



THE ROUGE PROJECT

BLOCKCHAIN COUPON PLATFORM

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Abstract

We present a protocol — the Rouge Network — as a suite of smart contracts using a specific token — the Rouge token — on the Ethereum blockchain. This open-source platform reduces costs, friction and the need for trusted middlemen to produce non-falsifiable, non-repudiable and unique usage coupons. The Rouge platform will foster an ecosystem of decentralized applications (DApps) opening new possibilities for coupons. Trackable, verifiable, monetizeable, secure, frictionless and unique coupons are the future of digital marketing. The growth of the digital coupon market is phenomenal, and this market is a perfect use case for the smart contract paradigm.

A real-world marketing application for the Ethereum platform

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Chapter 1

The Market

1.1 All coupons will be digital

While paper coupons will still be used for some time, the coupon market is naturally becoming paperless and moving to the mobile/smartphone platform. In the US, for example, the number of mobile coupon users went from 61 to 104 million between 2013 and 2016.¹

The key drivers of this evolution are, of course, the reduction of costs for issuers of coupons using digital technologies and the very simple solution of using coupons directly on the smartphone for the users. Another major factor is the ease of linking digital coupons with CRM solutions, loyalty programs and big data tools.

1.2 Coupons are popular and efficient

Digital coupons are a popular marketing tool for both merchants and users:

- An Inmar study claims that as much as 70% of shoppers want

¹<https://www.statista.com/statistics/275670/adult-mobile-coupon-users-in-the-united-states/>

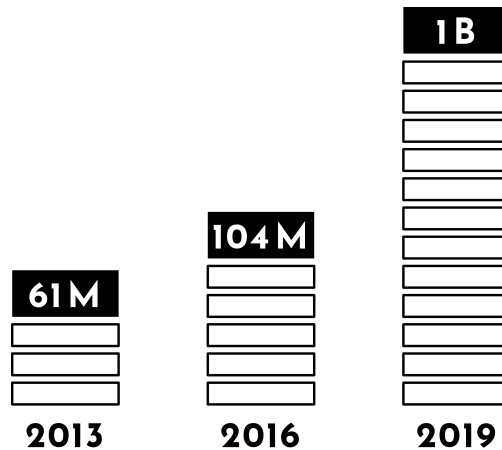
coupons for products they buy normally.²

- In 2016, eMarketer found that 44.5% of all US retailers will use mobile coupons for marketing purposes, increasing from 40.5% in 2015.³

1.3 The digital coupon market is growing

A study from Juniper Research predicts that there will be 1.05 billion mobile coupon users by 2019.⁴

Another report on the prospects of the global mobile coupon market forecasts a growth at a CAGR of 73% between 2016 and 2020.⁵



²<http://www.prweb.com/releases/2014/06/prweb11953328.htm>

³<https://www.emarketer.com/Article/Digital-Brings-Greater-ROI-Retail-Marketers/1013675>

⁴<https://www.juniperresearch.com/press-release/coupons-pr1> , data graphics source: www.statista.com

⁵<http://www.reportsnreports.com/reports/759410-global-mobile-coupons-market-2016-2020.html>

Chapter 2

The Rouge Project vision

2.1 The coupon platform

The Rouge Project aims to implement a protocol — named Rouge Network — as a global, trustless, permissionless and decentralized coupon platform between three types of actors: brands, the general public and content creators or publishers.

- Brands, merchants or other entities (in this white paper, coupon “*Issuers*”) want to be able to define and distribute coupons for their existing or potential customers that offer a marketing privilege or voucher (typically $x\%$ off on a range of products, 1 product free for every n products bought, gift certificate, etc).
- Content creators or publishers (in this white paper, coupon “*Publishers*”) have digital real estate (blogs, online magazines, etc) and audiences to monetize. Advertisements for marketing coupons is a seductive option, among others, as a strategy of monetization.
- A large section of the general public (in this white paper, coupon “*Users*”) is very receptive to marketing coupons as an opportunity to discover and test, at a discount, new products they don’t know, or just buy at a reduced rate ones they already appreciate.

