The
Creator's Galaxy

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1. Vision

The Creator's Galaxy Protocol empowers the interactions between Creators and their fans to be more meaningful and productive, creating objective and measurable value within the relationship while increasing monetization for Creators, unlocking a new economic paradigm.

A digital revolution of social engagement has been taking place over the last two decades. A platform built for Creators by Creators couldn't come at a more opportune time.

This next phase of digitization is happening now and resulting in a monumental shift towards Creator-centric micro-economies, empowering the newfound "Creator Middle Class". In this new age of digital social engagement, anyone can create, interact, and develop a business or brand in a way that is faster, more profitable, and easier to scale than ever before.

There will emerge a decentralized future where Creators will be able to foster, empower, and incentivize their communities via custom Creator Tokens, while simultaneously reaping the benefits of the first fully integrated Creator Economy, where value is more equitably distributed amongst those that create it.
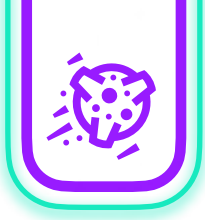
2. Introduction

The Creator's Galaxy Protocol is a [decentralized and permissionless ecosystem](#) for personal monetization, empowering the next generation of celebrities, athletes, influencers, and content Creators to monetize from their community of fans without the traditionally required centralized authorities. The Creator's Galaxy is the future of personal monetization, enabling a new type of direct-to-fan and community engagement that has never before been possible.

Creators within the Creator's Galaxy mint personalized [social tokens](#), called "Creator Tokens", that their fans and communities can purchase and utilize in various applications for services like video calls, video messages, fan club subscriptions, and direct messages. Creators within the ecosystem can also issue "Collectibles", which are non-fungible tokens, or "NFTs", that represent unique assets and are provably scarce.

Creator's Galaxy tokens adhere to a set of open-source and community-governed standards. These standards define fees denominated in Calaxy Tokens ($CLXY), the ecosystem's native token. In addition to being used for fees, or acting as "gas", these tokens can be used as formal governance over the ecosystem specifications, which include things like fee distribution and treasury management.

3. Overview

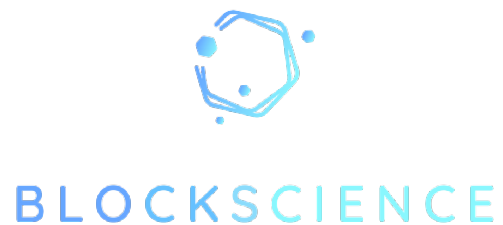There are various different parts and participants within The Creator's Galaxy, including:

1   **The Creator's Galaxy Foundation**
Overseeing the ecosystem

2   **The Creator's Council**
Providing relevant expertise from notable Creators

3   **Calaxy Inc.**
Building applications within The Creator's Galaxy

4   **Various Third-party applications**
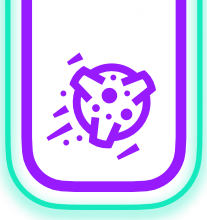Building additional applications within The Creator's Galaxy

4. Partners

Dapper flow

NBA TOP SHOT Hedera Hashgraph

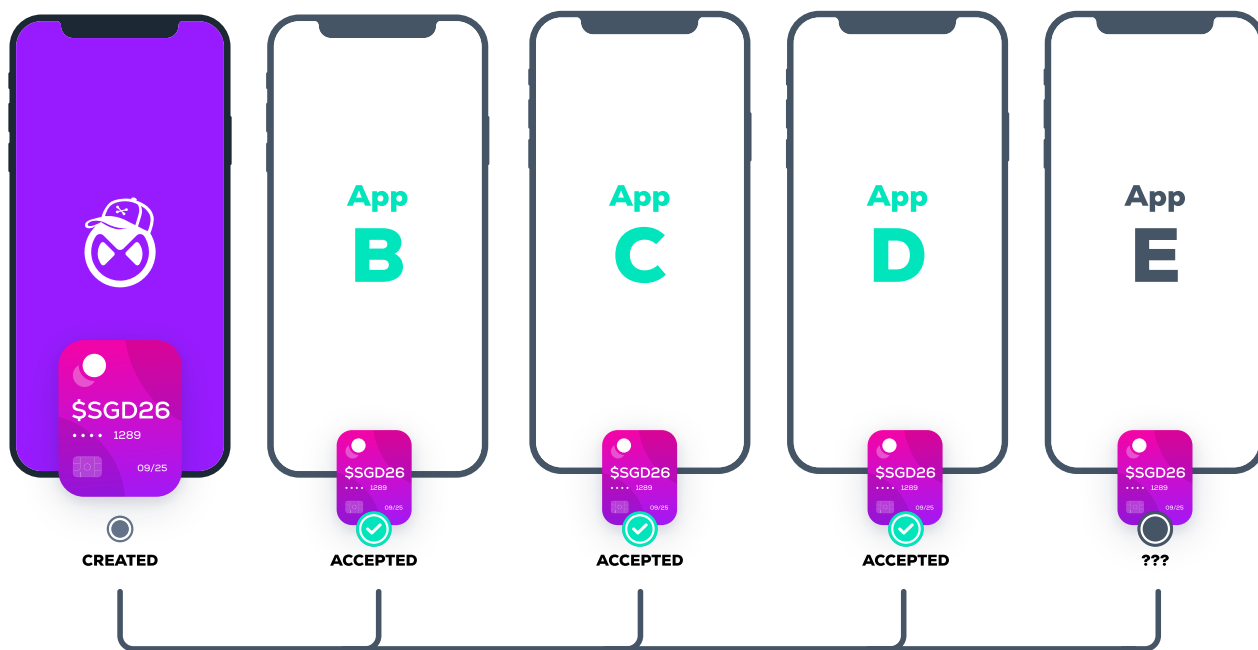animoca BRANDS SUKU BLOCKSCIENCE

5. How The Creator's Galaxy Works

Creator ("Social") Tokens and Collectibles ("NFTs") can permissionlessly be created by any Creator from any third-party application, or directly on the Hedera network, via the Hedera Token Service (HTS). Value from each is captured by a native protocol and governance token, called Calaxy Tokens ($CLXY). Each of these different types of tokens, and Calaxy Tokens themselves, can be integrated by any 3rd party applications that choose to accept them. Although it is worth noting that The Creator's Galaxy protocol is generally network agnostic, and could be implemented on any blockchain or distributed ledger.

