

# GIBIRU TOKEN CONCEPTUAL WHITE PAPER

THE EVOLUTION OF SEARCH ENGINE TECHNOLOGY AND BLOCKCHAIN.

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## 1.0 SUMMARY

Nearly a decade ago Steve Marshall (Founder, Gibiru) had the foresight to build a search engine that would protect the privacy of people using the internet. Steve Marshall is considered one the leading experts in the field of search technology and SEO. His experience stretches back to the inception of search engines over twenty years ago. As early as 2002 most internet companies were already gathering data and practicing censorship. By the mid 2000's Steve began questioning some of the methods being used by the major online companies. He thought that sooner or later the public would find out what all these online companies were doing and when they did, they wouldn't like it. In 2009 Steve and a team of likeminded individuals built Gibiru, a secure way to search the internet that deletes all personal data, just minutes after the user has finished searching. In addition, Steve built an algorithm that counteracts censoring by filtering out the bias and sending true and relevant information to the top of the search. To date, Gibiru is the only search engine that has offered use of an algorithm that removes censorship.

The Gibiru concept that Steve envisioned has now reached its renaissance. The public is now aware. Europe is enacting "right to be forgotten" laws, US legislators have publicly questioned Facebook CEO, Mark Zuckerberg as well as Google CEO, Sundar Pichai and several lawsuits are now in motion. In short, the days of grabbing, storing and selling data from unsuspecting *surfers* and social media addicts is gone.

The Gibiru search engine has been in use for over nine years. It is a well known and trusted platform and currently conducts millions of searches every year. Gibiru's loyal users extend to many parts of the world that include, Japan, Hong Kong, Australia, New Zealand, Africa, Europe, Latin America, Canada, United States and even China.

Over the last year a small group of experienced experts have teamed up with Steve to develop a plan to take Gibiru to the next level. That next level will include free amenities such as secure-encrypted email, free VPN's, EAA (Gibiru Astronomy Network) and Quantum Optical Computing research. Gibiru's ambitions are far reaching and will incorporate the power of the internet with the use of uncensored and secure search to

promote, develop and expand the use of technologies such as blockchain and quantum computers.

On February 16th 2019 Gibiru introduced the "Gibiru Wormhole". The Gibiru Wormhole is an APP that does not require a browser and offers even better security than any secure search engine in the market. The Gibiru Wormhole is built into the Gibiru App provides a tunnel into the internet without the use of a browser. This means that all Internet Service Providers (ISP's) and/or browsers are obfuscated in the search which means that there are no data points to grab, store, save or sell.

The company has also created a pay for advertising system that does not require private data or cookies to yield a profit. The program Gibiru has developed is known as "Performance Authority" (PA). It is unique and only requires merchants to pay for ads when they make sales or achieve a desired action. In today's world of online sales, e-commerce advertising is an essential part of generating revenue. Gibiru's PA program offers a win-win advertising program that shares in the success with merchants. Merchants only pay for ads when then makes sales.

The first project on our agenda is to establish a token that allows e-commerce to purchase PA advertising at a discount. Using tokens when purchasing PA ads will discount costs for merchants. Gibiru tokens will be released for free as well as earned for efforts to assist us in our selected projects.

One of our "selected projects" will building our index. individuals will be able to earn GGG by participating in our Solidarity Indexing Program (SIP). The program allows individuals to participate in the growth of our index by executing search with software we have developed. When a SIP participant works to grow our index, they are rewarded with GGG currency that they can use to buy PA ads or trade with e-commerce merchants on the Gibiru platform.

Supporters that hold tokens will be able to begin using them in April 2019. In April we will open the Performance Authority ad program. E-commerce merchants will be able to purchase ads at a discount on our Performance Authority program with tokens. The Performance Authority program allows merchants to purchase ads with fiat currency and buy a discount with GGG. The big advantage of using our GGG when purchasing ads on Gibiru, is that the tokens award a discount.

The discounts will start out at 20% for all categories of products advertised on the platform. Over time the algorithm will determine the discounts. Gibiru Tokens will always offer a discount and this is our guaranty to our supporters. We are estimating that discounts will ultimately range from 5-30% below ads purchased without the tokens.

## **G** 2.0 GIBIRU HISTORY

Google was founded in 1998, about that same time, Steve Marshall(Gibiru Founder), entered the world of search. Steve spent years in the business of SEO and developed the original code and search strategy for companies such as BuySafe, Realtor.com, Simply Hired, 8x8, LifeLock and many others. He was the moderator for the Silicon Vally Search Engine Round Table for three years and provided key input to both Google and Microsoft. By 2009 he was regarded as an expert in search engine and SEO related business. In 2009 Steve created Gibiru as an alternative search engine for people who were aware of the data theft and preferred to preserve their anonymity. For more than nine years Gibiru has provided privacy to its loyal users around the world.