The project addresses the immense resources challenge of keeping track, using traditional centralized databases, of billions of coupons, their issuance, their respective users' ownership, their redemption or the lack thereof.

The Rouge Network protocol is also solving the many problems of fraud that plague traditional ecoupon systems (e.g. double redemption and repudiation). Coupon fraud is a very big issue: unsecured coupons can be copied ad-infinity or tampered with to redeem a product at the wrong price or even used for another product. Brands can lose control of the promotions they run with potential brand-image or financial risks.

We found that the concept of digital coupon - as a real life application - is the perfect use case for smart-contract and blockchain technologies. The coupon market is fast growing and has many unexplored potential uses that could be discovered with a decentralized and permissionless platform.

We will build this platform on top of Ethereum as a network using a specific utility token.

2.2 Value propositions

The Rouge Project will build a coupon platform on top of the Ethereum Virtual Machine to leverage its decentralized nature and smart-contract paradigm. The project goal is to offer and maintain new kinds of marketing coupon services that will be simpler to use, more secure, more flexible and more efficient. It offers value propositions for all actors in its ecosystem:

- For brands and merchants (coupon “*Issuers*”), it will be easier and less expensive to create and manage coupons. The platform based on smart-contracts and the public ledger will also allow them to get more information on coupons. The public tracking and cryptographic nature of each coupon will make their accounting self-evident, fraud-resistant (e.g. no double redemption) and ensure that an *Issuer* only pays a *Publisher* for the advertisement of a coupon distributed to a real *User*.

- For the general public (coupon “*Users*”), the platform and its smart contracts will give them verifiable guarantees on the marketing terms and real value of the coupon (e.g. bring an end to the random error message, “This coupon is not valid anymore”) and allow secondary markets where users will be able to transfer or resell coupons they acquired and do not wish to use.
- For content creators and publishers (coupon “*Publishers*”), thanks to the automatic, trustless and decentralized characteristic of the platform, with no middlemen in the equation, they will receive higher ad revenue from coupon ads. Plus, the mere nature of this new kind of digital coupon that has a provable intrinsic value (i.e. that could be resold on a secondary market) can be a reinforcing factor to boost their own audience.

Finally, the payment transactions between all actors in this ecosystem will become extremely efficient, permissionless, risk-free (since cryptocurrency payments are not reversible) and will be automatically handled by smart contracts on the Ethereum Virtual Machine.

2.3 Cost Per Acquisition (CPA) and Cost Per Redemption (CPR)

On the Rouge Network platform, the *Issuer* of a coupon will only pay for its advertisement when the coupon is “acquired” or “redeemed” by a real and verified *User* (respectively Cost Per Acquisition - CPA - and Cost Per Redemption - CPR - payout systems). Symmetrically, the *Publisher* will only receive a payout after a coupon has been acquired or redeemed by a real and verified *User* referred by them.

At the network level, a coupon is a unique object that can only be associated with one *User* identity at once. The associated *User* identity may change when a coupon is transferred or sold to another *User*. The digital signatures of all actors in the ecosystem (*Issuer*, *Publisher* and the active *User*) are implicitly attached to the coupon, enforcing its authenticity, making it impossible to be repudiated

and insuring its terms to the *User* and the payout to the legitimate *Publisher*.

Coupon *Issuers* can easily check and track their coupons at an atomic level on the public ledger (the Ethereum blockchain), from the time of issuance to that of the potential redemption or expiration.

A coupon successively passes through the following three states:

- **Free:** the coupon has been issued but has not been acquired yet by any *User*;
- **Acquired:** the coupon is associated with a *User* identity;
- **Redeemed:** after the consumption of the promotion or voucher by the *User*.

