

DeBuNe

www.DeBuNe.org

Decentralized Business Network



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What? p2p For b2b?

DEcentralised BUbusiness NEtwork:

a “peer to peer” for “business to business” system.

DeBuNe lets small businesses collaborate, market, offer, and monetise their expertise or products more efficiently and effectively than any other market-based service. With transparent, secure, agile, and open source peer-to-peer infrastructure, all transactional data are permanently stored on the decentralised public information vault offered by the Nxt crypto-platform’s blockchain technology.

Exactly like Bitcoin, DeBuNe isn’t controlled by any central office, nor a central authority. Once in motion, DeBuNe will become what the community makes of it. The incredible importance of clear standards to be used will be the only tool to determine its success.

DeBuNe will be partially kept as a closed source project only until the above mentioned standards are well defined, then it will become completely open source.



DeBune

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ASSER ISSUER:

» NXT-GQ27-DD53-YM6K-ER6HK

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SEND DONATIONS TO SUPPORT THE DEVELOPMENT TO:



NXT:

NXT-6WX3-Q7NL-BWMK-3S6QU



BTC:

13JAdRjoED8vuo4iqnU2jnbwe31X8YsxiK



In a nutshell

All you need to know in a glance

DeBuNe is a decentralised peer-to-peer ecosystem of small, skilled businesses (Business Units). It implements the most powerful aspects of market economy through the use of the blockchain: the innovative technology that drives crypto-currencies.

DeBuNe leverages the aggregated power of a whole decentralized network of Business Units, supported by an entirely transparent, secure, and agile set of transactional and collaborative technologies.

Working together as one, and complementing each other's skills, Business Units provide services and products to match any request, from high-end to budget-friendly outcomes, in a process involving no more nor less expertise than needed.



CENTRALIZED



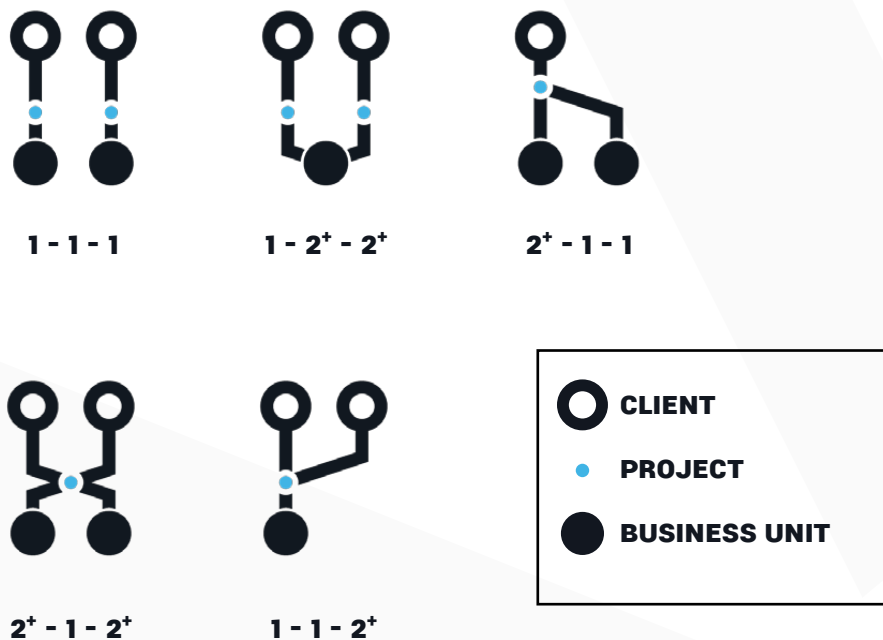
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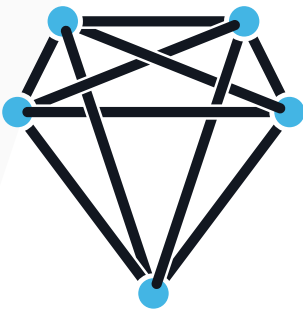
DECENTRALIZED

Previously, for a moderately complex project, a client would need to engage multiple specialist service providers individually, with each provider's marketing heavily influencing the purchase decision. DeBuNe makes objective reputation available for these decisions. DeBuNe also makes clear which Business Units collaborate best with each other, reducing the problems associated with bringing teams together.