Figure 5A

Every time a transaction happens involving Creator tokens on the protocol (in any 3rd party app), the sender pays a small gas fee in $CLXY which is distributed via on-chain mechanisms to various key stakeholders within the community for future usage.

After being created with the standard [specifications](), tokens can then "register" for the Creator's Galaxy. This registration process can allow third-party applications approved by the community to register tokens through a multi-signature [Hedera Consensus Service]() (HCS) topic. Third-party applications can simply listen for a running list of potential tokens that it would like to integrate with, rather than constantly have to scan the entire Hedera network. New tokens that are created must adhere to the custom fee standards and ecosystem specifications.

Additionally, the use of HCS enables flexible permissioning, which through the use of $CLXY, the community can vote on which applications are able to register tokens within the ecosystem by changing the keys on a multi-signature HCS topic. This process helps ensure accuracy for a variety of activities that could include bridging real-world identities to their on-chain social tokens, and high-quality content across the ecosystem.

Applications can choose to disregard those that don't comply with the ecosystem's specifications for token fees, or any other reason why third-party applications would not allow access to that token, or integrate them with their services and features.
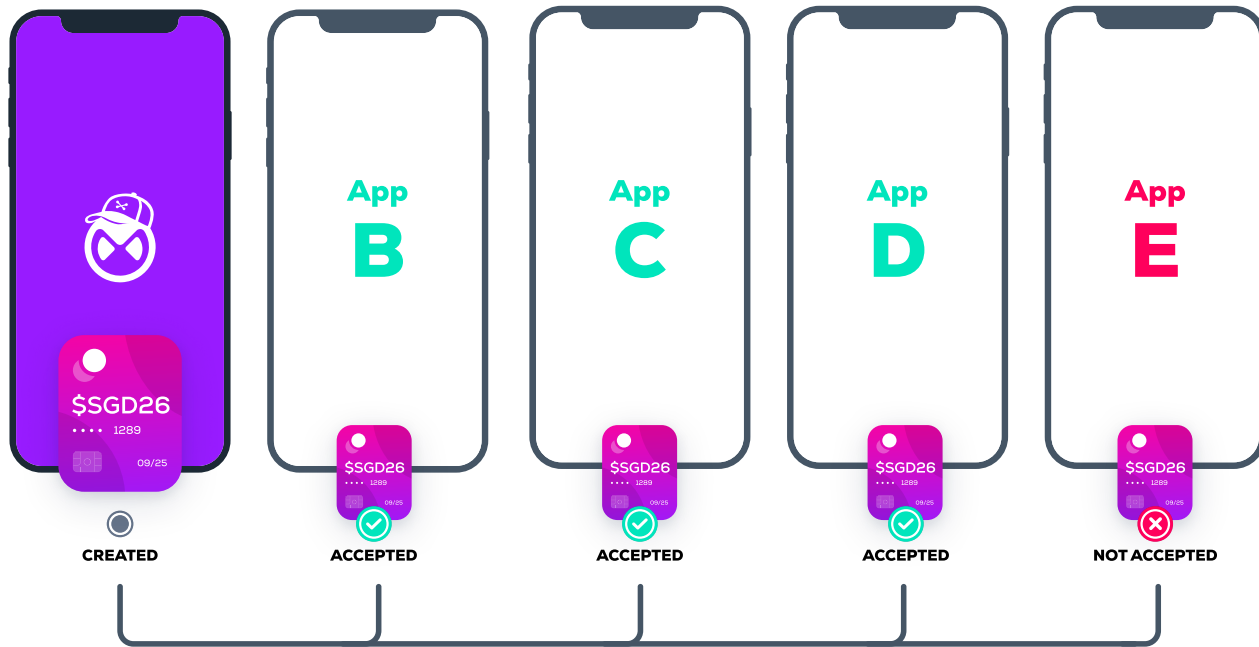

Figure 5B
Apps can choose which tokens they accept. App "E" in this diagram is choosing not to accept the $SGD26 token as a means of exchange on their platform.

5. 1 Creator Token Minting & Registration Process

1 **Creator mints & registers their token on HTS**
The token specifications must adhere to the ecosystem standards.

2 **Applications choose to accept or deny tokens on their platform**
Applications can choose independently to accept Creator Tokens for services based on things like content moderation policies, features (collectibles support or not), etc.

3 **$CLXY tokens are used as gas fees on all Creator token transactions**
These fees are distributed on-chain to the Creator's Galaxy Foundation, The Creator's Council, and to the community for future use.

