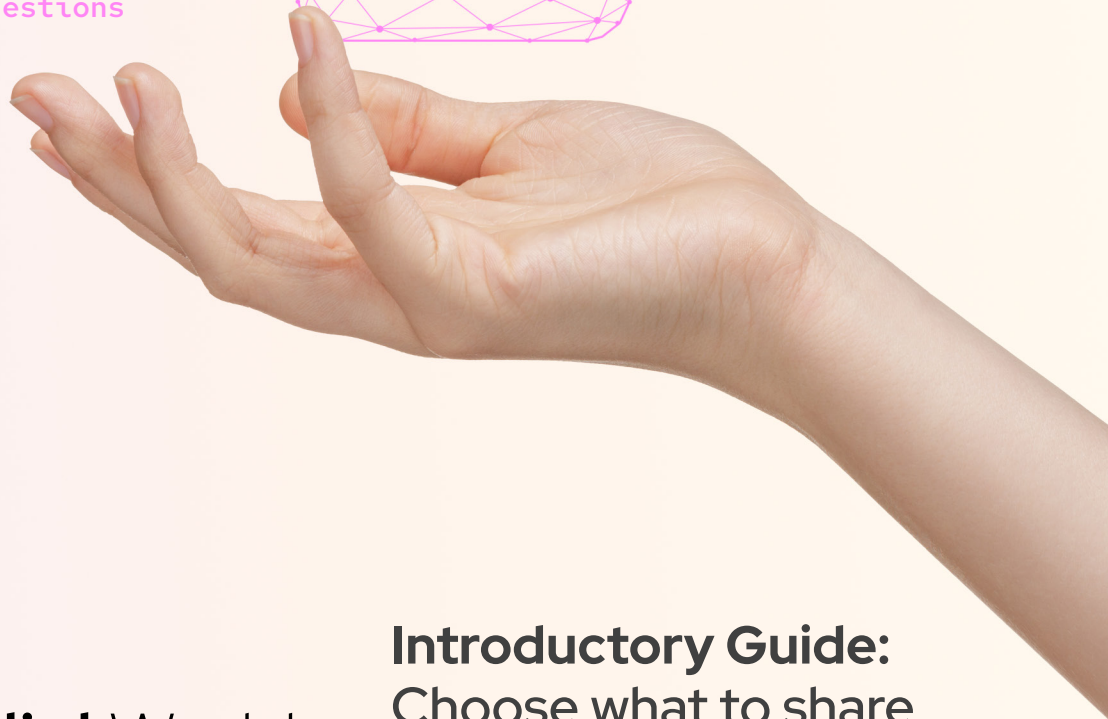
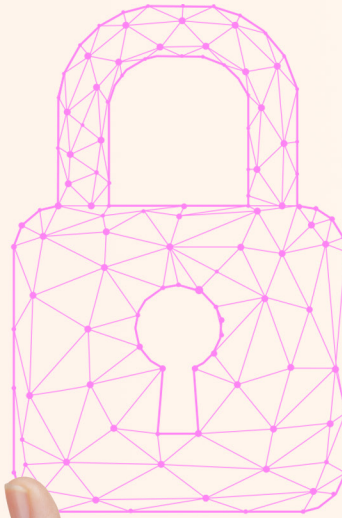


Time to be rewarded for what you share

- >my name
- >my address
- >my date of birth
- >my job
- >my qualifications
- >my interests
- >my abilities
- >my lived experience
- >my hopes
- >my fears
- >my questions



Cordial World

Introductory Guide:
Choose what to share
and earn rewards

Join a community that
solves problems and
grows together



cordial.world/



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Whose data is it anyway?

While the world's elite talk about empowerment, some are exploiting others to increase their own wealth. They extract and exchange people's personal data with little or no reward to the creator. Cordial solves this.