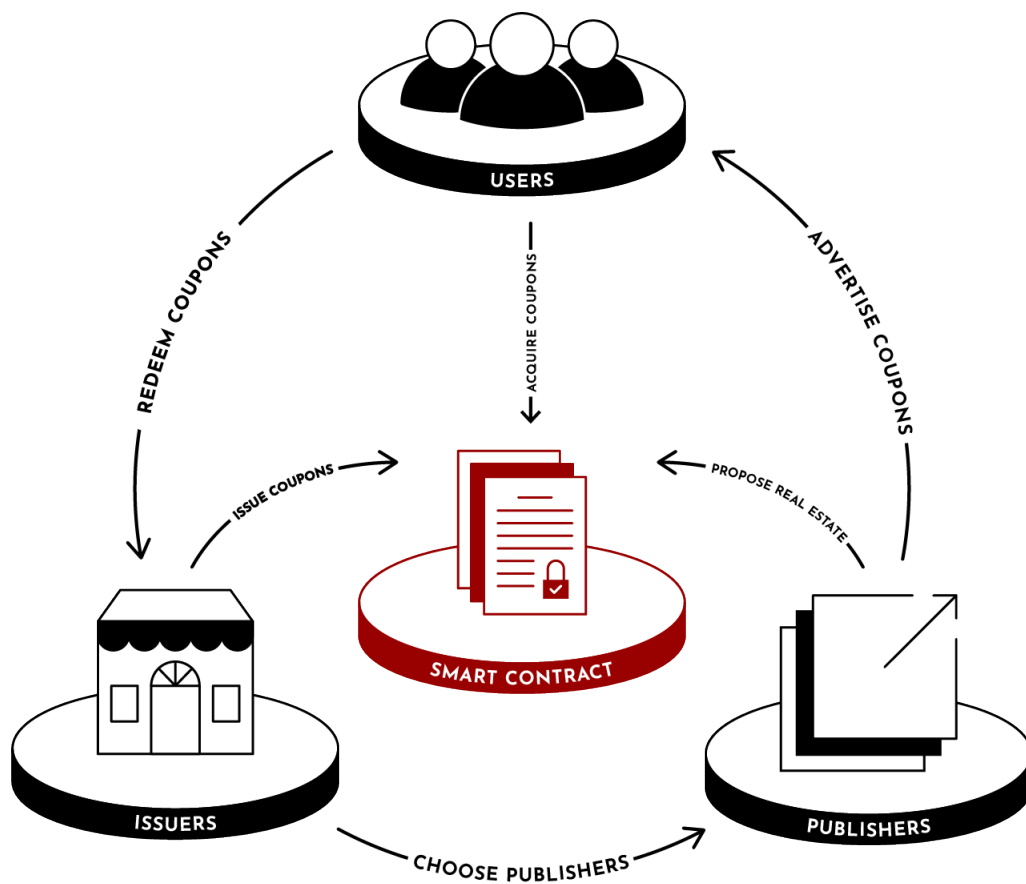
A coupon can only move from the “Acquired” state to “Redeemed” with the acceptance and proper signature verifications of both the *User* and the *Issuer*. The platform prevents early repudiation by the *Issuer* or double consumption by the *User*.

Moreover, a coupon has a period of validity (expiration of a campaign), which further restricts the passage from the “Acquired” to “Redeemed” state.

In this system, mass coupon fraud is only possible if there is a cheap and easy way to associate fake *User* identity to a coupon (CPA system) or an automatic way to redeem the coupon (CPR system). The Cost Per Acquisition payout system is particularly an easier target for malevolent *Publishers*. The solution is to let *Issuers* manually white-list *Publishers* for their CPA or CPR campaigns. It opens the possibility for reputation systems outside of the Rouge Network where *Publishers* compete to get white-listed. This creates unprofitable and unscalable conditions to launch CPA/CPR fake *User* fraud attacks.

Optionally, the problem of verifying *User* identity can also be outsourced to third party mechanisms (such as uPort). Thus, *Publishers* can also compete on the reputation marketplace by offering better guarantee that a *User* is real and/or more favorable conditions in financial terms.

Finally, it should be noted that the Rouge Network protocol may also be used by *Issuers* when they want to distribute coupons to their clients or contacts themselves. This case is just a subset of our 3 actors model where an *Issuer* is also the *Publisher* of his own coupons, and the CPA/CPR payout is equal to zero. It's also a case for which the Rouge Network layer is used with zero costs (apart from Ethereum transaction fees).