Figure 5C
Tokens are minted on the Hedera Token Service (HTS), then registered with the Hedera Consensus Service (HCS). Everyone in the world can independently use the Hedera network to verify these events have taken place.
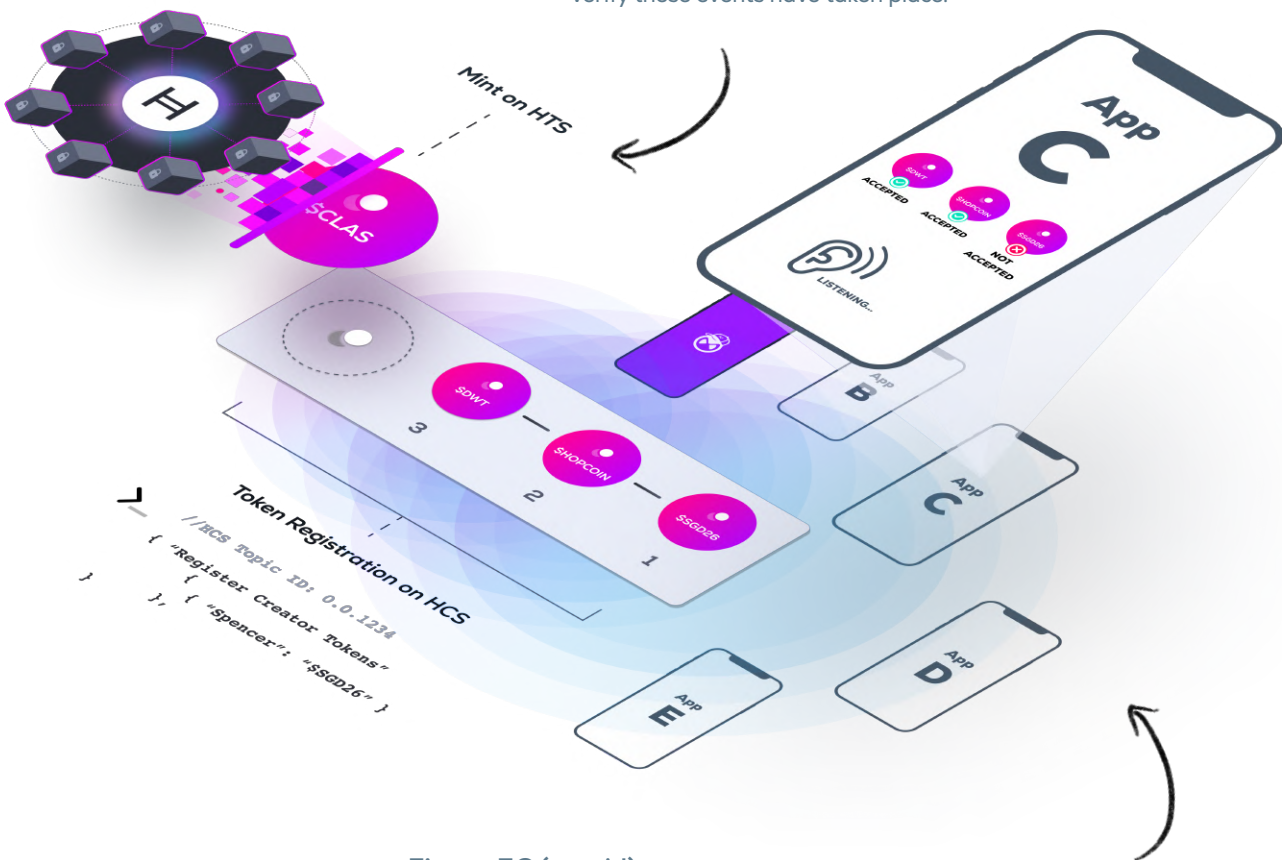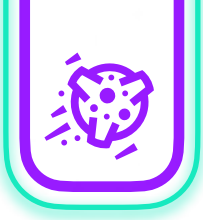
Figure 5C (cont'd)
Third party apps using the Creator's Galaxy Protocol listen for a Creator token registration and then decide whether or not they want to accept that token as a means of exchange on their app. App "C" in the case above, has picked up 3 token registrations. It's decided to accept the $DWT and $HOPCOIN tokens, and reject the $SGD26 token.

6. Decentralization

The Creator's Galaxy is a permissionless and community-governed social ecosystem. Different third-party applications can choose to accept those tokens which adhere to the ecosystem and communities specification at their discretion. The fees, rules, and specifications of the ecosystem can be governed and managed by the ecosystem's community themselves, through the usage of the Calaxy Token ($CLXY). New features, token types, and services can also be proposed and added by the community.

7. The Creator's Galaxy Foundation

The Creator's Galaxy Foundation's primary focus is helping manage the open-source software standards and specifications that power applications in The Creator's Galaxy, helping oversee the ecosystem's decentralized governance.
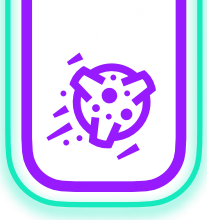
The Foundation's operational responsibilities include, but are not limited to:

- Educating Creators and Fans on the future of direct engagement
- Developing tools to help users participate in and facilitate ecosystem governance
- Distributing grants to help enable access and inclusion to the ecosystem, including: 3rd party applications, wallets, on/off ramps, and developer tools

8. The Creator's Council

To provide direct insight and advice to The Creator's Galaxy Ecosystem, The Creator's Council will be an organization composed of up to 20 Creators from different areas of expertise in order to provide oversight into product features, roadmap, and general growth of the ecosystem.

Initial members of the Creator's Council will be high-profile celebrities, influencers, and athletes nominated from the initial 100 Creators on the Calaxy Application, and they will form various committees to determine their operational oversight. Members are expected to serve a fixed two-year term on the Council, and the initial members will be responsible for determining the process by which they source and determine their replacements.
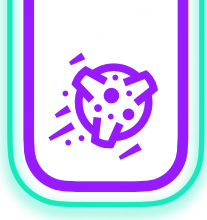
9. Third Party Applications

Third-party applications can integrate The Creator's Galaxy token's permissionlessly. In the future, there will be a broad and diverse ecosystem of applications empowering the future of content Creators, which can collectively participate within The Creator's Galaxy.

9. 1 Example applications and use cases

These are just a few of the numerous use cases available for social tokens ("Creator Tokens"), and non-fungible tokens ("NFTs", or "Collectibles").

1 **Music Ownership**

Non-fungible tokens are emerging as an exciting new paradigm for music distribution, removing an excessive number of intermediaries and providing more intimate types of fan engagement.

2 **Community tokens**

Few things are more viral and socially engaging than communities that are backing the specific teams, artists, musicians, and individuals. By creating community tokens within the Creator's Galaxy, communities are able to set up custom incentive dynamics to reward their most important participants, expand to new audiences, or help drive social change.

3 **Digital twins (merchandising)**

The Creator's Galaxy protocol creates an interconnected ecosystem that can allow merchandisers to mint NFTs that represent their physical goods, which can then be registered within the ecosystem and available to brag about on various social platforms, or supported wallets.