The original vision of the web was to organize human knowledge so that it could be easily indexed and accessed by everyone, for the benefit of everyone. The companies with the highest profits today are digital companies that decided to exploit the enormous capabilities of the World Wide Web and take ownership of this freely-shared knowledge. Only a trickle of the reward returns to the many.

As a result, we are witnessing widening economic inequality and social exclusion. Human knowledge, data and insights on the web are harnessed for the benefit of a very small minority. The digital world is flooded with incentives that lead to violations of privacy, manipulated elections, personal anxiety, and social strife.



The knowledge economy is broken.

Human knowledge has been a key driver of economic growth throughout history. Since the mid-1970s, however, we have seen a huge shift from traditional manufacturing-based economies to a global, innovation-driven economy. Value has moved from tangible assets – such as land, real estate and mining licences – to intangible, knowledge-based

assets, such as patents, know-how, algorithms, and data. Intellectual property is the most valuable asset in today's knowledge economy. This value, however, is not distributed fairly. One missing ingredient seems to be basic human trust – an assurance that online interactions are founded on consent, accountability, and mutual benefit.

Too many exploitative companies with data-centric business models now act as 'value extraction machines,' generating massive wealth for their shareholders, but also perpetuate income inequality and social exclusion, destabilize democratic institutions, sow mistrust, and put at risk the foundations of global peace.

Whose data are they using to achieve this?

Yours. Any information you provide on their platforms – from your name, date of birth, online purchases, browsing history, questions, and insights, is imprinted onto their servers and owned by them. With the use of logins, you end up having to ask them for access to your own content you have created, and you can't take it with you.

What can be done?

Cordial World will help restore trust and reward creative collaboration, and the resulting outcomes, fairly. We will directly

connect the people with expertise to those who seek it, and those seeking knowledge to find it, while ensuring the trustworthiness of the information they find.

We will do this through a mix of Web3 technologies including **self-sovereign digital identity**, **disintermediation** and **data ownership**. Our goal is to democratize human knowledge, as was the intention of the original World Wide Web, and open it up to everyone. People retain ownership of their own data, knowledge, insights and lived experiences; they choose who they share it with, and earn rewards for doing so through our DIAL token.

The knowledge economy is broken, but we can fix it. Inspired by data ethics and human-centric design, Web3 technologies can re-establish trust in a knowledge economy that works for all. We can enable data dignity and fair reward for all those who provide knowledge and data on the web. We can promote positive society-centred change to empower people and create a more equitable world. We can deliver much-needed trust in information and human knowledge. We have created the Cordial World Foundation with the sole purpose to deliver on the promise of Web3 to make the global digital economy fairer and more rewarding for every person on our planet.

What do we mean by...

Self-Sovereign Digital Identity



Also known as SSI, this is the right someone has to have the same kind of autonomy and control over their online identifying information as they do offline. Just as you hold your own hard copy passport, IDs, and certificates, SSI enables you to hold your own online wallet and authenticate your own identity without giving up control to corporations' databases in order to access services and platforms.

Disintermediation



This is a game-changer. It really means 'cutting out the middle-men.' Instead of large corporations holding the power, individuals can transfer anything of value with each other without any third parties being involved. Things of value include your personal data, knowledge, and insights as well as things like currency and shares. Blockchain makes this possible by reinventing how data is stored.

Data Ownership



Web3 democratizes data by handing ownership back to the individual. Developers can build platforms that are not limited to a certain corporation's agenda. Individuals get to decide who benefits from their information, and retain ownership of it even when choosing who to share it with. This is made possible through technologies such as open-source applications & software and blockchains.



How can Cordial World be good for me?



Cordial World plans to address inequality and unchecked power online

We desperately need a more cordial world. As we witness a perfect storm of accelerating crises that are born from destructive systems of inequality and unchecked power, it has never been more crucial to build an alternative based on collective wisdom, collaboration, and community. Cordial World plans to make a difference in one particular corner of this complex maze.

What is the goal?