2.4 A Rouge coupon example story

Let's describe step-by-step a concrete story to illustrate how the Rouge ecosystem could work (details of this example story might

change during the development phase of the project, in particular with payout/commission rates adjustments).

- A *Publisher*, John, is renting space for potential Rouge coupon advertisement on his blog, and the characteristics of this real estate are registered on the blockchain with smart-contracts. In particular, he sets the minimum bid he is willing to accept to advertise a coupon.
- An *Issuer*, The DoBestClothes eshop, is creating a campaign with a pool of 100 coupons: each coupon allowing 20% discount on all tee shirts on their website from June 2018 to August 2018. Each individual coupon is registered on the blockchain in a smart-contract representing the campaign. A reserve value is paid during the issuance step to cover future costs of this campaign (see details in chapter 3).
- The eshop (*Issuer*) is selecting from the platform marketplace a few rules to control where its coupon could be advertised (white-list). One of the spaces automatically chosen during the bidding process of the DoBestClothes' coupon campaign happened to be John's blog website.
- A reader on John's blog, Marie, sees DoBestClothes' coupon offer and decides to acquire it. She just needs a few clicks on her smartphone to link that coupon with her identity.
- Marie may choose to redeem the coupon she just acquired on DoBestClothes eshop to buy a tee shirt with a 20% discount. The Rouge ecosystem is offering merchants a simple API to check the validity of the coupon and avoid any "double-spending"/double-usage of it. In any case, that information is always visible on the public ledger that is the Ethereum blockchain.
- Marie may instead resell this coupon on a Rouge ecosystem secondary market to another *User*.
- The bidding process has assigned a advertising value (paid by the *Issuer*, DoBestClothes) to Marie's coupon. This payout goes to the *Publisher*, John, minus a small commission for the Rouge Network itself.

- Depending on the model, CPA or CPR, the payout to John is paid when the coupon is acquired by Marie or when the coupon is redeemed on DoBestClothes (by Marie or a secondary market buyer).
- The advertisement for coupons displayed on John’s website that didn’t end up with a *User* acquisition or redemption (in respectively the CPA or CPR payout system) do not trigger the payout. Instead, this amount is returned back to the *Issuer* at the expiration of the campaign.
- To fight spam and favor well-calibrated campaigns, DoBestClothes’ unredeemed coupons also trigger a “tare” fee (paid by by the *Issuer*, DoBestClothes), which is a negative incentive to diminish low quality campaigns (see details in chapter 3).

2.5 Towards ecommerce 3.0

Digital coupons or vouchers can be simply generalized as a signal that a vendor is willing to sell a service or product at a defined price for a category of users and under certain conditions.

Looking forward, there are arguments to be made that the logic of all retail transactions and the need for price discriminations could be encapsulated directly on the blockchain. The Rouge Project coupon platform, as described in this white paper, could be the seed for a much larger set of ecommerce functions in the future.

The Rouge Project’s long term social contract will naturally explore these possibilities of creating marketing layers on a public ledger beyond the concept of the Rouge coupons as described in this white paper.

Chapter 3

The Rouge Network

3.1 The Rouge Token (RGE)

The project will create a specific open-source ERC20 compliant token with a fixed supply: the Rouge Token (ticker **RGE**, see section 6.1, the Token Generation Event).

The **RGE** token is a utility token used by all actors on the Rouge Network platform (*Issuers, Publishers, Users* and also the Rouge Network’s smart-contracts). The ownership of **RGE** tokens doesn’t confer any right or entitlement other than the possibility to use the Rouge Network protocol.

The fundamental utilities of the **RGE** token are as follows:

- Tare (i.e. negative incentive) against spam, abusive behavior and malevolent use of the Rouge Network
- Escrow price discovery for the issuance and usage of coupons on the Rouge Network
- Price discovery for the CPA or CPR payouts on the Rouge Network

Every individual coupon issued will carry a “reserve” value in **RGE**. Thus, an *Issuer* will have to escrow/provision n times this reserve to be able to issue n coupons to create a campaign.