4 **Physical location services**

In the future Fans could earn specific NFTs or rewards distributed for attending a sports game, Creator tokens for a meet and greet, or other in-person services. The future of Fan engagement is based on community and social reputation, being able to prove that you are a superfan, which is perfectly suited to be disrupted by the next generation of digitally scarce collectibles.
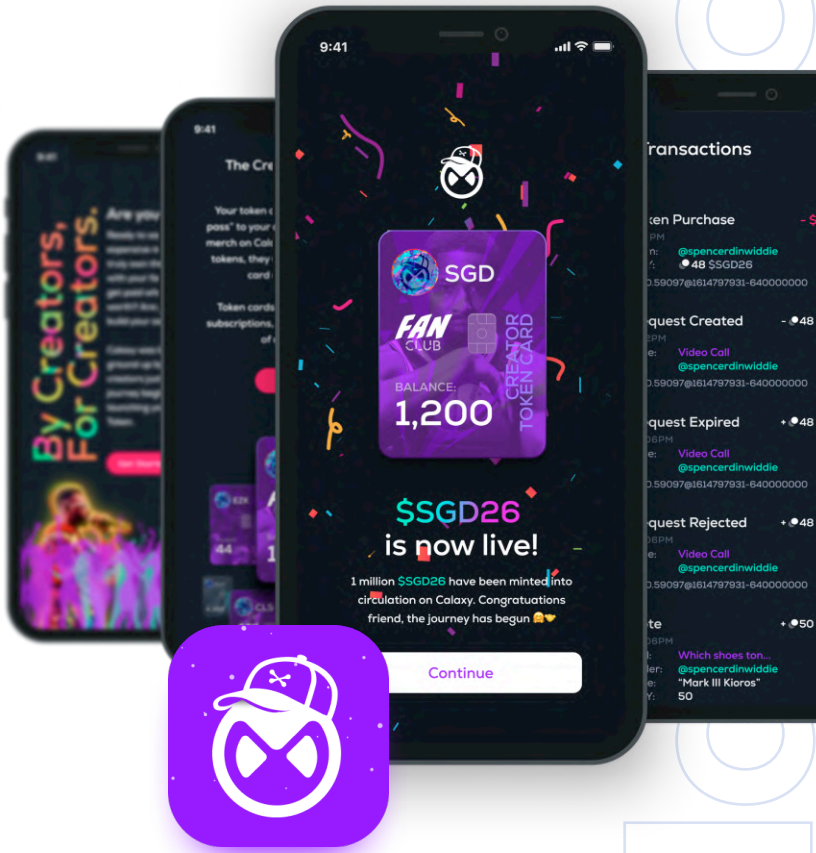
10. Calaxy App

Learn more about Calaxy:

[**Download Whitepaper**]

Built by Calaxy, Inc., Calaxy is the first third party application-layer to provide an easy-to-use interface for The Creator's Galaxy. Co-Founded by NBA Player and entrepreneur Spencer Dinwiddie and ex-financier Solo Ceesay, Calaxy App is the open social marketplace, built by Creators, for Creators. Through a suite of familiar and new features, Creators of all types can offer more direct and intimate experiences to their fans that everyone will come to know and love.

VIDEO CALL	VIDEO MSG	SHOUT OUT	FAN CLUB	CHAT ROOMS
Book a video call with me	Buy a video message from me	Buy a shoutout from me	Subscribe to my Fan Club	Themed Groups

DM ME	FOLLOW	STORIES	DROP-IN AUDIO	COLLECTABLES
Open a 1:1 chat with me	Buy a follow from me	Let me share special moments with you	Live audio jams	Check out my NFTs

10.1 Calaxy Creators

Calaxy enables celebrities, athletes, artists, and influencer's of all kinds to easily mint social tokens, collectibles and manage requests for their time using The Creator's Galaxy protocol. Notable Creator's expected to be on the platform include the following featured individuals:

Teyana Taylor
Sony Music Artist
16.4M Followers

Dwight Howard
Pro Basketball Player
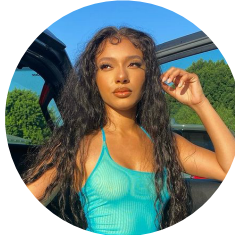**13.9M Followers**

Erik Struk
TikToker
8M Followers

Mario
Music Artist
6.7M Followers

Ezekiel Elliott
Pro Football Player
5.4M Followers

Emaza Dilan
Music Artist
5.2M Followers

Iman Shumpert
Pro Basketball Player
4.1M Followers

Matt James
2021 "The Bachelor"
1.4M Followers

115M+
Net Followers

...across social from Calaxy's starting family of 100+ Creators

11. Economics

Calaxy Tokens are the native ecosystem token for The Creator's Galaxy.

TOKEN METADATA

Name:	Calaxy Tokens
Symbol:	$CLXY
Total Supply:	1 Billion or 1,000,000,000
Decimal Places:	6 or 1.000001
Smallest Denomination:	Myro
Description:	Calaxy Tokens act as gas powering The Creator's Galaxy personal monetization ecosystem, in addition to providing verifiable, decentralized governance.

HEDERA TOKEN SERVICE, ADDITIONAL API DETAILS

Admin Key:	None
Supply Key:	None
Wipe Key:	None
Freeze Key:	None
Freeze Default:	Unfrozen
KYC Key:	None

11.1 Gas

Calaxy Tokens capture value with every transfer of a Creator Token and Collectible the usage of [HIP-18](), a standard on the Hedera Token Service for enabling custom fees. Every time a Creator Token is transferred, there could be three or more distinct fees associated with the transfer. For Collectibles ("NFTs") the breakdown of fees could look very similar, with an additional royalty going back to the Creator of the NFT on all secondary sales or transfers.

The implementation of these fees is discussed in more detail within the **Specifications** section.