To build a trusted online marketplace for people to exchange human insight, knowledge and lived experience with each other. This is so that people can collaborate better to solve complex problems, and be rewarded fairly for the information that they share with each other.

Why is it needed?

The social media algorithms we've got right now are built to reinforce what you already know, or think you know. This leads to polarized thinking and echo chambers. It's no surprise that people end up just shouting at each other, with no room for curiosity, learning from other perspectives, or challenging our beliefs. Years of study show that, to get the best outcomes in any situation, you need multiple perspectives. There is no incentive for this within our current systems. This is also true in our day-to-day work where most knowledge is kept in silos, and in our politics where seeds of misinformation and enmity are sown. We need to rebuild spaces of empathy and shared understanding for the benefit of everyone.

What kind of problems will Cordial solve?

There are different types of problems, and there are already good ways to seek answers to the simpler ones, through things like Google and YouTube. But where are the tools that allow you to solve complex problems that depend on social collaboration? We have some tools, like Miro boards, designed for some level of collaboration in business, but they're not social sites in the way that YouTube is. They're missing the incentive for rich collaboration because it needs to be social, where people are prepared to share, listen to one another, and feel it's worthwhile for being there. We want to build that next step in online social collaboration, and we want to fairly reward those who participate in it.

"WHAT WE'RE TRYING TO DO IS GIVE PEOPLE WHO HAVE BEEN MISSING FROM THE CONVERSATION A VEHICLE WITH WHICH TO BE INVOLVED. THOSE WHO ARE MOST IMPACTED BY SOMETHING SHOULD BE MOST SEEN."



We often end up exacerbating problems: we ask the wrong questions, to the wrong people, at the wrong time, so the intervention is wrong – and costly. Cordial World can help people to ask the right questions in the first place by building a broader perspective. This builds efficiency and empowerment in an ethical way.

Why now?

We are experiencing so many wicked problems, and we need mechanisms to solve them together. Look at the current propellants that are exploding a desperate need for change; the global pandemic, the climate crisis, social media and economic models failing people, political hostility, and war. The inequality and harm that results from these are systemic.

At the same time as this, we have the maturing of several major Web3 technologies. These need to be utilized responsibly and for good. We need different approaches at a societal level, and Cordial World will provide an important tool in that toolbox for collaborative knowledge sharing and problem solving. At a more individual level, it's about helping people who are the underdog. What we're trying to do is give people who have been missing from the conversation a vehicle with which to be involved. Those who are most impacted by something should be most seen.

How can sharing make a difference?

It's all about meaningful contribution. One thing we all have, that is unique to all of us

and therefore scarce, is our lived experience. That is something we can all give. We can inspire, entertain, and inform people at the same time, and grow ourselves from it. You need only search online for the power of storytelling to learn of the healing, connection, and societal transformation that can result. Hearing the right voices and knowing what the issues actually are can influence policy and decision making in any context.

We've got all this latent energy in people's everyday experience, and Cordial will translate that into value. This unlocks a whole new way of earning, and of being. It may not always feel like much, but each of us doing our small part can build to an extraordinary collective shift.

"As you navigate through the rest of your life, be open to collaboration. Other people and other people's ideas are often better than your own. Find a group of people who challenge and inspire you, spend a lot of time with them, and it will change your life."

– Comedian Amy Poehler, addressing Harvard College graduates



How can I be good for Cordial World?



Chief Design Officer Erin Liman on what drew her to Cordial World, and how you can bring your full self to the community

Everyone has something that is scarce and valuable: their lived experience. The more we can unlock each other's stories and insights, the more we can understand how to solve problems, and know what the problems really are in the first place. The question that Erin Liman always returns to is:

How do we enable people to show up for all that they are?

This is what drew her to Cordial World – the potential to realize the kind of knowledge-sharing platform that she has known was needed since 2006.