With time and participation to different projects, each Business Unit builds up peer-acquired reputation and establishes its own presence within DeBuNe's business network. Recorded and publicly available transactions between Business Units shape the "social network" of business relations on DeBuNe.



DeBuNe aims to create the right means to contrast the monopoly of huge international corporations. While keeping the skillsets distributed worldwide, with distributed local access, business networks can co-work on projects up to multi million dollar levels via DeBuNe. Offering shares of future revenue to participating Business Units, innovative ideas can be funded both in cash and in work and find organized and specialised teams of hundreds of high level skilled businesses in a matter of days.



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The Example

How DeBuNe affects people, businesses, life

Walter wants a website about his new water filtration technology. It doesn't have to be a big website, so he contacts Danny, a web designer, to get his site done.

Danny is a one man business unit in DeBuNe, he usually design beautiful custom templates, and lets another BU take care of the coding, and the administrative part of his work.

He thus contacts his favorite web development BU, but bad luck, the coder is sick.

Danny then searches DeBuNe for web developers, consults their rankings and their client list via the network's frontend, hire the one with the best reviews, and send a quotation to Walter, which is recorded in the blockchain.

Danny and Walter then agree on the quote. Walter sends Danny a down payment in Euros, via a currency exchange BU. The transaction is saved in the blockchain, along with the deadline, details of the project and the amount due on reception.

After delivery and payment, Walter is so happy with Danny that he commissions some extra work: he realized that he needs some extra pages, an expert copywriter to write about his filtration system, and that some video animations with voice over are required to understand his concept.

Danny is not a copywriter, nor an animator, but since he's a member of DeBuNe, instead of limiting his contribution to a couple of extra pages, he gets a much bigger ball rolling:

He looks up and contacts a project management BU the same way he contacted the web developer and explains the needs of his client. The PM then deals with the copywriting, video animation and voice over BUs to deliver a package with a uniform tone and quality.

Once the PM has sent the quote to Danny (still recorded in the block chain), Danny can quote Walter again, receive the down payment, pay the PMs down payment (this time, in NXT), get to work and wait for the deliverables.

The PM delivers to Danny, Danny delivers to Walter. Final payment is made and everyone is happy.



What does it mean for Walter?

HOW CLIENTS SEE THE NETWORK

Walter's project is the result of a common effort between 6 different business units. He doesn't know that the web developer is in Russia, the copywriter is an Australian, the voice over is actually Spanish and the video animators are Indonesian -he didn't have to deal with language barriers and currency exchange.

He doesn't know that several problems had happened, either. The copywriter misestimated the time allowed for the project, which triggered a dispute between him and the PM, easily resolved by consulting the down payment transaction details in the blockchain.

He doesn't know about the blockchain either, or NXT.

Walter is just happy with his website and leaves Danny a good review on his website, which later is published in DeBuNe reputation management system.



What does it mean for Danny?

THE BENEFITS FOR BUS

During the project, Danny didn't have to worry about geography either. Since he is using the services of an accounting business unit, he doesn't need to worry about anything finance, they will consult the blockchain when time is needed and take care of everything by consulting his transaction history.

Just like Walter, he used his time for something better (in his case: completing his project).

After the project was done, the PM was notified about Danny's good review. He will most probably be chosen by that PM to perform design work should a client or another BU need it.



Core Foundations

Four key premises, leading to the achievement of three major objectives.



Objectives

WHAT MATTERS IN THE END.

TRUSTED, WORLDWIDE NETWORK



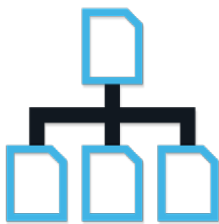
More than just a project-driven networks, DeBuNe is an ecosystem where everybody can participate, fostering collective growth. The reputation management system and transaction transparency provided by DeBuNe's software layer, and the portability of the Nxt crypto-platform, makes it easy to find experts within the network both as clients or as contractors, working remotely.

FOCUS ON EXPERTISE



Business Units can keep a complete focus on delivering quality work, while leaving the corollary tasks to other experts in the network. The highly decentralized structure of DeBuNe offers the possibility to contract any kind of specialized service from anywhere in the world.

FULL STRUCTURAL CONTROL (SIZE, BUDGET, LOCATION)



Supported by the 'work from anywhere' nature of the network, another advantage of this decentralized system is the possibility of consistently optimising the results. Project managers will be able to dynamically allocate tasks and budgets involving the optimal Business Units based on their reputation, workload, and precise needs.