These fees may evolve over time, as the community of Calaxy Token holders best see fit for the adoption, growth, and ultimately, success of The Creator's Galaxy.
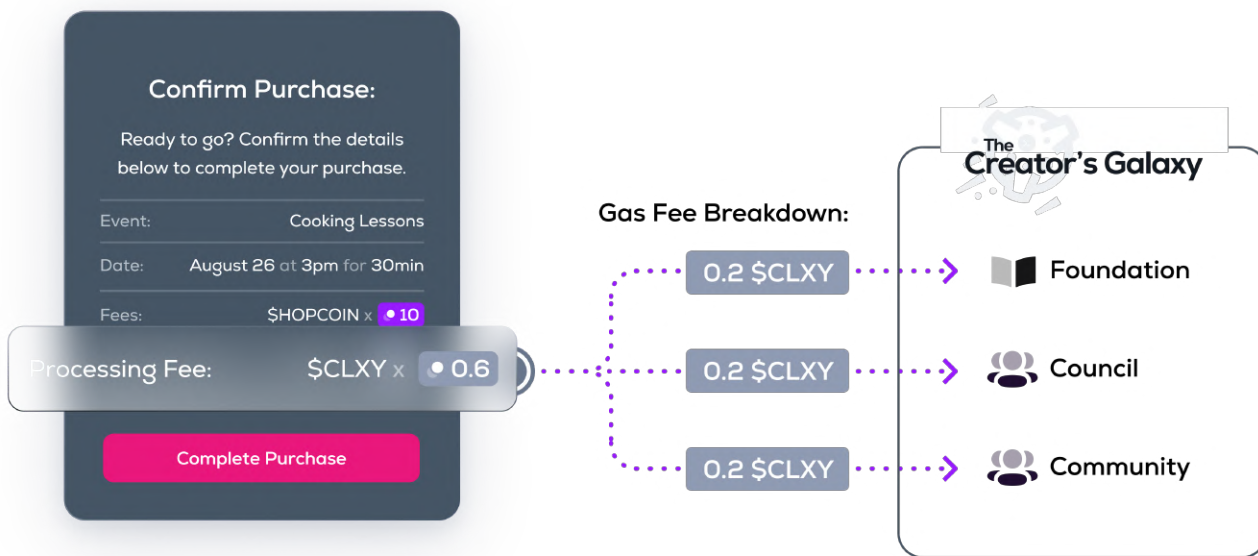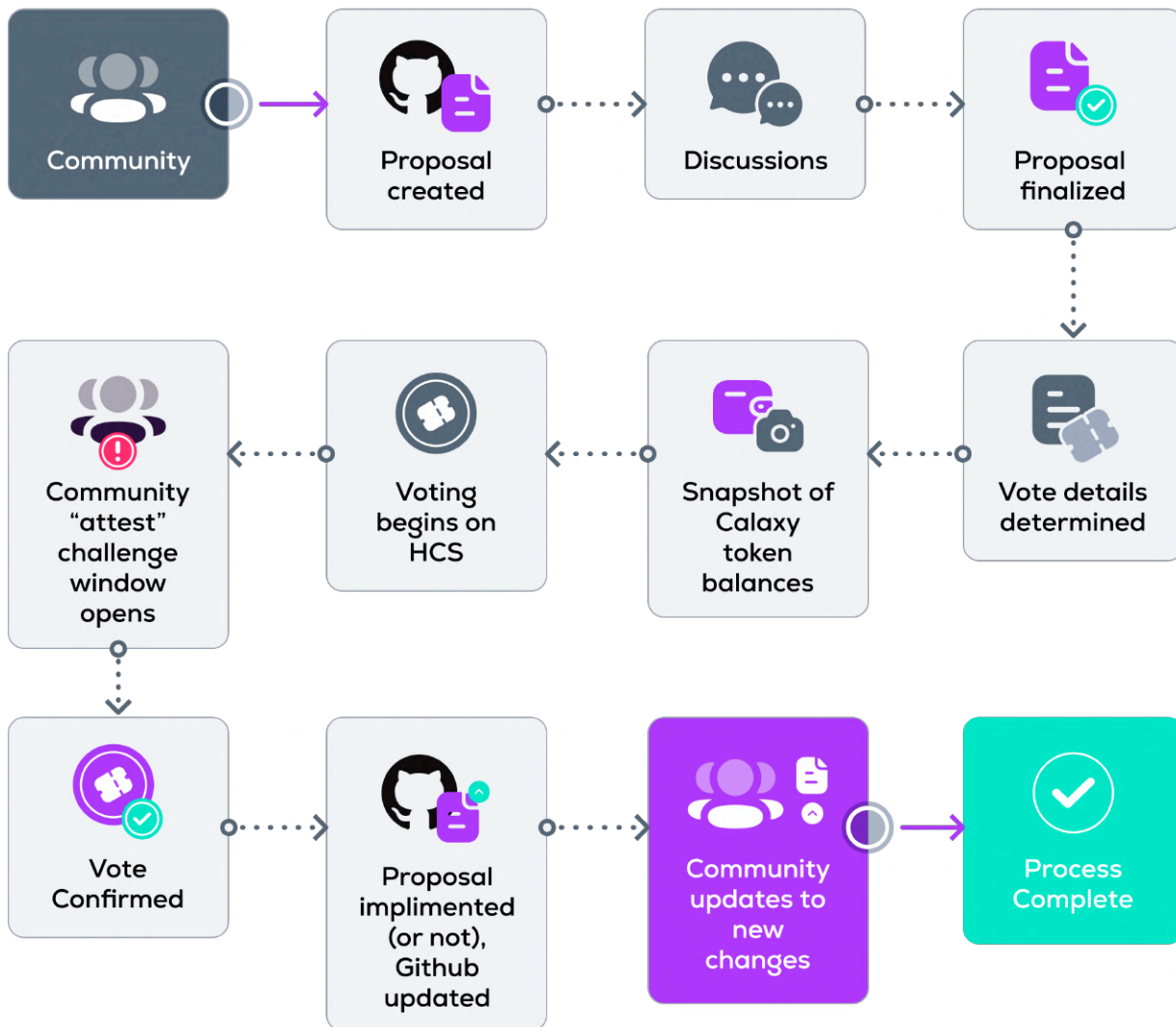

Figure 11A
Every time a transaction happens involving tokens "gas fees" are included and distributed to various key stakeholders within the community for future usage.