This reserve is calculated with the following formula:

$$Coupon_{reserve} = Coupon_{tare} + Coupon_{max.bid}$$

During the life of a campaign, the $Coupon_{tare}$ and $Coupon_{max.bid}$ are locked in the campaign smart-contract until some conditions are satisfied to release them (acquisition, redemption or expiration following rules explained in the next sections). It means that the free supply of the RGE utility token in the Rouge Network is always inversely proportional to its current usage.

3.2 $Coupon_{tare}$

The $Coupon_{tare}$ is set to exactly one RGE. The $Coupon_{tare}$ is locked into the campaign smart contract until the coupon is redeemed, or the campaign has expired.

The $Coupon_{tare}$ is automatically paid back to the *Issuer* Ethereum address when a coupon is redeemed. When a campaign expires, the $Coupon_{tare}$ of unused coupons is burned. This $Coupon_{tare}$ plays a central role in making ineffective, uncalibrated or malevolent campaigns more “expensive” than well-thought-out campaigns. It is a strong incentive for higher quality coupon terms and a better and intelligent use of the Rouge Network.

The fact that some RGE tokens will inevitably get burned and that the RGE supply is capped to 1 billion tokens means that the total number of accessible tokens can only decrease over time. This “sink” is a factor for the stabilization of the price of RGE token and is a transparent “compensation” paid by malevolent *Issuers* to benevolent *Issuers*.

Effectively, the RGE token is pricing “the cost of issuing coupons on the Rouge Network that are never redeemed”, and we expect that the market will tend to put a stable price on it in the long term.

For the *Issuer* with a well-calibrated campaign that redeems all its coupons, there is no fee to use the Rouge Network (of course, not counting the Ethereum transaction costs). Thus, copycats of the Rouge Network layer are less probable: they can’t create bet-

ter financial conditions for benevolent *Issuers* and don't have the network effect of the Rouge platform's first mover advantage.

3.3 $Coupon_{max.bid}$, $Coupon_{bid}$ and $Coupon_{payout}$

The $Coupon_{max.bid}$ is set by the *Issuers* as the maximum bid they are ready to “pay” for a *Publisher* for one advertised coupon.

We should probably expect that the market will put a higher $Coupon_{max.bid}$ in a CPR payout context than CPA context, but it is not enforced by any rules on the platform.

The $Coupon_{max.bid}$ can be set to zero for campaigns that the *Issuer* prefers to distribute coupons without the help of advertisement (for example, via mail to its clients).

Publishers are competing to associate themselves with each individual coupon (both in the CPA and CPR payout systems). The bidding system is a reverse auction where the lowest bidder ($Coupon_{bid}$) wins the right to advertise a coupon. The minimum duration [TBD] for which a *Publisher* has exclusive advertising rights after winning the reverse auction on a coupon will be defined.

The effective payout paid to the *Publisher* when the coupon is acquired or redeemed respectively for the CPA and CPR context is thus calculated with the following formula:

$$Coupon_{payout} = Coupon_{bid} * (1 - Coupon_{platform.commission})$$

The $Coupon_{platform.commission}$ [TBD, but probably around 2%] will be transferred to the Ethereum address of the organisation in charge of the Rouge Network platform.

When a coupon is redeemed or a campaign has expired, the $Coupon_{surplus}$ in RGE is simply paid back to the *Issuer* Ethereum address :

$$Coupon_{surplus} = Coupon_{max.bid} - Coupon_{bid}$$

3.4 Preliminary implementation

A proof of concept DApp named CouponDemo and the corresponding smart contract is available online at the following address:

<http://demo.rouge.network/>

Integrations with MetaMask has already been implemented for this CouponDemo DApp.

3.5 *Publisher* reputation systems & Coupon secondary markets

The campaign smart contract permits that a coupon already acquired by a *User* be transferred (for a fee or not) to another *User*. That opens the possibilities of creating secondary markets on top of the Rouge Network layer where *Users* exchange or resell their coupons.

