

Weishub solves  
problems of inhibiting  
good awareness of  
the blockchain  
technology...

[Technology](#)



Since the birth of Bitcoin and the blockchain technology in 2008 by Nakamoto Satoshi, it has gradually tried to gain access into the mainstream. With steady development of the technology, ethereum, EOS, Waves and other digital assets called cryptocurrency came on board.

Even with the rally of Bitcoin in 2017, research confirmed that very few people actually knows what Bitcoin represent. Ask a group of individual what they know about bitcoin, then you begin to get various comments like: I don't know, it makes you rich, you trade with it to mention a few. The awareness of the technology is not as encouraging to the world populace. No wonder the total users of exchanges like Bittrex and Poloniex are less in 100,000.

Based on research analysis, these are the problems inhibiting good awareness of the technology:

1. Adverts are consistently placed on platforms like BitcoinTalk, that comprises of only experts, thus unable to reach new users.
2. There is no centralised advertising platform for newbies to get adequate information as all exchanges and projects pass information via multiple channels.
3. The total use base of the technology is relatively small compared to the world population.
4. Overload of information from different source and platform makes it difficult for newbies to filter correct and accurate info.
5. No platform to get attention of new users to the marketplace, thus limiting the growth of cryptocurrencies based on user base.

6. There is no standard platform consisting of experts of cryptocurrency exchanges, market and blockchain to network and share ideas and offer professional services.

Proffering solution to the listed problems above, WEISHUB is at the forefront of the revolution. Weishub will solve these challenges with three great components integrated into it's ecosystem. These are: WEIS Media, WEIS Hub and WEIS Play.

**WEIS Media:** This will handle Social Media and Digital Marketing Services platforms by utilizing a marketing technique called GROWTH HACKING. Growth Hacking will adopts social metrics, creativity and analytical thinking as tools to gain attention in the soivial media community and sell products effectively.

**WEIS Hub:** This is the social app of the Weis ecosystem. The app will help to gather information from various platforms (globally), have them filtered and makes it available to on the ecosystem, especially for new users till get attain professionalism. The app is very easy to access with good friendly interphase.

**WEIS Play:** This is the Multimedia Streaming Platform of the ecosystem. The ecosystem will develop live streaming of movie, music and video content to entertain users on the platform, on a monthly subscription with new crypto-related information. WEIS Play will comprise of three phases which are:

- WEIS Play - Phase 1: Introduction of a catalogue of projects from well known artists and filmmakers. Users feedbacks and reactions would be used to develop the system.
- WEIS Play - Phase 2: To attract new users and experts to the platform and crypto market, WEIS Play will acquire contents from mainstream. WEIS Play is currently on negotiation with distributors and record labels globally.
- WEIS Play - Phase 3: Finally Weis Play goes into live production of it's own music, video and film content with an aim to become the first crypto powered content creation company.