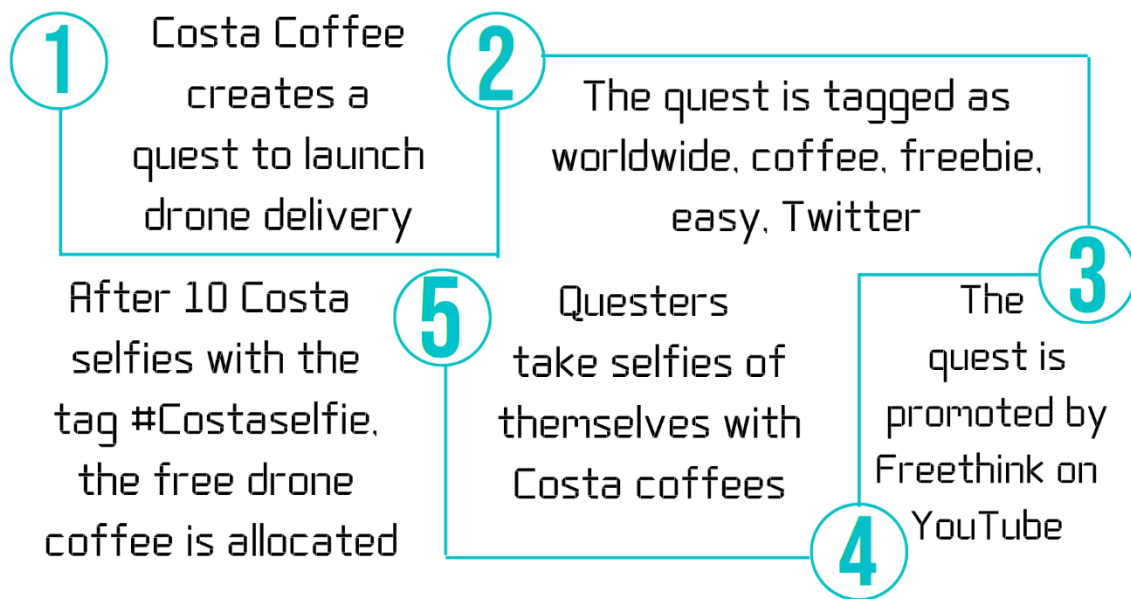


# Otopush: The Marketing Revolution



Otopush is a revolutionary way to market products, services, ideas, information and news through the power of the hashtag, the re-tweet, the like, share and repost.

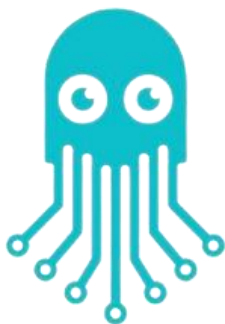
It is a subscription-based service which allows businesses or individuals to create 'quests'. A quest links with the social media accounts of the 'questers' and after the objective has been achieved, the quester receives a reward.



Once the quest is activated, the app measures the progress of the quest and coaches the quester to complete the task. When the objective has been achieved, the prize is credited to the app in the form of a QR code or voucher code and this can be scanned at the till or added to an online order to be redeemed.

Bonuses and special badges can be unlocked for posts which have a lot of views or are reposted by another account, for example.

The questers success is measured with an algorithm known as Total State of Presence. Their progress is also rewarded in Salt and Pepper, a virtual currency. All rewards are recorded on blockchain. This system allows users to trade rewards with other users, for example trading 5 free coffees for a 50% off voucher for Domino's Pizza. This incentivises questers to take quest which may not be relevant to them in order to level up their rewards.



All quests are categorised using the 'Taxonomy of Interests' which allows relevant quests to be shared with questers and enables the linking of quests with relevant YouTube influencers.