The Open Social Marketplace For Creators, By Creators

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“Calaxy’s creator-first strategy is attracting an incredible range of NBA players, professional athletes, and talent, all of whom recognize its ability to deepen their direct fan engagement and expand the crypto universe to the masses.”

Roham Gharegozlou, CEO @ Dapper Labs
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Developed by Calaxy Inc., Calaxy is the open social marketplace, built for Creators, by Creators. Through a suite of familiar and new application features, creators of all types can offer more direct and intimate experiences to their fans that everyone will come to know and love. Using Hedera Hashgraph, a cutting-edge blockchain alternative, Calaxy's in-app experience puts the modern fan at the center of all the action, and removes historical intermediaries.
2. Features:

The Galaxy application provides an interface that includes a wide variety of features that fans can use to interact and engage directly with their favorite Creators, such as video calls, and content subscription services. This initial feature set includes what Galaxy Inc. and its First 100 Creators have determined to be a new industry standard, enabling the Galaxy App to become a “one-stop-shop” for different avenues of interaction and monetization.
1.1 How It Works

Galaxy is the first application that implements Creator ("Social") Tokens and Collectibles ("NFTs") as defined within The Creator’s Galaxy Whitepaper. Every user on the Galaxy App has a non-custodial Hedera account and therefore pays fees in $HBAR when transacting in the application, in addition to Galaxy Tokens ($CLXY), which act as gas and governance for the broader, permissionless Creator’s Galaxy ecosystem.
9.2 Galaxy Team & Advisors

9.2.1 Galaxy Team

Spencer Dinwiddie  
Co-Founder & CEO  
Washington Wizards NBA star, blockchain innovator. CEO and Co-Founder at Galaxy.

Solo Ceesay  
Co-Founder & COO  
Formerly Securitization Banker at Citigroup. Wharton Business School Grad.

Cooper Kunz  
Chief Technology Officer  
Early team member at Hedera Hashgraph. Studied Computer Science and Philosophy at the University of Arizona.

Rusty Matveev  
Chief Strategy Officer  
Serial Entrepreneur & VC. 15+ years in emerging tech, startups and VC. Previously @MSG Ventures.

Chadd Weston  
Chief Design Officer  
Previously a design consultant to VC teams, and startups. Helped bring their unique stories & products to life visually.

Paul Madsen  
Head of Identity  
Former Technical Lead at Hedera Hashgraph. Played various roles in SAML, SCIM, and OAuth 2.0.

9.2.2 Galaxy Advisors

Roham Gharegozlou  
CEO, Dapper Labs

Adrian Lai  
CEO, Liquefy

Rahul Kothari  
Researcher, bluesky

Chad Richman  
Sr. Legal Counsel, Centre Consortium
9.4 Creators

Calaxy App provides an easy-to-use interface for the Creator’s Galaxy, allowing Creators of all kinds including celebrities, athletes, artists, and influencer’s to easily mint social tokens and non-fungible tokens in addition to managing requests for their time.

Creators expected to be on the Galaxy application include the following featured individuals:

- **Teyana Taylor**
  Music Artist
  16.4M Followers

- **Dwight Howard**
  Pro Basketball Player
  14M Followers

- **Eric Struk**
  TikTok Star
  8M Followers

- **Mario Barrett**
  Music Artist
  6.7M Followers

- **Ezekiel Elliott**
  Pro Football Player
  5.4M Followers

- **Emaza Dilan**
  Music Artist
  5.2M Followers
Trinity Miller  
Tiktok Star  
1.5M Followers

Claudia Sampedro  
Model  
1.4M Followers

Matt James  
Reality TV Star  
1.4M Followers

"thatdenverguy"  
Youtube Star  
1.1M Followers

Amari Cooper  
Pro Football Player  
1M Followers

Jourdan Riane  
Model  
1M Followers

115M+ Net Followers

...across social from our starting family of #FIRST100CREATORS
6. Partners

Dapper  flow

TOP SHOT  Hedera

animoca BRANDS  SUKU  BLOCKSCIENCE
7. Decentralization & Interoperability

Galaxy aims to be a leader in the decentralized social media industry by leveraging the Creator’s Galaxy protocol, which is built on Hedera Hashgraph, a cutting-edge blockchain alternative. As seen with various other efforts such as Twitter’s bluesky, or Mastodon, there is a clear trend within the social media industry towards a similar, interoperable future where posts can flow seamlessly through various third-party applications, providing users with the most customizable experience.

Figure 7B
In this example above, a post from Spencer Dinwiddie and a post from Sarah Hamrick show up seamlessly in the Galaxy app social feed, showcasing the app’s potential interoperability with other popular social media applications.
Furthermore, through projects like Tim Berners-Lee’s Solid or exciting technologies like the Interplanetary File System (IPFS) and Filecoin, Galaxy envisions a future where users can own their own data. Additionally, control where it’s stored or easily export their content and followers to wherever they want to go to next - removing vendor lock-in and the limitations inherent to current "web 2.0" social media giants.

Figure 7C
Through the power of Decentralized Identity Management, Stacy can truly own her data. She could choose where it lives, and who (or what) has access to different parts of her personal data store. Stacy could grant different apps read-only access to specific parts of her data. In this example, Stacy is granting App F access to her engagement data, but not her follower data.
8. Reputation Management

Through the usage of decentralized oracles, like the Chainlink network, Calaxy could provide a variety of independently verifiable and auditable off-chain features. Examples of these features include the ability to represent how many followers a user has on social media at a given time, or a proprietary aggregate algorithmically determined “Creator Score”.

Figure 8A
Beyond reputation management, there are numerous other interesting applications for off-chain data that can be leveraged through decentralized oracle networks like Chainlink.
9. Roadmap

**2021**

- Private beta
- Seed fundraising
- Build initial team & advisors
- Public beta

**2022**

- Partnership integrations
- Additional blockchain integrations: Ethereum, Flow, and others
- Expanded social features
- New monetization tools
10. Conclusion

As the first application within the decentralized and permissionless Creator’s Galaxy, Calaxy is positioned to become the standard for web3 social media applications and content monetization. Through its organic network of Creators, it combines notable individuals from all areas of life - working together to create the world’s first decentralized open social marketplace.
“Galaxy app is a game-changer. Everything I need to give back and interact with my fans is finally all in one place. Galaxy makes it all super easy.”

Ezekiel Elliott,
#21 RB @ Dallas Cowboys
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