This kind of control doesn't only mean that you can downsize without negative impact, it also means that, when needed, DeBuNe network can turn into a massive multinational collaborative effort, with local reach in any corner of the world, in a matter of weeks.



Premises

What's already there that makes everything work



Decentralization

(A SELF-REGULATING, FULLY REALIZED GLOBAL MARKET)

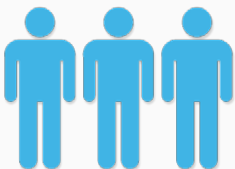
Transactions and operations in DeBuNe are decentralized in several manners:

- » As there is no central governing or regulating body, blockchain technology allows for transparency at all levels.



Transparency is, thus, intrinsic to the platform. The blockchain permanently stores transaction information in user-generated, rapidly successive blocks of data that act both as information vaults and cross-referencing tools.

- » There is no control over the number of Business Units offering comparable services, which creates solidity and redundancy within DeBuNe. This redundancy, as well as the moderate size of the Business Units, encourages competition and reduces the risk of monopoly, while offering a diversified selection of resources for the same task.





- » Geographic decentralization is realistically achieved: DeBuNe draws talent from all over the world, and consolidates it into a seamless work experience and local presence for clients. Projects are realized with standards set by a global community, and delivered in a local manner.



Transparency

*(BECAUSE BUSINESS IS BETTER WHEN
DECISIONS ARE INFORMED)*

Secure, transparent, independently verifiable transactions are the basis for the DeBuNe network. Transparency between every party involved in a transaction is a pivotal component of the network: it enables informed decisions, traceability, greatly reduces the risks of disputes, and offers no opportunity for forgeries and frauds. The DeBuNe software layer provides transparency both for transactions and Business Unit performance. On the basis that all transactions within a crypto-network are recorded permanently, DeBuNe offers:



- » Transparency in co-working: full transparency in the interactions between Business Units is guaranteed by the Nxt crypto-platform: projects can be traced and remain verifiable by any user at any given time. Every single cooperation is recorded permanently, together

with the relative annotations and meta-data, in the Nxt blockchain. The structure of this system makes it impossible to obfuscate or tamper with information.



- » Transparency in relationship: since transactional data are publicly available, applications can be designed to act as public real time analytic tools for both Business Units and the whole network. They can highlight financial relationships and report the levels of involvement, authority, and competitiveness of any Business Unit in DeBuNe.



- » Transparency in performance: Built into the DeBuNe framework is a constantly evolving protocol that enables clients and members to coordinate work and evaluate each other's participation in a project's outcome. This ensures that all reviews and rankings are based on real life experiences, with priority given to the input of Business Units involved in the project. In this way fake testimonials are prevented from polluting the feedback system.



Business Unit model

EVERY BUSINESS UNIT CAN FOCUS ON ITS SPECIFIC EXPERTISE, AND LEAVE THE REST TO OTHER EXPERTS.



- » Business Units are independent members of the DeBuNe network. They can address work requests as single entities or in collaboration with other business units, to act like the divisions of a corporation spontaneously brought together to meet the needs of a specific project. This structure allows any ensemble of business units to handle operations and administration for projects of any size.



- » Business Units are results-driven, specialized companies dedicated to one type of service. Doing so is made possible by DeBuNe network, which is meant to include Business Units focusing on every aspect of running a business. Production, project management, marketing, sales, accounting, legal, and administrative operations can all be outsourced to other Business Units within DeBuNe.

» Business Units can also act as financial gateways



between the DeBuNe network and external entities (such as clients or freelancers), providing both legal representation for any other Business Unit wherever they are located in the world, and the means to make or receive payments in FIAT currencies (such as Euro, Dollars, etc) and non-NXT crypto-currencies (such as Bitcoin). This role keeps the door open for anyone to participate in the DeBuNe network that, in turn, interfaces with the 'outside' world in a completely seamless manner.



Investors involvement

THE STOCK MARKET AWAY FROM WALL STREET

How Nxt changes the BlockChain into a bona-fide stock market



- » Nxt makes it possible to transform mostly anything into an asset. It simplifies the process for offering shares to the public. Nxt assetization process is nearly instantaneous, easily accessible, and removes the obstacles inherent to transacting within a FIAT stock market.



- » With Nxt's ability to turn anything into an asset, Business Units can sell shares directly to the public. Business Units will find investors faster, share dividends easier, and avoid major hurdles.