11.2 Governance

The specifications and fees for the Creator's Galaxy can be determined by formal on-chain votes, with the weight of each vote determined by the amount of Calaxy Tokens voters are holding. Thus, the gas fees and other aspects of the ecosystem could potentially be determined by the token holders and a broad community.

Governance processes can be coordinated via GitHub discussions or another equivalent forum, and formal proposals can be managed through GitHub pull requests. From there, votes can be coordinated on the Hedera Consensus Service, through the specifications outlined below, with the weight of the votes being taken as a point-in-time snapshot denominated in Calaxy Tokens.

*Example Process Only

11.2.1 Snapshot Details

Any person could take a snapshot of all accounts holding Calaxy Tokens at a point-in-time determined through the GitHub discussions and pull request process outlined above. From there, they can publish a **Merkle tree** on the Hedera Consensus reflecting the snapshot of account balances. Then, anyone could vote with the weight of their token balance for a specified number of hours after that snapshot has been published to the Hedera Consensus Service.

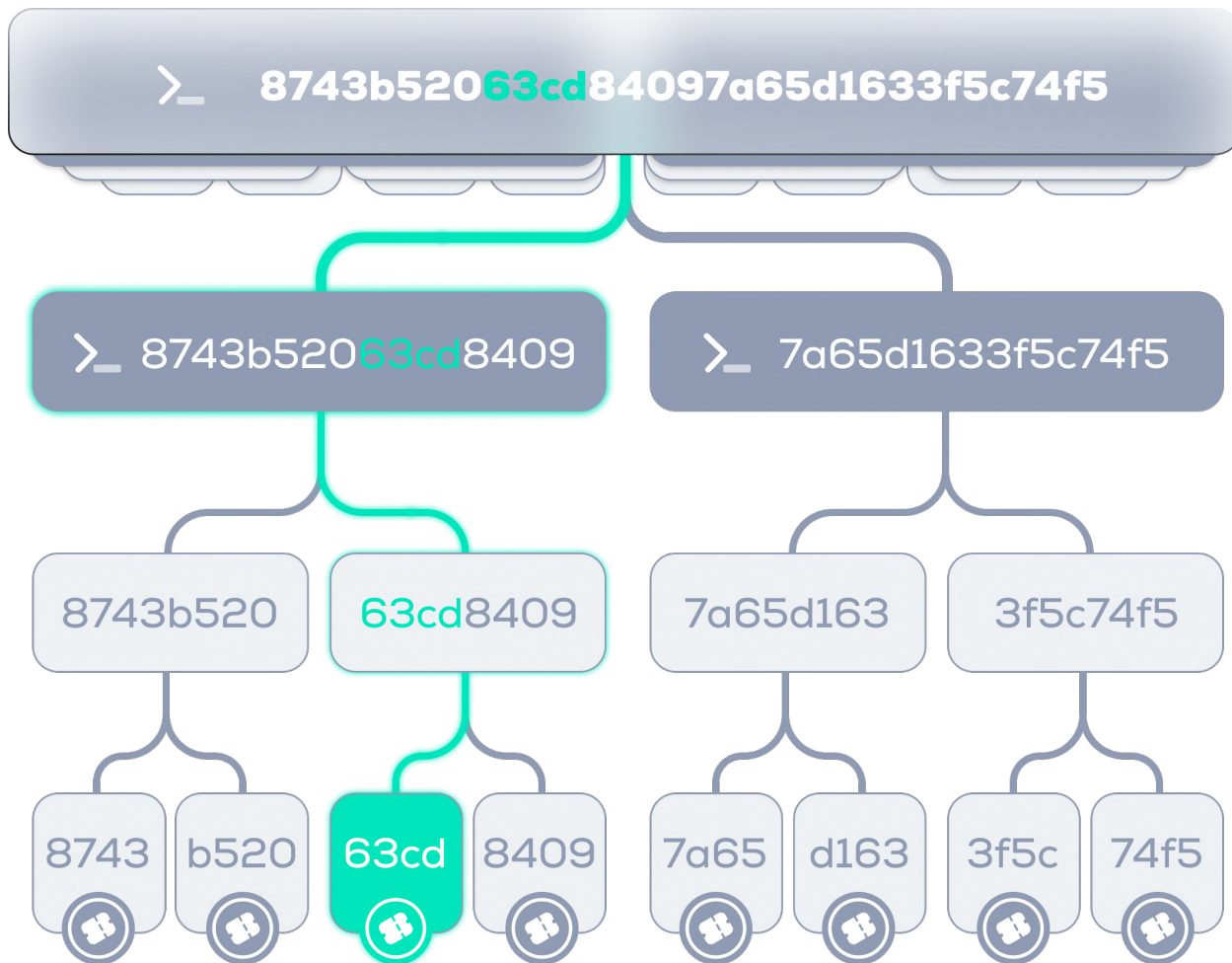**E X A M P L E   M E R K L E   T R E E :**

Figure 11B

A Merkle Tree data structure is used to mathematically verify the balance of $CLXY tokens being used to vote on a given proposal with the Hedera Consensus Service.

12. Roadmap

2021

✓ ~~Establish foundation~~

✓ ~~Reveal Whitepaper~~

○ Publish open source governance software

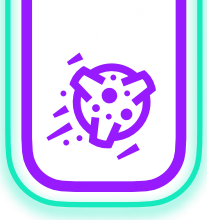○ Additional 3rd party application integrations