As *Publishers* compete to get white-listed in a campaign, the Rouge ecosystem includes reputation systems to let *Issuers* arbitrate which *Publishers* should be included in their white-list for a campaign.

Chapter 4

The Rouge ecosystem

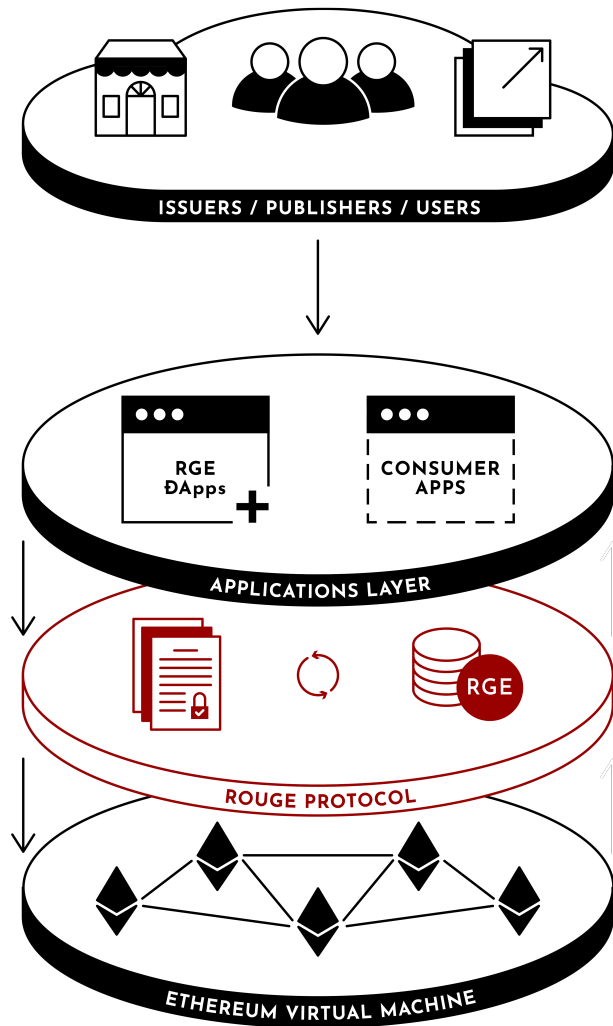
4.1 The Rouge Network platform governance

The Rouge Project’s aim is to create and maintain a neutral decentralized platform open to developers, third parties applications and partnerships.

A legal structure registered in Estonia - “The Rouge Foundation OÜ” - is in charge of organizing the Token Generation Event and leading the development of the Rouge Network platform, maintaining its coherence, efficiency and scalability in the long term and promoting the ecosystem.

Its roles include fostering and financing the software development of a coherent framework of smart-contracts, DApps and open-source tools useful for the platform. It will also commission audits and assist the third parties using the platform.

For example, a “RGEscan” website at the application layer will be built to monitor the Ethereum blockchain and offer a friendly, exhaustive and neutral view of the coupons on the network layer. The website should also provide valuable statistics on the usage of the Rouge Network : RGE currently locked, the $Coupon_{tare}$ burned, CPA/CPR results for every campaign, etc. Moreover, reference implementations of a marketplace to resell coupons between *Users* and a reputation system for *Publishers* could be tested.



4.2 The application layer

As a permission-less platform, the Rouge Network could be leveraged by separate entities (for-profit or not) to put in place high-level coupon services with user-friendly apps (using for example a SaaS model on web+smartphone).

The mission of such companies could be, for example, to propose intuitive interfaces for *Issuers* to easily create coupons and track

their placement and usage. *Publishers* might have also their own interfaces and API to define spaces for coupon ads, pull *Issuer* campaign creatives, follow the acquisition stream and their revenues.

One of the main objectives of actors using the Rouge Network platform might be to build decentralized applications (DApps) and tools that do not require the understanding of the Ethereum Virtual Machine or even blockchain and cryptocurrencies in general: high-level and simplified interfaces to enable anyone to participate. It's possible that state channels or other off-blockchain techniques might be necessary in this context to offer scalable and fast solutions.