Recently the controversy surrounding the data gathering practices of social media and search engines made headlines when Facebook had been accused of selling data and also experienced a major security breach in the UK. The accusations eventually lead to the CEO Mark Zuckerberg being forced to appear before legislators and answer questions in public.

The next major player in the internet world to be hit by public scrutiny was Google. Recently the question of whether Google is censoring information and influencing everything from politics, commerce and media, forced the CEO to sit before congress and answer tough questions.

Another looming thread to privacy is the development of quantum computing. Because of the nature of most current cryptographic techniques, quantum computing is a potential future threat to any system that depends on encryption for privacy. Thus Gibiru will fund quantum hardened encryption and general quantum computing research. The goal of the research is to develop both the hardware and data structures that will allow for the current generation of computers to be able to be used reliably without the threat of a routine quantum computer attack. While no

hardening is ever 100% effective it is conceivable that sufficient barriers to a quantum attack can be put in place so that the quantum resources required for such an attack would need to be so great that it is more likely that quantum computers will be openly available for everyone that can afford them. If that is the case, then a simple migration scheme can be implemented before such an attack takes place, thus preventing the potential attack.

When considering all the recent discussion and concern surrounding data, cookies and other forms of personal invasion, the decision was made to reface Gibiru and push it beyond just a simple secure alternative to Google, Bing, Yahoo and others. It was decided to take Gibiru to the next level by introducing many new concepts to the platform, connect it to blockchain and expand the server power. The vision is to transform Gibiru into a source of universal protection and security on the internet with it's focus and priority on anonymity and personal security.



### **3.0 GIBIRU NOW**

There are now many search engines available to the public. The major ones include Google, Bing and Yahoo. Secure search engines have recently surged in interest. It's important to note they are not all the same. We have listed a few attributes that make Gibiru different from many other secure search engines including?

- Gibiru deletes all the personal information within minutes of a search. Gibiru not only doesn't share personal information but Gibiru doesn't even have any to share because it's all removed from our servers.
- Gibiru provides protection from data gathering and tracing of users by a filtering system that boosts search results that have been suppressed by our competitors, including Google. Clicking the "uncensored" button on Gibiru allows searches to become completely organic and drives pure SEO driven traffic to the top of the search. This can translate into higher dollars for Affiliate Marketers because the SEO is true and they depend on SEO for their revenue.
- The Gibiru "un-censoring algorithm" is a proven method of bringing efficiency to our RPM (Revenue Per Thousand) revenue

stream. Since the launch of of our newly improved algorithm, we have seen a 72% increase in RPM revenue. It also benefits merchants running ads with Gibiru because their ads are more likely to be seen by people searching for them and their products.

- Our founder, Steve Marshall built the entire platform. Unlike our competitors Steve does not rely on consultants and employees to advise him, write code, build or fix technical issues on the platform. Steve himself is known as the "fixer" in SEO and search. He is the guy the big guys hire to fix their issues.
- Gibiru is the only search engine in the world to introduce our Wormhole technology. The Gibiru Wormhole is built into the Gibiru App provides a tunnel into the internet without the use of a browser. This means that all Internet Service Providers (ISP's) and/or browsers are obfuscated in the search which means that there are no data points to grab, store, save or sell.



#### **4.0 THE PROBLEM AND SOLUTION**

In order to bring excellence to Gibiru users, we have decided to focus on a set of specific problems with the current search engine platforms and fix them. These problems include Pay-Per-Click ads, false analytics/statistics and censorship.

Most of these problems are caused by the same thing. The cause is the robot, now simply referred to as a "bot". These bots are crawling or "spidering" the internet. Bots are now spidering and crawling the web smashing, inflating, morphing, changing, creating, grabbing and falsifying data. These bots have nearly ruined online advertising and potentially robbed people, organizations and companies out of billions of dollars.

The problem with Pay Per Click is well known amongst anyone who has ever paid for an ad on the internet. In looking at the current advertising platforms offered by Google, Bing, Facebook and others, the problem is the "Pay Per Click" models don't always seem to deliver what they claim. Pay Per Click programs charge online advertisers for each click that a "potential", person clicks to go to a website, landing page or any place where a sale or promotion can occur. Merchants,

organizations and individuals selling or promoting products, services or ideologies online place a bid on key words and demographics for clicks or impressions executed by online patrons. Anyone buying these click-based ads relies on the information provided by the platform selling the ad to decide what keywords and demographics offer the greatest "reach" for their dollars. In essence, the weakness of the Pay Per Click program is a combination of poor data created by bots and the clicks being made by the bots themselves. In other words, the whole thing is very confusing and often not true or at least not completely accurate. As these bots crawl the web looking for and gathering data, they themselves leave data behind. The data they leave behind is cloaking the behavior of people, amplifying and falsifying the "potential reach" as well as other things and can theoretically cause the cost per click to be much higher than it should be for the buyer.