○ On-ramps + wallet integrations

○ Additional blockchain integrations
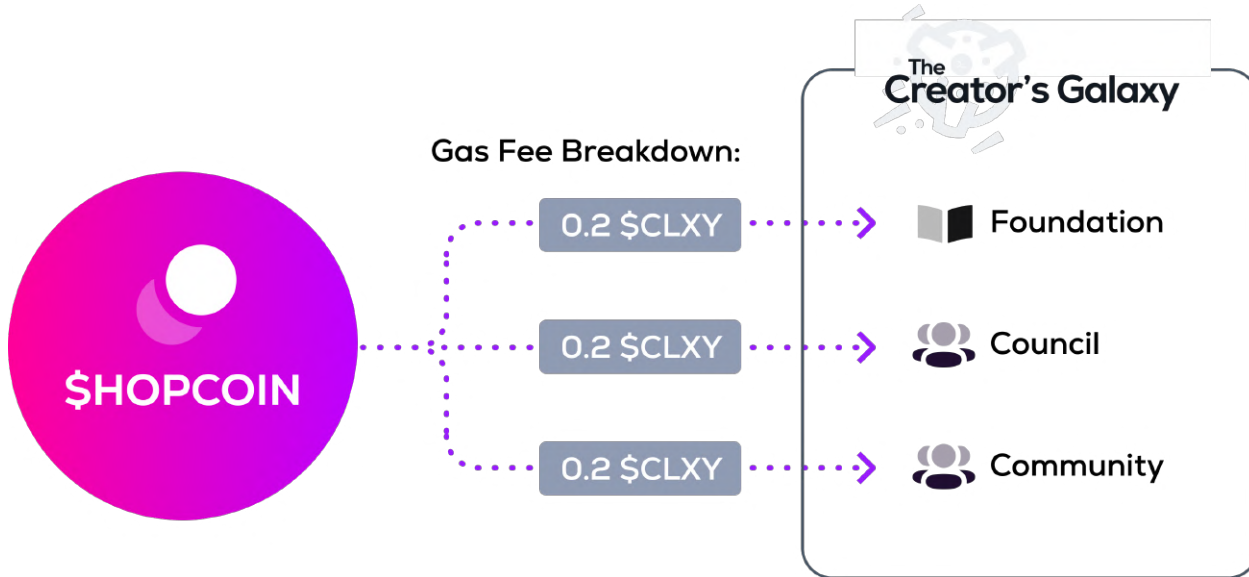
○ Expanded ecosystem standard specifications

13. Specifications

Tokens in the Creator's Galaxy use **HIP-18** to implement on-chain custom fees with the Hedera Token Service. There are two initial variations, including social tokens (which are fungible), and non-fungible tokens or "NFTs". Non-fungible tokens are implemented using **HIP-17**, a standard for issuing and managing NFTs.

13.1 Creator ("Social") Tokens

The following specifications outline examples of the custom fees that must be assigned at the creation of a Creator Token. In this example, 0.2 $CLXY tokens need to be defined to go to the public addresses of The Creator's Galaxy Foundation, The Creator's Council, and Calaxy, Inc.

13.2 Non-fungible tokens ("NFTs", or "Collectibles")

The following specifications outline examples of the custom fees that must be assigned at the creation of a Collectible (non-fungible, or "NFT") Token. In this example, 0.2 $CLXY tokens need to be defined to go to the public addresses of The Creator's Galaxy Foundation, The Creator's Council, and Calaxy, Inc. Additionally, 15% of the current value being transferred within the transaction, regardless of its denomination or token type, or a minimum of 10 $CLXY tokens, could be implemented as perpetual royalties going to the collectible's Creator.
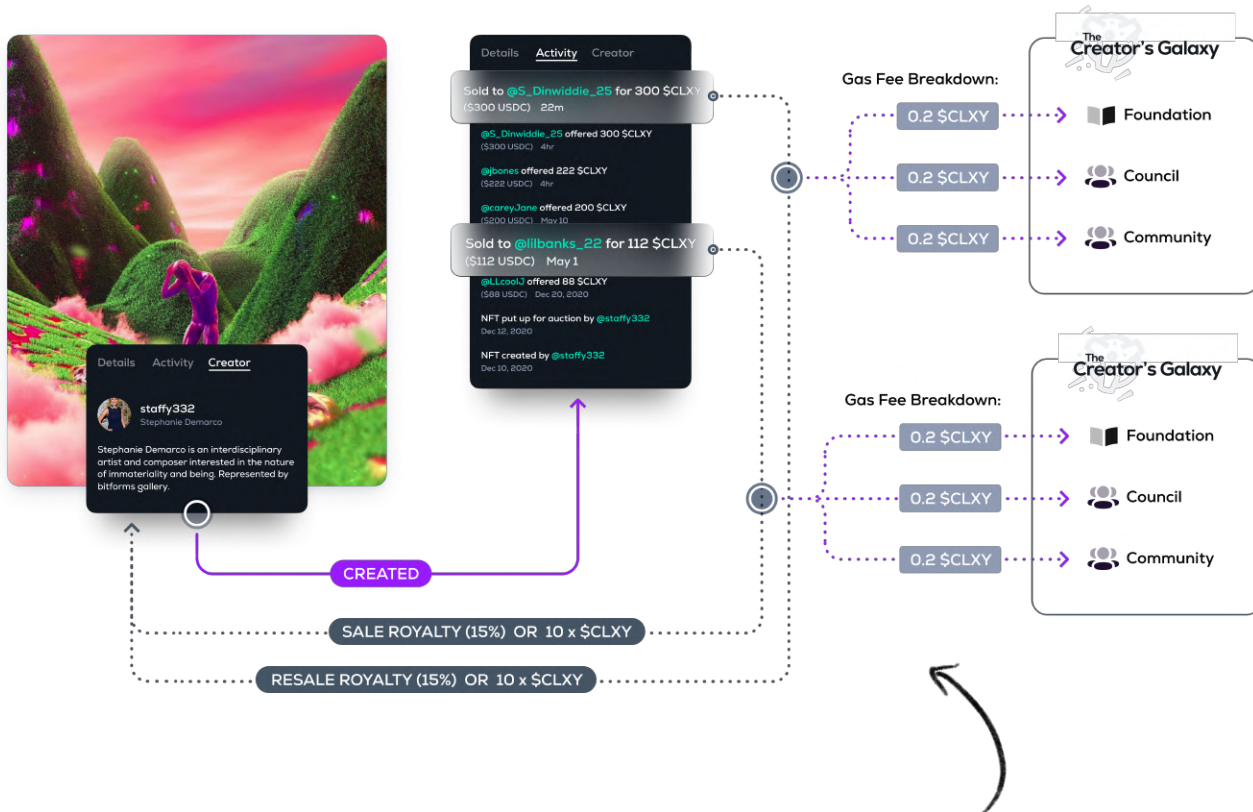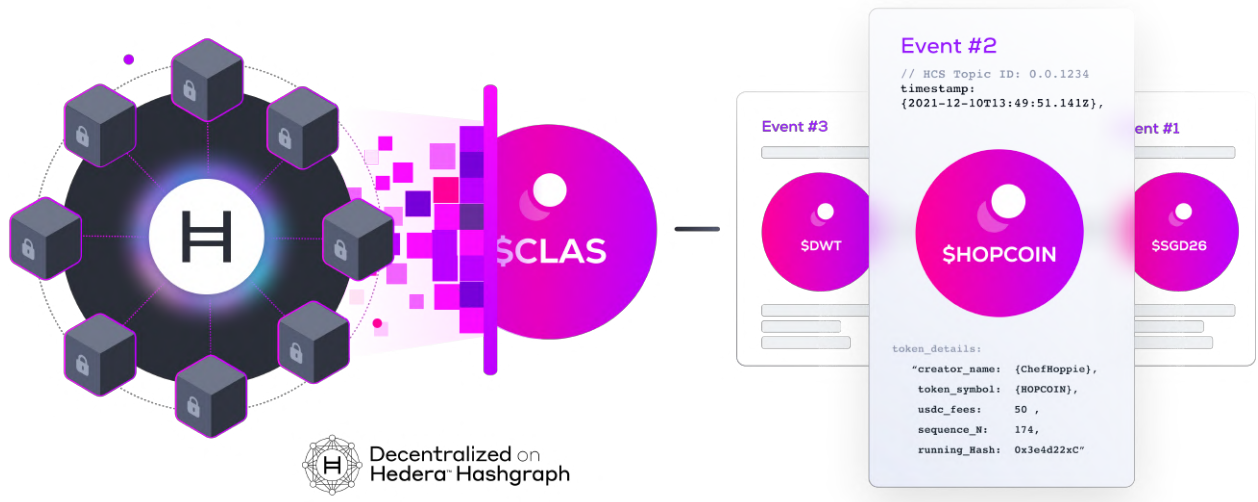

