



# Overview of the SEED™ Token & Network

## The future of AI relies on the future of Bots.

Bots and Conversational User Interfaces (CUIs) are the front-end to the back-end AI technologies that will change every industry, application, and service in the near future. CUIs are a more natural way to interact with computers and systems. They're already growing at a rapid pace as the preferred interface to AI technologies and services. As AI grows, so will bots, impacting every interface and computing system in a way similar to the replacement of command-line interfaces with graphic user interfaces in the last decades of the 20th Century. Like with GUIs, the explosion of CUIs will transform every industry and service and usher-in new applications for many new users.

## Bots are difficult to build.

Currently, bot tools and protocols are typically proprietary and under-developed, making bot creation, deployment, and management difficult. This limits the market's ability to scale and realize its full potential as a mature bot and AI economy. Without a common medium of communication and value exchange, the industry's growth will be retarded, making it difficult for all but the biggest corporations to effectively create and deploy bots and CUIs. This would isolate these new technologies and opportunities outside the reach of individuals and small companies, further retarding innovation, ownership, and access for both developers and (more importantly) users. AI services are offered by very large corporations that require developers and service providers to subsume their brands under these large companies' AI brands (such as Alexa, Siri, etc.). **We can't allow such critical technologies and services to be owned by a handful of very large corporations.**

- Bot architectures must be designed to manage conversation, address context, and exhibit socially-appropriate behaviors. They need to be multi-modal: capable of communication in text, audio, video, and animation.
- Bot platforms must remember and learn from users' past conversations while communicating across an array of clients and third party services from language processing to user context to others.
- Perhaps, most importantly, encryption and authentication of bots is required to establish privacy and trust, including sharing personal information on sensitive topics such as health or finances.
- In addition, marketplaces can amplify the value of engineering and design efforts by allowing compatible components of all kinds to be sold across the industry and customized, as needed.
- Ratings and reviews of bots and components that reward good bot citizens and developers would strengthen trust and reduce the influence of bad actors in the ecosystem.

## SEED Establishes A Blockchain-Based Bot Ecosystem With More Opportunities for Growth. SEED will be the preferred mechanism for authentication and exchange of value between bots and CUIs.

SEED tokens create an economy of bot functions, components, and transactions. The SEED token and protocol enables an open environment for conversational interfaces to AI built on **Botanic Technology's™ multi-modal Bot Framework**. The SEED token will cryptographically-secure digital tokens, built on a blockchain. These tokens are specifically designed for creating, distributing, and licensing multi-modal digital agents, bots and conversational 3D avatars across an open, trusted, peer-to-peer network.

We believe recording all transactions on a blockchain is the best way to establish trust through transparency (of transactions, but not of personal data) and help the bot economy grow so that bots become the preferred way for people to interact with computing systems.

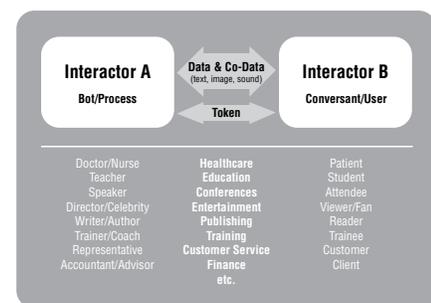
Any bot developer can use SEED to share, buy, and sell digital agents, avatars, and component assets in a variety of markets on the SEED Network. These bots and components may be found, ranked and exchanged in a manner similar to an app store. In addition, Botanic is open-sourcing its existing API aggregation middleware, clients, servers, libraries, protocols, data structures, tools, patents, and other IP in order to supercharge an open industry standard for development of bots and CUIs. This will all be financed by the sale of SEED tokens undertaken by Seed Vault Ltd.™

seedtoken.io

Gartner already predicts that bots and CUIs will grow to over \$20B by 2021 (up ten times from today).

- AI will impact 47% of jobs by 2025.
- By 2020, 25% of customer service and support operations will integrate virtual customer assistant technology across engagement channels, up from less than 2% in 2015.
- 85% of users are more likely to follow directions from an AI than a person—especially when it comes to health care.
- By 2020, Artificial intelligence to be top investment priority for 30% of CIOs.
- The use of virtual customer assistants (VCAs) will jump by 1,000% by 2020.

