

Repmarket & Credmarket: A Market of Public Opinion

1.0 Abstract

Public reputation shifts constantly, yet there is no way to measure what an action does to it. A country makes a bold move, an artist drops an album, an AI lab releases a model, a public figure takes a stand, and no one can say how much their reputation changed. We propose RepMarket and CredMarket, two markets where reputation has a price. RepMarket lists those with an established reputation, and CredMarket lists those still building one. Each listing launches on a bonding curve through an Initial Reputation Offering and, once it reaches its graduation target, moves to an automated market maker where it trades freely. From there, the market decides where a listing belongs: a Cred token that trades above a set threshold is promoted to RepMarket, and a Rep token that falls below one is moved down to CredMarket. Holders keep the same dollar value across the move, and only the unit changes. A token's price reflects what people think of an entity now, and what they expect from them next.

2.0 Introduction

Reputation is the belief system of an entity, the set of beliefs the world holds about a person, a company, a country, or any entity that matters. It decides who we trust, listen to, buy from, and follow, and on the internet, it has become the thing that counts most. Today it is judged informally, through comments, headlines, ratings, and word of mouth. That works well enough for forming opinions, but it has a weakness: it cannot measure how much an action changed a reputation.

A country takes a bold step. An artist drops an album. An AI lab releases a model. A public figure says something. Each of these moves how people see the entity, but nobody can say by how much. Opinions are argued about and then lost, and no one can follow reputation as it changes. The same gap hurts people who see something early. An artist about to break through or a country about to rise can be spotted long before everyone agrees, but there is nowhere to put that belief, and nothing rewards the people who saw it first.

What is needed is a way to measure reputation openly, by the people who hold the beliefs, so that any action can be seen in its effect on an entity's standing.

In this paper, we propose RepMarket and CredMarket, two markets where you can trade reputation. Every listing gets a token, and its price moves with what people believe about that entity. RepMarket lists those with an established reputation, and CredMarket lists those still building one. The price rises when reputation rises and falls when it falls, which lets anyone back their belief early and follow what is happening in the reputable world as it happens. Moving a price takes real capital, so the price is hard to move without conviction behind it.

3.0 Related Works

Reputation has been tackled before, but never as a whole. Some systems let people trade on the outcome of an event, some score trust between users and let others trade on it, and some launch tokens on a bonding curve. Each of these comes close to a piece of what we're proposing, and each taught us something about what works and what doesn't. None of them, though, prices reputation across entities of every kind, from a person to a company to a country. In this section, we go through them one by one, and then show where RepMarket and CredMarket build on what they got right.

3.1 Prediction markets

A prediction market lets people trade shares in the outcome of a future event, such as an election, a match, or a policy decision. A share pays out if the event happens and pays nothing if it doesn't, so its price works as the crowd's estimate of how likely that outcome is. Polymarket, Kalshi, and Augur are the best-known examples.

Behind the scenes, prediction markets keep trading going in one of two ways. An order book matches buyers and sellers directly, so a trade only happens when someone is on the other side. An automated market maker uses a formula to set the price, so you can always trade against it, even when the market is quiet. Some use one approach, and some have used both.

Prediction markets show that a crowd's belief can be turned into a price, and RepMarket and CredMarket build on that idea. In both, people back what they believe with money, and the price that results can carry more than a poll or a comment thread can. The difference is what the money is doing. Critics often compare prediction markets to gambling, because a bet is all-or-nothing and ends on a date. You're right or wrong, and then it's over. Holding a reputation token is closer to holding an asset. There's no deadline and no single outcome. Its value rises and falls over time as an entity's standing does, and you can hold it, sell it, or add to it whenever you like.

That is also why reputation doesn't settle. A prediction market resolves to one answer, and traders are paid for being right. Reputation has no final answer, so a reputation price keeps moving for as long as people keep forming opinions. A prediction price is a probability between zero and one, while a reputation price has no ceiling. And a prediction market is about an event, while a reputation market is about an entity, which keeps being judged on everything it does. A reputation price reflects what people think and expect from an entity.

3.2 Ethos

Ethos is a network where people build credibility by reviewing and vouching for one another. Vouching means putting up ETH, which can be partly lost if the person is later found to have acted badly. On top of this, Ethos built markets where people trade on reputation itself. Ethos.Markets launched in January 2025, and users buy and sell "trust" or "distrust" votes on an account, with prices set by an automated formula. In plain terms, you pick a side: buy trust if you think people will trust the account more, or distrust if you think they'll trust it less. It started with nine markets for notable people who agreed to it, and each market's owner earns 1% of buys. It was later opened so anyone with a profile could open a market on themselves, and anonymous accounts could trade. Ethos has also put a second version into beta, with long and short positions on X accounts, GitHub repos, and YouTube channels.

