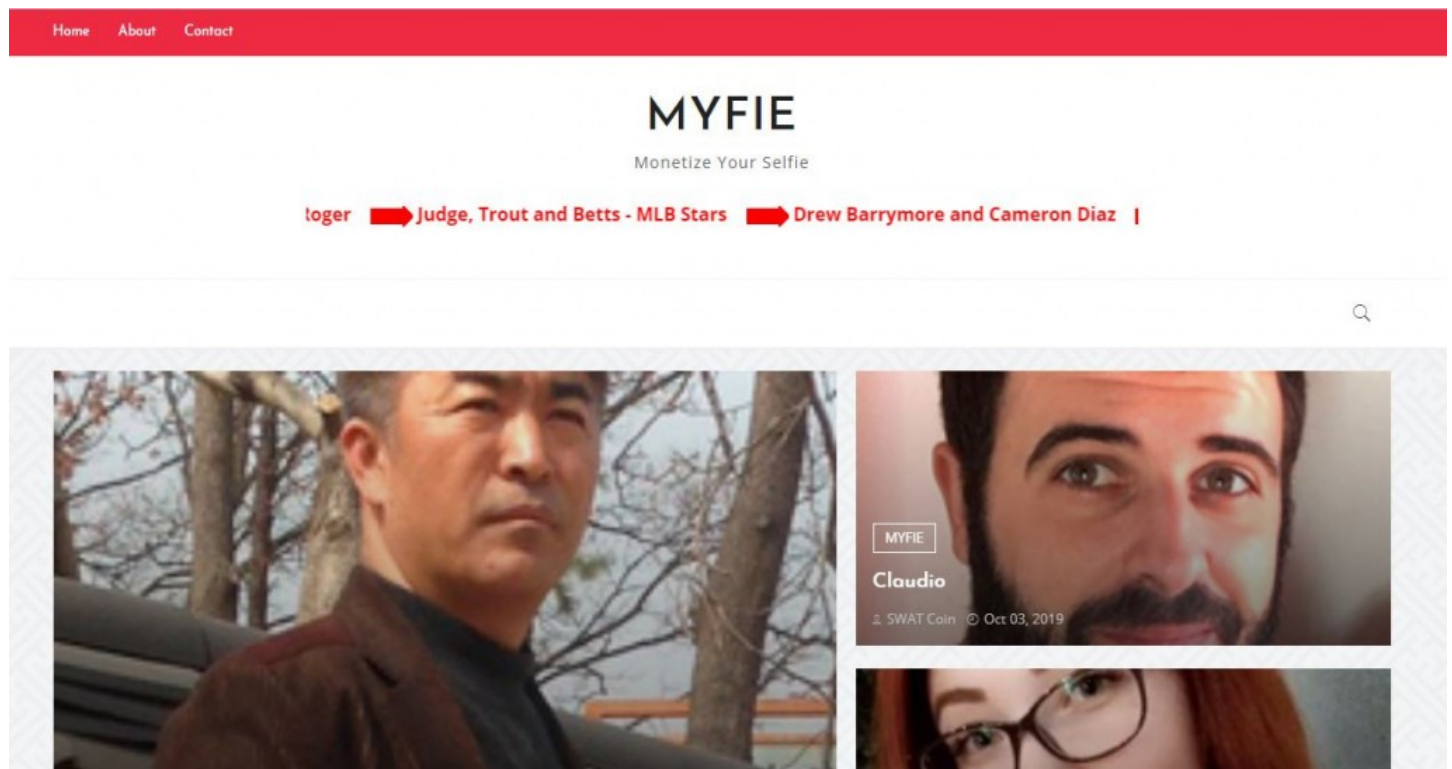


MyFie - Startup Platform to Monetize Your Selfie



Bengaluru, Oct 11, 2019 (Issuewire.com) - The MyFie Project is an ambitious initiative to create a BlockChain based Platform to Monetize the Creative Output of Every Individual - the ubiquitous Selfie. One of the main aims of the project is to Foster Creativity in Individuals by creating selfies and rewarding them for it! This is what millions of people in the world are already doing without being rewarded.

The statistics are mind-boggling, to say the least!

- There are 93 million selfies each day, which would represent 2,583,333 rolls of film.
- 55 percent of millennials have taken selfies and shared them via social media.
- 74 percent of all images shared on Snapchat are selfies.
- 1,000 selfies are posted to Instagram every 10 seconds.
- 19 out of 20 teens have taken selfies.

It is a fact that as early as 2015 the number of selfies taken every day was around 100 million. This potential source of user-created content is one of the major reasons behind the creation of this project. As per research, there is some negative connotation associated with the psychological urge of taking selfies. But the project wishes to focus only on the positives. You can read more about the research and project details in the link below. It is not just the young people who are taking selfies The craze has caught up with the older generation as well. If human beings are fond of taking 30 selfies every day on an average so be it. The time has come to reward everyone who is creative enough to take a selfie and upload it onto the MyFie platform. Each upload will be rewarded with MyFie reward tokens transferred to individual users using MyFie tokens on the WAVES platform. Myfie tokens can be exchanged for WAVES tokens based on a market decided rate as per the share of the advertising revenue generated

by the platform used to buy back the MyFie tokens. Since it is a transparent mechanism that sits on a blockchain, the revenue share will be much more transparent and fairer in comparison to the existing image/video sharing platforms such as Instagram or YouTube. The project has partnered with the crowdfunding platform Crowdera and is looking to raise 175000 USD to take the idea forward. You can support this initiative by contributing to the development of the project here:

<https://gocrowdera.com/in/campaigns/myfie>

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See on IssueWire : <https://www.issuewire.com/myfie-startup-platform-to-monetize-your-selfie-1647119697546572>