Back then, Liman was working for a company with over 55,000 people, driving innovation projects. Although the work was “incredible,”

there was so much more they didn't know about each other than what they did. She describes the missed opportunities that arise from not truly knowing one another and from untapped human potential: “How do we find the right work for the right people? They've got so much more to give, but they're defined by their job and can't tie to their aspirations.”

So intrigued was Liman by this dilemma that she created a platform to try and capture what people's “special geniuses” were. However, the technology that was required to constantly update these “living resumes” was not there at the time. Cut to 2021, when Liman met Cordial World CEO Chris MacGregor on a business call. MacGregor's description of Cordial World as a Web3 network for people to share their lived experience awoke a key

commonality: “I thought, huh, if you're thinking about that, we're probably thinking about the same unlocking of knowledge that needs to be exchanged. We can be that connective tissue: how do we have the problem right, and find the right genius to solve it?”

What motivates the work at Cordial?

When asked what particularly motivates her, Liman explains that empathy is a key driver: “So many rich opportunities are missed because we're never having those conversations about what someone else is having a hard time with. All too often, we decide ‘Oh, here's the problem they have.’ So, we create things that don't matter and miss the things that do.”



"SO MANY RICH OPPORTUNITIES ARE MISSED BECAUSE WE'RE NEVER HAVING THOSE CONVERSATIONS ABOUT WHAT SOMEONE ELSE IS HAVING A HARD TIME WITH. SO, WE CREATE THINGS THAT DON'T MATTER AND MISS THE THINGS THAT DO."

Liman is equally driven by the potential for Cordial to provide a space where the marginalized and missing are finally heard: "A lot of social platforms are very ego-driven, there to draw an audience, which is fine... but then other voices that are equally important are drowned out or never heard. When I solve a problem, it's really 'Who is missing from this? Who else could contribute something valuable?' And it's not just the loudest people."

How can gamification help us create a positive online space?

"There's something magical about games, something about gamifying where you have the opportunity and support systems to build skills and knowledge along a manageable pathway, be your whole self, and give your best. Gamifying provides booster supports, or however you want to look at it. By doing something you learn something, and it allows for trial and error. You want to keep doing it until you get it right."

What can gamification help me to do?

Collaborate: "A good game is often a collaborative one. Some of the massive multiplayer online games do that really well, like a group of people fighting against a monster. Each person plays their part... How do you start to come together and recognize which things are needed and who has them? We still need humans to connect questions with the right knowledge providers."

Want to learn: "I've been thinking a lot about what motivates people; about that engaging work, learning while problem solving. If you are a people person, or you care a lot about an issue, that's where listening to multiple perspectives may really be valuable. Gamification means someone's not telling you what to do – you choose your own adventure."

Give and get recognition:

"Leaderboards, traditional things that were old-school gamification, can be used to recognize points of view that successfully captured a problem. So, rather than 'Look at me,' imagine a community where

they catch you doing something amazing and they're like, 'Do you see what she did? Isn't that amazing?'"

Be curious: "We want to encourage people to lean in and say 'tell me more about that...' – how do we draw that out? If there are common probe questions that produce great results, can we utilize AI to use them more at scale? You don't want it to just be spoon-fed, but by transforming information into different mediums – artwork, songs, poems – you give people the chance to interact with the material and make it more accessible to more people."

Be courteous: "If someone isn't aware they're being discourteous, how do we address that? Do we understand the reasons behind it? Could we train our AI in non-violent communication and Emotional Intelligence questions to encourage different word choices?"

The possibilities are seemingly endless, and the Cordial team are motivated to use the tools necessary to design for humanity rather than shareholder profit.



How will I be rewarded for sharing?

1 Revenue

Firstly, extrinsic rewards must be in there. We want to put a value on all kinds of knowledge; we don't expect consultants to give their knowledge away for free, so why should others? You earn revenue through our \$DIAL token, both for sharing and for seeking knowledge and insights from other people. In our marketplace, rewarding people for sharing their own knowledge, and seeking it from others, incentivizes crucial collaboration.