Ethos showed two things that matter for our work: people want to trade on reputation, and a price can sit on top of a trust score. It also showed the difficulty. Reputation can swing sharply during controversy, and large bets can move the price.

RepMarket and CredMarket start from the same idea and differ in three ways. First, how a reputation enters the market. Instead of opening a market on an existing profile, every listing launches through an Initial Reputation Offering (IRO) on a bonding curve and only moves to an automated market maker once it reaches its graduation target. Second, how a reputation is placed afterward. Entities with an established reputation trade on RepMarket, those still building one trade on CredMarket, and the market moves each listing between them as its price changes. Third, how reputation is held. Reputation ETFs let participants hold a basket of reputations instead of a single one. And because a listing can be any entity, not only an account on a platform, the same system covers a person, a company, a country, a sports team, or an AI lab.

3.3 Token launchpads

A launchpad is a platform where anyone can create a new token and start trading it right away. Pump.fun made the format popular, and most launchpads now follow the same path. A token starts on a bonding curve, which is a formula that sets its price based on how much has already been bought, so the price rises as people buy and falls as they sell. Because you trade against the formula, there's always a price, even for a token nobody has heard of. When the token reaches a set target, it graduates to a decentralized exchange.

Most of what launches this way is meme tokens. A meme token stands for nothing outside itself, so its price comes from attention and hype, which helps explain why completion rates on major launchpads are in the low single digits. Graduating also doesn't mean a token will hold its value. Graduation shows a market formed. It doesn't show the price is right.

Our IRO follows the same bonding-curve path, but what sits on the curve is not a meme. A reputation token stands for how an entity is regarded in the real world, which people already follow, discuss, and act on. Launchpads also stop where our design continues. Once a meme token graduates, nothing else happens to it. In our design, graduation is the start of the process: a listing that has graduated trades on an automated market maker, and the market then places it on RepMarket or CredMarket and moves it between them as its reputation changes.

Launchpads are also open to anyone. RepMarket is not. Every reputation that launches has to meet our listing criteria first, much as a company has to meet an exchange's requirements before it can be listed.

3.4 Summary

Taken together, this work shows that belief can be priced, that a bonding-curve launch can start a market from nothing, and that listing real entities needs rules. RepMarket and CredMarket build on all three.

4.0 Reputation and Listings

4.1 Units

Every price in RepMarket and CredMarket is measured in one of two units, Rep or Cred. We use two because the markets sit at different price levels, and a single unit would force one of them into long strings of decimals. Rep is the larger unit, used on RepMarket. Cred is the smaller, used on CredMarket, and it relates to Rep the way a cent relates to a dollar. Both are tied to a dollar value, so a holder can always see what a balance is worth.

$$1 \text{ Rep} = \$0.0001$$

$$1 \text{ Cred} = \$0.000001$$

$$1 \text{ Cred} = 0.01 \text{ Rep}$$

4.2 Settlement Asset

Rep and Cred are units used to represent the value of reputation within RepMarket and CredMarket. They are not stablecoins and do not themselves serve as the underlying settlement asset for trades.

All markets use a stablecoin as the settlement asset. Users deposit and receive stablecoins when buying or selling reputation tokens, providing a common dollar-denominated medium for trading across markets.

This separates the reputation unit from the settlement asset. Rep and Cred determine how the value of a reputation is expressed, while the stablecoin provides the liquidity used to enter and exit positions.

4.3 RepMarket (Reputation Market)

RepMarket is the market for entities with an established reputation. These are names the world already holds a firm view of, and prices on this market are measured in Rep. Every listing begins with an Initial Reputation Offering (IRO) on a bonding curve. During the offering, the price rises as people buy. Once it reaches its graduation target, the listing moves to the automated market maker and trades freely from there.

IRO curve: starts at 1 Rep, graduates at 10 Rep

In plain terms, this is the opening round for a new listing on RepMarket. The token starts at 1 Rep, and the price climbs as more people buy. When it reaches 10 Rep, the opening round ends and the token graduates to the automated market maker. In dollars, that's a rise from \$0.0001 to \$0.001.