Figure 13A

The Calaxy collectible Creator, "staffy332" gets 100% on her initial sale, and 15% (or a min of 10 $CLXY) on each resale, for the entire lifecycle of her NFT.

13.3 Creator's Galaxy Token Registration

The following example outlines the messages which could be sent over the Hedera Consensus Service (HCS) to easily notify any relevant applications, wallets, exchanges, explorers, etc., that may be interested in building supporting infrastructure for The Creator's Galaxy protocol. These messages could use standard decentralized identifiers and be verifiable credentials that include explicit events for whenever a verified application is minting tokens.

```
TOKEN REGISTRATION

1    //Example HCS topic: 0.0.1234:
2       message_1: "register_creator_token: 0.0.9876, receipt {tx_receipt}",
3       message_2: "register_creator_NFT: 0.0.54321, receipt {tx_receipt}"
```


Decentralized on Hedera™ Hashgraph

Tokens that do not go through this registration event on HCS will not be adhering to the protocol and ecosystem's specifications and therefore it would be up to each application individually to implement custom support for non-registered tokens.

The ecosystem may initially begin with only a few entities having the ability to register tokens within The Creator's Galaxy ecosystem, for example, Calaxy Inc. This will be enforced through an

administrative key, on the Hedera Consensus Service topic being used for token registration. Through the community governance process, Calaxy Token holders can vote for additional administrative keys to be added to the HCS topic, allowing additional applications to verify the origination of the tokens and their relationships with brands, celebrities, or otherwise.

13.4 Creator's Galaxy Governance

These specifications and all other necessary aspects of the Creator's Galaxy ecosystem are subject to decentralized community Governance based on quantity of $CLXY holdings. The Creator's Galaxy uses a wallet snapshot standard and the Hedera Consensus Service, as is outlined in the previous Governance section, to carry out verifiable governance.

The following example outlines messages which could be sent over the Hedera Consensus Service to anchor verifiable governance onto the Hedera ledger. Anyone could participate, verify, and dispute the governance process and proposals being made by The Creator's Galaxy community. The information submitted in the message could be a verifiable credential, and may potentially include relevant information such as a link to the discussions in an online, open, community forum (like GitHub), a sequential ID, a status, and the timestamp that the message was originally signed. Similarly in the event of a proposal vote, the HCS message could include their vote as defined by the proposal or some other mechanism determined off-chain.

```
E X A M P L E   G O V E R N A N C E   P R O P O S A L

1     //HCS topic: 0.0.3456:
2       message_1:
3         "proposal: {github_url},
4         proposal_id: {sequential_id},
5         status: proposal_final,
6         timestamp: {timestamp}",
7
8       message_2:
9         "vote: {vote},
10        proposal_id: {sequential_id},
11        status: voting_live,
12        timestamp: {timestamp}",
```

```
E X A M P L E   G O V E R N A N C E   V O T E

1     //HCS topic: 0.0.3456:
2       message_2:
3         "vote: {vote},
4         proposal_id: {sequential_id},
5         status: voting_live,
6         timestamp: {timestamp}",
7
8
```

"The Creator's Galaxy protocol is providing an easy to use and scalable infrastructure for the next generation creator economy."

Chad Richman,
Senior Legal Counsel,
Centre Consortium

14. Disclaimers

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These forward-looking statements are subject to a number of known and unknown risks, uncertainties, assumptions, and other important factors that could cause the actual results, performance, or achievements of the The Creator's Galaxy protocol to differ materially from any future results, performance, or achievements expressed or implied by such forward-looking statements.

Moreover, risks and uncertainties emerge from time to time, particularly in an evolving space. It is not possible to predict all risk factors and uncertainties, nor is it possible to assess the impact of all of these risk factors or the extent to which any risk factor, or combination of risk factors, may cause actual results to differ materially from those contained in any forward-looking statements.

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The Creator's Galaxy

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