2 Ownership

Ultimately, we want to turn Cordial World Foundation into an organization that is owned and run by the people who use it. By using it, you will own it. This means that people, not corporations, benefit from the act of sharing. So, get in early and earn more of it! Let us know the complex problems you see today.

Extrinsic ←



We promise to empower people to bring their whole selves to challenges we face as a valuable part of an inclusive, action-oriented, purpose-driven collective.

3 Inspiration

When reflecting on the time spent in the space, we want people to feel like they've been nourished; really learnt something, contributed something, and maybe even earned some money. We want Cordial to be an inspiring, welcoming, safe place to exchange views, built like nothing that exists now.

4 Belonging

If people are drawn to the platform, they should be pondering how their gift relates to the things they care about: 'What should you call on me for?' There is power in both calling on others, and answering the call when your own genius is needed. Once you've heard another person's story, you can't see the world the same way again. This is the power of knowledge sharing done well. Your story could change someone else's life.

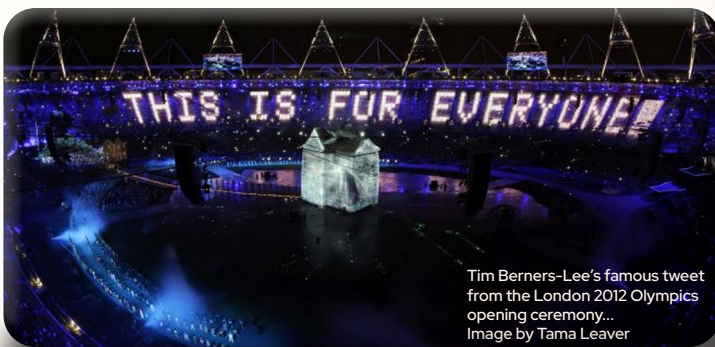


→ Intrinsic



Why do we need Web3 for Cordial?

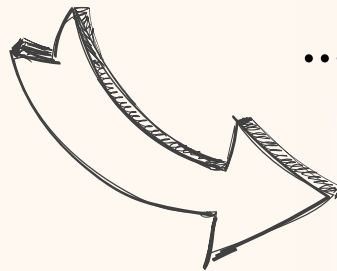
"This is for everyone..."



"COLLABORATION MOVED INTO SILOS... COMMUNICATION MOVED INTO SOCIAL MEDIA SILOS, CAUSING PROBLEMS WITH PRIVACY, HATE SPEECH, AND MISINFORMATION. THE WINNER IS THE ONE WHO CONTROLS THE MOST DATA AND THE LOSER IS EVERYONE ELSE."

