

# HOW IT WORKS

## Overview

PonyLife enables creators to place their intangible assets into a shared coordination framework, where visibility, valuation, and outcomes are explored collectively rather than in isolation.

---

## Step 1 — Asset Submission

Creators submit an intangible creative asset to the PonyLife platform.

### This includes:

- a description of the work,
  - visual representation,
  - contextual information relevant to its potential distribution or use.
  - The creator **retains full ownership** of the asset at all times.
- 

## Step 2 — Delegation of Rights

The creator delegates limited commercialization and participation rights to the platform.

### This delegation allows PonyLife to:

- include the asset in coordinated promotion efforts,
- represent the asset within the platform ecosystem,

participate in predefined economic outcomes if the asset is commercialized.

This is **not a transfer of ownership**, but a structured rights delegation.

---

## Step 3 — Internal Valuation & Participation Allocation

PonyLife performs an internal, non-binding valuation of the asset for coordination purposes.

### Based on this valuation:

- a certain amount of **participation units** (represented via the platform token) is allocated to the creator, these units reflect **conditional participation** within the ecosystem, not a guaranteed market price.

### The valuation is:

- experimental,
- used internally,

subject to change as coordination dynamics evolve.

---

## Step 4 — Coordinated Visibility & Experimentation

The asset becomes part of a shared experimental framework.

### Within this framework:

- assets are promoted collectively rather than individually,
- visibility and uncertainty are distributed across participants,

outcomes emerge probabilistically through coordinated efforts.

PonyLife does not promise success — it **experiments with coordination models**.

---

## Step 5 — Outcome Handling

If an asset is successfully commercialized, economic outcomes are handled at the platform level according to predefined rules.

### This may include:

- platform operations,
- ecosystem sustainability,

open-market mechanisms supporting participation liquidity.

### After commercialization:

- the creator retains their allocated participation units,

these units become freely usable within or outside the platform.

---

### EXAMPLE (Concrete Scenario)

Example: Digital Artwork

A digital artist submits a high-quality digital artwork to PonyLife.

The artwork is uploaded with a description and visual materials.

The artist delegates limited commercialization rights to the platform.

PonyLife performs an internal valuation and allocates participation units to the artist.

The artwork enters the shared ecosystem and is included in collective promotion experiments.

### If the artwork is sold:

- the platform handles the resulting economic outcome,

the artist keeps their participation units, which now reflect completed participation in the ecosystem.

**At no point does PonyLife:**

- guarantee a sale,
- guarantee a return,

or promise a specific outcome.

---

## WHY THIS MODEL IS DIFFERENT

Traditional platforms isolate creators and concentrate risk.

PonyLife distributes visibility, uncertainty, and experimentation across a shared system.

**This model shifts the focus from:**

individual success → collective coordination

guaranteed outcomes → structured experimentation