Such a company business model is out of the scope of this white paper. But it might consist of levying fees at the application layer only, for the use of its high-level interfaces, since the use of the Rouge Network itself is open for everyone and free for use if you interact directly with the network layer (the CPA/CPR advertising platform commission is not a cost paid by the *Issuer* but by the *Publisher*). Another possibility could be to charge fees for converting fiat to cryptocurrencies for users willing to use the platform without cryptocurrencies.

Chapter 5

The Rouge Project roadmap

This is a preliminary roadmap that depends on many unknown factors at this stage. The project will make choices to enable long-term sustainability of the development team and a partner-like relationship with all stakeholders.

5.1 Phase I (2017)

The project is seeking feedback from the Ethereum community, touring Fintech, blockchain and Ethereum conferences, to enrich the white paper and project documentation.

The project has started development and has released to the public a proof-of-concept CouponDemo DApp.

The project is funding itself with the pre-sale of RGX discount tokens.

5.2 Phase II (Q1-Q2 2018)

The goal of this phase is to showcase a minimal viable version of the Rouge Network platform as described in this white paper.

The RGE Token Generation Event will take place during this phase.

5.3 Phase III (Q3-Q4 2018)

This phase will focus on the full implementation of the Rouge Network platform.

The project will also start using real RGE tokens.

5.4 Phase IV (2019)

The last phase will aim to bootstrap the ecosystem and help all stakeholders build application layers that use the Rouge Network platform.

Chapter 6

Bootstrapping the Rouge Network

6.1 The RGE Token Generation Event

The RGE token is an Ethereum open source smart-contract following the ERC20 token standard. The code will be published prior to the Token Generation Event for audit and feedback from the community (with a bug bounty). An external independent audit will also review the code.

Token type	open source ERC20
Token symbol	RGE
Total supply	1 billion ¹
TGE distribution	500 million RGE
Reserve pool y+1	300 million RGE ²
Reserve pool y+2	200 million RGE ³
Price per token	\$0.076 USD ⁴

¹no premine or “RGE airdrop”

²locked for a minimum of 1 year after TGE

³locked for a minimum of 2 years after TGE

⁴ETH price is determined at TGE

The goal of the Token Generation Event (TGE) is to distribute RGE tokens to the largest pool of users possible. On the 4th June 2018, the TGE will start to distribute 500 million tokens. The precise mechanism and rules will be released with the source code of the RGE smart-contract.

The rest of the tokens (pool “Y+1” of 300 million RGE and pool “Y+2” of 200 million RGE) will be locked respectively for a minimum of 1 and 2 years after the TGE. The Rouge Project will organize the distribution of these two reserve pools, taking into consideration the experience accumulated and the best interest of the Rouge Network platform for the future.

Following the rules of the Rouge Network explained in chapter 3, it should be noted that the total supply of RGE tokens can only decrease over time since they can be burned for every unredeemed coupon.

No RGE token will be premined or pre-attributed directly to anyone (founders, employees or any stakeholders of the project) before TGE, but special RGX token discount vouchers will give free tokens as a bonus for each participation in the main RGE TGE (see rules in the next section).

6.2 Discount RGX tokens

Before the main RGE TGE, several RGX ERC20 tokens will be distributed or sold via pre-sale agreements or even during short token public events. These specific “voucher” tokens should not be confused with the RGE utility token, which will fuel the Rouge Network.

They just represent the discount rights attached to the later RGE TGE. They all have a fixed price denominated in ether (1000 RGX = 1 ETH) but have no usage after the full distribution of the RGE token. Thus, the ownership of RGX tokens doesn’t confer any right or entitlement other than the possibility to use the future Rouge Network platform at a discounted rate and only if you effectively use them to participate in the main RGE TGE.