As mentioned above, the problem of false analytics and statistics causes problems and inflated costs for ads purchased on these platforms. However, there is yet another layer of the problem that is equally problematic. This is the fact that advertisers are using data supplied by websites to determine if their product or service has a audience or customer worth pursuing. Once again, because the bots are pretending to be people much of the data is fake or false. This has lead the entire online and e-commerce community down a rabbit hole which is actually a money pit with no bottom.

Bots themselves are not necessarily bad. They function to do a lot of good things as well. Gathering data can be a good thing depending on what the data is and whether or not it is being taken without permission.

Gibiru has resolved the problem of "Pay-Per-Click" ads with its introduction of the "Performance Authority" program. Performance Authority allows e-commerce advertisers to only pay for ads when an actual sale of action is performed. In simple terms, bids are made on key words and demographics by merchants and organizations as an percentage of the sale or number of desired actions. Merchants are billed when and only if there is a sale or a desired action achieved.

As mentioned earlier, Gibiru has fixed the other problem of censorship by developing an algorithm that works to filter out bias and pushes true and relevant search to the top. The Gibiru Algorithm has been carefully architected to remove censorship by

the outside index we use from Google or Bing as well as analyze the true activities of searches and re-rank information in a way that reflects true relevance.



## **5.0 GIBIRU TOKENS (GGG)**

Tokens built into the Gibiru network will play several roles in the platform. Those roles include advertising savings, rewards for compute efforts to contribute to index accumulation, as well as technology advancement in the areas of astronomy, photonic quantum computing technology and others.

Gibiru Token foundation is not promising an investment in Gibiru nor does Gibiru intend to share Gibiru's revenue with token holders. In addition, we will not be selling tokens or building the platform with token sales. The token is something we are offering our users that will become a building block of a greater service we will provide now and in the future.

Individuals, organizations and merchants that possess Gibiru tokens will be able to retrieve a discount on advertising on the platform. As we have outlined in the Roadmap, we most definitely have ambitions to build other functions on our token in the future. However, we have planned our growth with a step by step process and logical plan. At first GGG will function similar to a coupon that offers a lower price of discount as well as reward for efforts made by our supporters to build our index. Over time we will add computation and other features. Ambitions of quantum computing and astronomy will be an ongoing effort from day one of the release of this token.

Gibiru will release the Performance Authority (PA) platform on June 15th 2019. As stated earlier, PA does not require data grabbing or cookies for the company to be profitable.

Another important consideration are the new laws regarding internet marketing. Governments have already began to set limits and restrictions on how marketing is conducted. For many countries e-commerce web sites are now required to give people the option to "opt in" of having cookies placed on their computer. Soon this will become the precedence throughout the world. These laws will force e-commerce advertising to change the way they make their money. The fact that Gibiru offers people a "search" without being "searched" platform, along with



the opportunity for merchants to sell their products without having to pay for the advertising unless their product actually sells, is sure to set a new standard and totally disrupt the search engine industry.

We will reward those that help us to build our selected projects with tokens. We will be issuing tokens for assistance in the following "selected projects".



### **5.1 Solidarity Indexing Program (SIP)**

One of the greatest opportunities blockchain has to offer comes with its community. People involved in cryptocurrency have a great understanding of the future of technology as well as the power it holds. Gibiru was instrumental in the development of a new high-tech SEO software platform. Gibiru is under NDA so is not able to disclose the identity of the company. Gibiru has entered into an agreement with this company to allow our supporters to use a spin off from the software to help grow our index. Those individuals that wish to help build our index will be rewarded with Gibiru tokens. In order to contribute in building our index all that is required is to plugin our software into the community's computation assets including computers, phones and servers. As indexing occurs tokens will be awarded accordingly. This distributed indexing effort will hasten the day that Gibiru will have an independent search index that rivals or even surpasses that of the other large search engines.



### **5.2 Gibiru Decentralized Indexing (GDI)**

The use of blockchain and its inherent power to store encrypted data finds a natural position on a search related platform like Gibiru. Currently there are several companies attempting to build search indexing into the blockchain. The commonality of which is the architecture for these platforms has be built on technology of the past. Gibiru has exercised a patient and methodical approach in developing indexing capabilities with blockchain. We are now ready to make the move and create a secure index placed

on the blockchain that is immune from censorship and url removal.