No paperwork, no errands, no cumbersome procedures are needed.



- » Thanks to websites such as Secureae.com (Secure Asset Exchange) any person can buy shares of a Business Unit or a project within DeBuNe. Business Units can trade shares of their projects against support in finance, effort or material. DeBuNe thus becomes a vector for project fundraising and financing.



- » Thanks to Smart Contracts, a set of contractual clauses written in computer code, executed and enforced based on data such as transactions, value triggers, or product delivery, Business Units are made accountable for their transactions by technology rather than people or a legal system.



- » Smart Contracts perform data verification and execute as soon as the relevant data signifies that an obligation has been met, creating seamless real-time turn around on payment or other contractual topics between Business Units.



Even More Benefits

Other ways DeBuNe makes things work for you



Agility

Several ways to a work well done

The use of outsourced expertise allows Business Units to always hire a specialized workforce that is right-sized for their workload. The same goes for the administrative aspects of day to day operations: Business Units contract administrative expertise only when they need them.



Safety

OUT OF THE BOX SECURITY, NETWORK WIDE AND BEYOND

DeBuNe's use of the blockchain technology makes it impossible to cheat the system: transactional data is stored in a permanent manner (once written, data cannot be deleted or modified) in the blockchain. DeBuNe's data contains pointers to cross-reference all the previously saved data. The blockchain used by DeBuNe is extended, mirrored, replicated and managed across thousands computers all over the world, and updated almost every minute. Altering data in one entry would mean decrypting the whole chain to alter all the other entries in every connected computer within an average of 60 seconds. Such an attack is simply impossible.



Real Reputation Management

**REPUTATION BUILDING AND PROTECTION,
MADE CONSISTENT AND RELIABLE**

In a traditional business model, an expert's reputation can be ruined by the rudeness of their secretary, or a great startup can get bad reviews because of faulty customer service. In a decentralized business model, everyone who participates receives accurate credit for the result of their work. DeBuNe makes it impossible for a Business Unit to lose reputation as a consequence of other Business Units' actions.



Timing

STEPPING EARLY INTO THE CRYPTO-CURRENCY GAME

Crypto-currencies are here to stay. Crypto-platforms open new and fantastic avenues to conduct business. The earlier users get in, the more benefits they will get in the long term. Being an early adopter means joining the lucky few who will influence the way the system works by contributing to its growth and participating in setting its early standards.



Customer Satisfaction

WHAT ABOUT THE CLIENTS?

From the clients' perspective, not much will change, except for two important things:

- » Global networks will simplify international transactions
- » Thanks to the network's inherent agility, project deliverables will match the client's stated requirements.

Each project will organize and engage an ideal network of Business Units composed by the ideal competences that match the clients' budget and requirements. This will optimize turn around time on deliverables, cost, and return on investment.



Solidity

WHAT ABOUT THE FRAMEWORK'S SUSTAINABILITY?

Each Business Unit is necessary yet none is indispensable. DeBuNe is a peer to peer network: nothing is centralized or managed by a single agency. Every Business Unit is replicable and interchangeable. This creates internal redundancy and disaster recovery, allows malleability and adaptability to internal and external demands, parallel lines of task execution, and guarantees delivery of the product or service.



Potential

WHO'S INTERESTED ?

- » Investors (transparency and raising assets)
- » Experts (one man show)
- » Companies who regularly need collaboration
with 3rd parties (event organizers?)
- » Project management, agencies, financial advisors
- » Businesses who want to cut down the costs or find investors
- » Marketers
- » Governments (fraud prevention)



The future

What DeBuNe wants to be when it grows up

On a longer term, DeBuNe aims at becoming a large scale, self reliant network, a living, modular platform for businesses to handle their workflow and for developers to contribute, with their own vision and applications.



Next Steps

DEBUNE'S LEARNED TO WALK: HERE COMES THE LEGWORK

Given the multitude of options available, reaching this target is done by walking down an ever forking path.

Nonetheless, DeBuNe's next step is definitely oriented towards keeping all the code and concepts interfacing with the Nxt crypto-platform as open source from the very beginning.

The supporting code and concepts (reputation management, apps and modules not interfacing with Nxt) will also be open source, albeit only after definitive and stable versions and definitions are released.



Further Steps

TO INFINITY AND BEYOND!

