
- \* Release SRV token as pre-sale on zilSwap
- \* Start development back-end dashboard

## public BETA

5-01-2021

- \* Open participant registration on website
- \* First SRV rewards to survey participants
- \* Begin liquidity provider airdrops
- \* Announce new partnerships

## partner update

6-15-2021

- \* Public partner registration
- \* Release back-end partner dashboard