For example, the RGX9 tokens will give a 9x times bonus distri-

bution of RGE tokens during the main TGE. Meaning that one could use 1000 RGX9 to buy for 1 ether the equivalent of 9 ethers of RGE tokens during the TGE (at determined ETH price). Optionally, the ETH contribution to buy RGX tokens could be reused during the main RGE TGE (in our example, it would mean that one could use 1000 RGX9 to get the equivalent of 8 ethers of RGE tokens).

These RGX discount token distribution conditions will be announced in social media and community-related forums. The complete list of all RGX token types (with all their attached rights) will be published on the Rouge Project website and annexed in this white paper before the Token Generation Event.

Chapter 7

Annexe

[a detailed market study will be prepared at a later revision of this white paper]

7.1 Comparison with existing digital coupon system

The Rouge project will replace centralized coupon middlemen with smart-contracts on the decentralized Ethereum Virtual Machine. The cryptographic nature of this blockchain solution also inherently solves many problems: coupons become automatically verifiable, non-repudiable and non-falsifiable.

One of the main difference between the Rouge coupon system and most classic digital coupon systems is that a coupon in the Rouge ecosystem is a unique and easily trackable object that can only be redeemed once. In essence, each coupon is part of a smart contract between the *Issuer*, *Publisher* and *User*.

This characteristic makes it more valuable for all the actors. The *Issuer* has complete information of the whereabouts of the coupon and its use. The *Publisher* has the best competitive share of the value of the coupons acquired on its website. And finally, the *User* has more incentive to gather coupons that could always have real value, monetizeable either directly if redeemed or indirectly on the

secondary market.

The second main difference is that the Rouge ecosystem generalizes rules for the notions of “Pay Per Acquisition” and “Pay Per Redemption” for coupons. It means that the *Issuer* only pays for the coupon when they clearly get associated with a real *User* who is a potential customer. Obviously, this notion needs mechanisms to avoid that bots and automatic system harvest fake acquisitions or redemptions of coupons to the detriment of *Issuers*.

Finally, the use of the Ethereum platform simplifies the rules and their enforceability between all actors with smart-contracts. The middlemen are disappearing, and are being replaced by a trustless, permissionless and decentralized platform. The Rouge Network is not a final referee, trust agent and possible catastrophic point of failure like in a traditional digital coupon framework.

7.2 Comparison with “Basic Attention Token” (BAT)

At the beginning of the Rouge project, we liked very much the vision developed by the Basic Attention Token team of imagining a better kind of advertisement exchange. Their solutions were elegant and promising and inspired some of the directions taken by the project at its inception.

The Rouge ecosystem thus shares a few concepts and ideas with BAT but is quite different in a number of fundamental points, for example:

- In the Rouge ecosystem, a coupon in a campaign can be acquired and redeemed only once. It is a fundamental difference from an advertisement which is a high-level object that is consumed many times by many users.
- In the Rouge ecosystem, the intrinsic value is carried by the coupon itself and the marketing offer, not by the user attention (even though some user attention is required to associate a coupon to a *User* identity).

7.3 *Publisher* experiment

The Rouge ecosystem’s credibility depends first on the usability of its services but also on the buildup of its network effect: the number of *Publishers* and *Issuers* required to reach a critical mass to attract respectively new *Issuers* and new *Publishers*.

To better solve this problem, the Rouge Project might first implement a working coupon platform that works only with its own publishing and experimental content website (code name “Rouge Cocktail”). Such an experiment would be an excellent real-life sandbox for the coupon ecosystem, with readers and potential *Users* who are not crypto technologies fans. The themes of this experimental aggregator should be chosen to maximize the attractiveness of the ecosystem for new *Issuers* and campaigns.

“Rouge Cocktail” for example, could be a news aggregator website a-la “Hacker News“ but on the themes of fashion, luxury, life style and celebrities. An early mockup is already available at <http://rougecocktail.com/>. During the bootstrap period, “Rouge Cocktail” may market itself to brands and shops to display, for **free**, their coupons on the site.

We believe that a free *Publisher* service could be a good experiment to attract a critical mass of *Issuers* and to validate many preliminary elements of the ecosystem. After that, the ecosystem will open progressively to other third-party *Publishers*.

The future of digital coupons is on the blockchain.