The social, economic, and technical implications of DeBuNe and Nxt technologies bear the tremendous potential to become a life changing enabler for individuals, groups and even governments.

Therefore, further options hopefully include a greater integration into the Ntx platform core features in a tighter collaboration with Nxt developers, in order to offer even more opportunities to grow our common values into a full fledged set of facilities for consumers and businesses daily online and offline activities: a modern equivalent of the steam engine of old, powering a new kind of economy.



Vision, Mission, Values

We leverage the collective genius, committed in heart and mind, to help each other and offer you the best of each of us.



Vision

A REAL, DEFINITIVE CHANGE TO THE WAY BUSINESSES WORK

The creation of a decentralised peer-to-peer ecosystem of small businesses using the core technologies behind Nxt cryptoplatform to deliver transparent thus real skillsets for the realization of complex projects, as an integral part of our daily business life.



Mission

BUILDING A TRUE EMPOWERMENT NETWORK

To leverage the aggregated power of a decentralized network of skilled businesses by means of transparent, secure, and agile technologies.



Values

OUTCOME-BASED COLLABORATION

To provide services and products by working together in mutually beneficial partnerships, complementing each other's skills, building peer-acquired reputation, in a lean, empirical process involving right-sized expertise as needed for each client and project.



NOTE

A word from the authors

For decades we have failed to notice that most large bottlenecks started with bad bookkeeping. For this reason, blockchain technology will change the way we live - specifically the blockchain of second generation crypto-currencies (now called crypto-platforms), because the blockchain stands to eternalize all of our information.

THIS IS IMPORTANT BECAUSE...

- » we need ethical business

NO CORRUPTION.

- » we need decentralization

NOT SUPERPOWERS.

- » we need sustainable small businesses

NOT MULTINATIONALS.

- » we need crowdfunding

NOT MONOPOLIES, PATENTS, RED TAPE.

FURTHERMORE, IT IS:

- » A tool for keeping promises:

...THE BLOCKCHAIN HAS RECORDS OF WHAT REALLY HAPPENED

- » A tool to share our proven skills with fluidity:

*...THE BLOCKCHAIN RECORDS YOUR
PROFESSIONAL EXPERIENCE, INTACT*

- » A tool to expose the ideas that matter:

...THE BLOCKCHAIN STREAMLINES NETWORKING

- » A tool to make the world small and manageable:

...THE BLOCKCHAIN BRINGS US TOGETHER

The blockchain is people-powered: the more the merrier - faster, stabler, more decentralized, more cross-checked, and less corruptible.

For at least the next year, I will be devoted to seeing this project get a life of its own. After that, the community will be able to take it in new directions.

To be perfectly clear, I do not stand to profit from this project. DeBuNe is an open-source, free, readily-available tool interfacing with the Nxt cyptoplatform. To demonstrate its functionality, I intend to begin connecting small businesses right away, starting DeBuNe and setting the example with my own small businesses and assets.

Before DeBuNe can give back, it will need a little support from the community. I am seeking coders who grasp the importance of the idea and wish to contribute. My investment will be towards the mobile and web apps, while employing others to get DeBuNe started.

Your feedback would be appreciated; your involvement, much more so.



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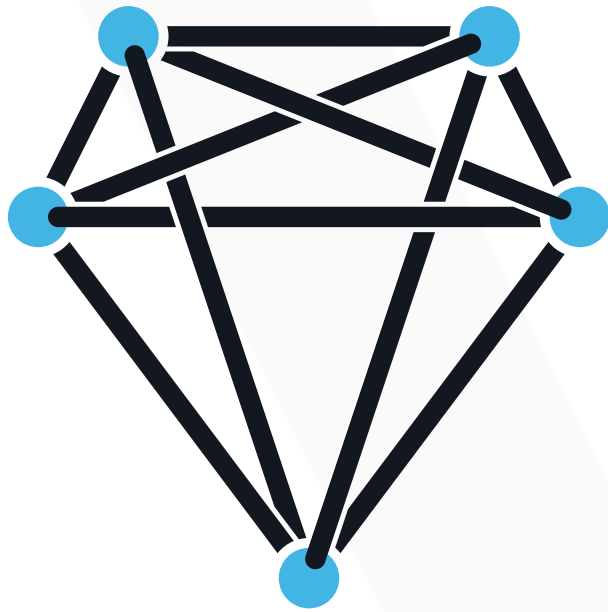
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