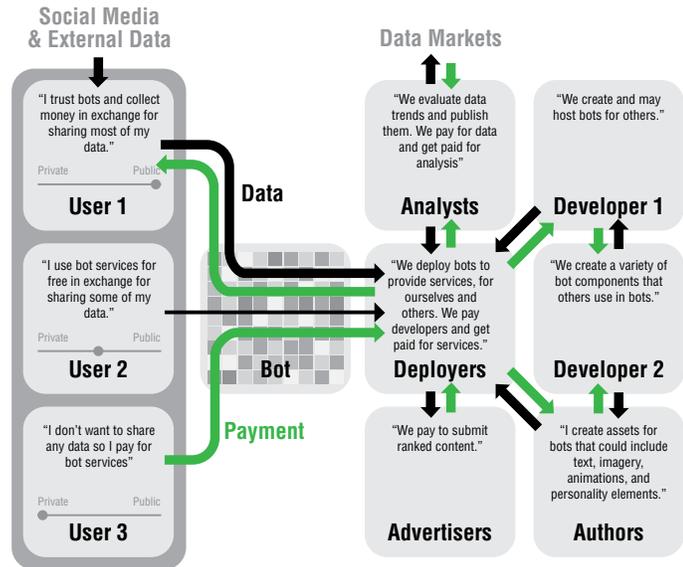
*Gartner Report: Enterprises Must Prepare 'Now' for the Disruptive Power of Conversational AI Platforms*, Published: 13 March 2017 ID: G00327554, *Market Guide for Virtual Customer Assistants*, Published: 23 November 2016 ID: G0029181, *Relational Agents: Effecting Change through Human-Computer Relationships* by Timothy Wallace Bickmore, <http://affect.media.mit.edu/pdfs/03.bickmore-phd.pdf>, *Gartner Predicts 2017: Artificial Intelligence*



## The SEED Ecosystem Enables Ethical Bots & AI.

The SEED Token and Network are unique because they are bot-specific. In addition, it is comprised of communities and companies from across the converging worlds of AI, VR, AR, voice, video, and blockchain. This enables an exchange of valuable data and interoperability that these siloed industries do not normally enjoy. With SEED, not only can the token be used to allow developers to earn value for the components they share and sell in the marketplaces but also with end-users who converse with bots. **Users can also be remunerated for the data they share through bots as well as data created as a result of these interactions, including new, currently unmeasured, forms like emotions, intonation, and preferences.** SEED serves as a democratizing force in two-way value creation, built on a trusted foundation of conversational interaction that balances public and private data. The core remuneration model is based on backlinking a chain of licensed properties rewarding the original authors of any asset whenever it is used, increasing the value they receive for their work and speeding the development of bots for all. Smart contracts govern the terms related to licensing, transferring, subscribing, revenue sharing, and other transactions.

A peer-to-peer application will be developed by SEED Vault Ltd.™ to allow developers and users, alike, to interact fully with the SEED network.



## The SEED Token Sale in Q1 2018 will fund the development of the SEED token, network, and marketplaces.



Following the SEED Token Sale, Seed Vault will open-source the specified intellectual property; complete the token, blockchain, and network development; roll-out the SEED network; and deploy bot component marketplaces (Bot Stores). In addition to engineering projects, Seed Vault will establish developer programs and contests, developer relations and investments, and develop and support SEED-engaged communities.

### The SEED project is evolving from Botanic Technologies.

Founded in 2011, and based in San Francisco, CA (EIN 81-5404521) Botanic creates the tools to deploy multi-modal, trusted AI personalities for clients, including Microsoft, Skype, and Logitech. Its experts are lending their experience, frameworks, code, intellectual property, and technical resources to the SEED project. **Much of this IP (including key patents and source code) will be licensed to Seed Vault Ltd during the ICO for use by the SEED community under a Creative Commons license.**

**Seed Vault Ltd is a Singapore-based foundation focused solely on extending and supporting the SEED community and build value for the SEED token.**

Seed Vault is managed by a board of trustees and will create a governance structure of rotating trustees with specific oversight in the areas of bots and CUIs, security, digital currencies, compliance, and economics. When trustees are up for rotation, SEED holders will vote for trustee candidates.

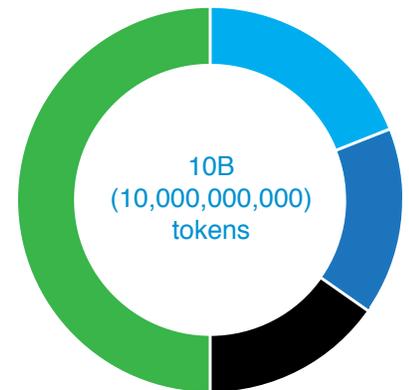
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## SEED Token Allocation



- 50% SEED Community
- 20% Founders, Developers, & IP
- 15% Partners
- 15% Seed Vault & Endowment

### Key Contributors



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