GIBIRU Tokens will revolutionize, protect and secure search indexing by secure storage of the index on the blockchain. Storing the index on the blockchain will add another barrier in the prevention of censorship because in order to change the index on the blockchain a consensus is needed. This means our index can never be changed without the consensus of the community. In addition, storing our index on the blockchain will add a layer of protection from all forms of aggression. This includes hackers, governments and individuals whom may attempt or demand, hack or subpoena information contained in the index to be removed or altered. Even Gibiru itself cannot change our index once it is stored on blockchain.



### **5.3 Electronic Assisted Astronomy (EAA)**

Our team will be developing a resource for a little known subset of astronomy, commonly referred to as EAA (electronically assisted astronomy). EAA techniques allow amateur astronomers to observe the night sky despite severe light pollution, thus opening up the hobby to those that do not have ready access to dark skies. Also because EAA techniques often employ computers, those that practice EAA are able to share live views of the night sky. the EAA will provide a place where such broadcasted views will be aggregated and overlaid against a background representation of the sky. As is the case with all projects on [gibiru.io](http://gibiru.io), participation in EAA will be rewarded with Gibiru Tokens



### **5.4 Photonic Quantum Computing (PQC)**

The security of the internet may soon be compromised by quantum compute technologies. Several of the key members of our team have been interested in quantum computing and its role in the future of the internet. One team member is a respected physicist and engineer and is an expert in quantum mechanics. this team member has developed a roadmap for the development of advanced data structures and photonic quantum circuitry that can be used to harden the

encryption used to protect privacy. The major cost of quantum computing for many other projects is the cooling needed because lepton (electron) based quantum effects are the basis of the qubit. Also the goal of those projects is to develop a generalized quantum computer. In contrast photonic based qubits should be able to be built at room temperature, also the primary goal is to develop quantum hardened encryption instead of general quantum computing. Quantum optics is a well developed field and has an active research community. Thus it is expected that a roadmap that keeps photonic quantum hardened encryption ahead of expensive deep pocket quantum computers that are and will be developed is feasible. Along the way general photonic quantum computing will also be developed as Gibiru grows in size.

The quantum research will initially focus on development of application specific quantum photonic circuitry to solve the specific problems a search engine has. The goal is to speed up search and have better results. In addition, since privacy is important, another focus will be to develop quantum cryptography also using quantum photonic circuits.



## **6.0 THE GGG ECOSYSTEM**

Gibiru Tokens (GGG) will be used as both a discount coupon mechanism for e-commerce but also things such our decentralized index and others. E-commerce merchants may or may not wish to trade their services for products for Gibiru Tokens. This decision will most likely depend on their evaluation of their calculated savings when using the tokens when purchasing PA ads.

GGG will be distributed to the public in several ways that include :

- Solidarity Indexing Program (SIP)
- Gibiru Decentralized Indexing (GDI)
- Electronic Assisted Astronomy (EAA)
- Photonic Quantum Computing (PQC)
- Download the Search Engine App

Calculations for discounts offered to e-commerce merchants will include the following considerations:

- Average number of monthly queries on the platform.
- Total number of tokens in circulation
- The ratio ("Demand Constant") of dollars spent on PA advertising using the tokens to get a discount, to the total PPI dollars spent.

Gibiru's commitment to a discount on e-commerce advertising when ads that are purchased in conjunction with GGG will offer e-commerce merchants the opportunity to save substantial amounts of money by participating.



## ROADMAP

February 19, 2019 Pre-release Token Generated Event (TGE)  
 April 4, 2019 - Formalize Electronic Assisted Astronomy (EAA)  
 May 25, 2019 - Release Encrypted email  
 June 15, 2019 - Open Performance Authority (PA)  
 August 5, 2019 - Formalize Photon Quantum Circuitry (PQC)  
 September 15, 2019 - Integrate Electronic Assisted Astronomy (EAA) to [gibiru.com](http://gibiru.com)  
 September 24, 2019 - Release Gibiru Decentralized Index (GDI) beta for trial  
 November 15, 2019 - Release Solidarity Index Platform (SIP) APP  
 February 11, 2020 - Initiate R&D on Photon Quantum Circuitry (PQC)  
 March 18, 2020 - Grand opening of Electronic Assisted Astronomy (EAA)  
 September 24, 2020 - Release Gibiru Decentralized Index (GDI) final  
 July 30, 2020 - Implement Gibiru Decentralized Index (GDI) on to the blockchain