SIR TIM BERNERS-LEE,
WEB SUMMIT 2021

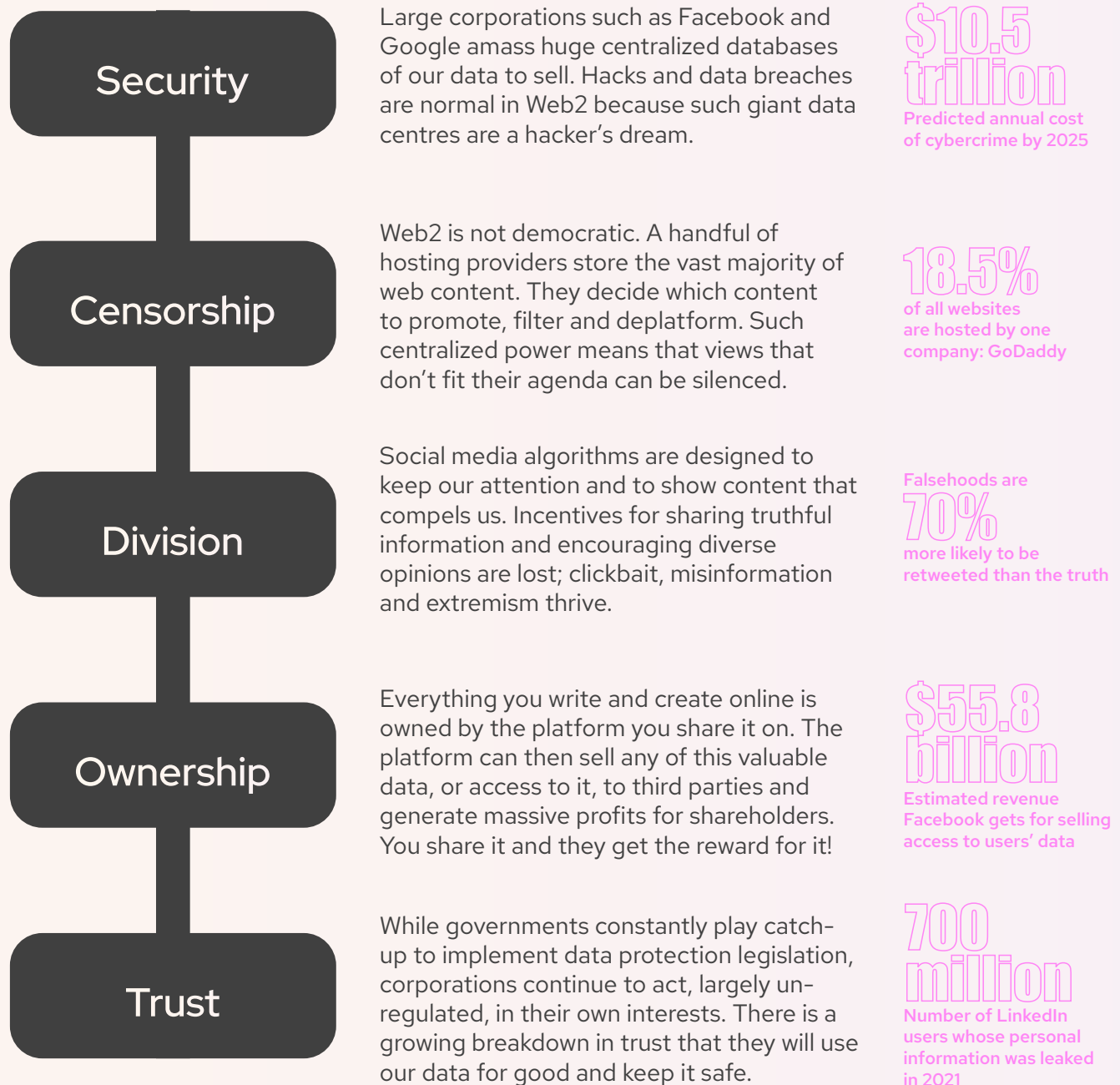
...at least, that was the plan.



1989
-now

Sir Tim Berners-Lee invented the World Wide Web in 1989. His vision was for an engine of social progress, where everyone could openly access each other's ideas and link them to learn new things together. However, over time, this open source, collaborative approach was overshadowed by developers and companies who started taking ownership of the data and setting up logins for people to access their own information (the space we now know as Web2). This created unnecessary silos for people to navigate. Commerce started using our own data to predict our behaviours and to introduce targeted advertising.

Problems with Web2





How do I join the Cordial community?

If you support what we're working to build, let's create a collective movement. If we have a community of people who want to see this happen, it will help us raise the money we need from industry. That means we can build it and get it out quicker. This is not just for one group of people; we want to build this for everyone.

Where to find us

Website



cordial.world

Sign up to get regular email updates from us.

LinkedIn



Cordial World

Check out our articles and videos; start a conversation with us about what connects with you and the issues that you think Cordial could solve.

Twitter



@cordial_world

Show us what matters to you through your comments, likes and retweets. Let's start a dialogue!



It's crucial for us to engage with community members in the design of our marketplace. You can be involved in how we build this. We're starting as we mean to go on, hearing as many different voices as possible, because we believe the only way of getting the best outcome is to have multiple perspectives.

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