4.4 CredMarket (Credibility Market)

CredMarket is the market for entities still building their reputation. Prices on this market are measured in Cred, and a listing here has a real chance to climb as its reputation grows. CredMarket can also be called Penny Rep, much as penny stocks sit at the lower-priced end of

a stock market. The name says where an entity is on its path, not how good it is. Like every listing, it begins with an IRO on a bonding curve. During the offering, the price rises as people buy. Once it reaches its graduation target, the listing moves to the automated market maker and trades freely from there.

IRO curve: starts at 4 Cred, graduates at 61 Cred

In plain terms, this is the opening round for a new listing on CredMarket. The token starts at 4 Cred, and the price climbs as more people buy. When it reaches 61 Cred, the opening round ends and the token graduates to the automated market maker. In dollars, that's a rise from \$0.000004 to \$0.000061.

4.5 Demotion: RepMarket to CredMarket

A listing on RepMarket keeps its place only while its reputation holds. If any token trading on RepMarket trades below 1 Rep for 30 consecutive days, it is moved down to CredMarket.

A day counts as below 1 Rep when the token's average price over that day is under 1 Rep, so a brief dip during the day doesn't count against it. The window is long on purpose. A bad week or a single controversy shouldn't cost an entity its place, and 30 days gives the token time to recover. Demotion applies only after graduation, so a new listing sitting at 1 Rep at the start of its opening round is not affected.

When a token is demoted, it goes straight to normal trading on CredMarket and does not run an opening round again. Holders keep the same dollar value, and only the unit changes from Rep to Cred.

Demotion: below 1 Rep for 30 consecutive days

4.6 Promotion: CredMarket to RepMarket

A listing on CredMarket can earn its way up. If a graduated Cred token trades above 999 Cred for 14 consecutive days, it is promoted to RepMarket.

A day counts as above 999 Cred when the token's average price over that day is over that line, so a brief spike during the day doesn't count. The window is shorter than the demotion window on purpose: it is easier to earn a place than to lose one, and two weeks of sustained strength is enough to show the move is real. Promotion applies only after graduation, so a token still in its opening round cannot be promoted.

When a token is promoted, it goes straight to normal trading on RepMarket and does not run an opening round again. Holders keep the same dollar value, and only the unit changes from Cred to Rep.

Promotion: above 999 Cred for 14 consecutive days

4.7 How the numbers fit together

The two markets are built to meet at one point. A Cred token is promoted once it trades above 999 Cred, so promotion starts at 1000 Cred, which is exactly 10 Rep, the price where a

RepMarket listing graduates. In dollars, both are \$0.001. So, a promoted token arrives at the same price level where a new RepMarket listing leaves its opening round, and there is no jump in price at the switch.

Promotion starts at 1000 Cred = 10 Rep, exactly where RepMarket graduates

Going the other way, a token is demoted when it falls below 1 Rep, which is 100 Cred. That is already above the 61 Cred where CredMarket listings graduate, so a demoted token lands past the end of CredMarket's opening round. That is why it goes straight to normal trading and never runs a second bonding curve.

Demotion below 1 Rep = 100 Cred, above the 61 Cred where CredMarket graduates

The gap between the two lines also matters. A token is demoted below 1 Rep, but it isn't promoted until it reaches 10 Rep, ten times higher. A token sitting anywhere between those two prices stays where it is. This keeps listings from bouncing between the two markets every time the price crosses a line.

4.8 What happens to holders

When a token moves between markets, a holder's balance keeps the same dollar value. Only the unit changes, from Rep to Cred when a token is demoted, or from Cred to Rep when it is promoted. A holder does not gain or lose money from the move itself. The price of the token afterward is what the market decides, as it always does.

Here is how it works with a demotion. Say a token's average price falls to 0.9 Rep, which is \$0.00009. Once it moves to CredMarket, that same price is shown as 90 Cred, which is still \$0.00009. The number on the screen changes, but what it is worth does not. The same holds in reverse for a promotion: a token at 1000 Cred is \$0.001, and on RepMarket it is shown as 10 Rep, which is also \$0.001.

4.9 Listing criteria

Every reputation has to meet our listing criteria before it can launch, much as a company has to meet an exchange's requirements before it can be listed. We review each entity ourselves, and we decide which ones are listed. Entities applying on their own is something we plan to add later. To be listed, an entity must:

1. **Be real and verified.** We confirm who the entity is, so every listing is a real entity with a real reputation behind it.
2. **Hold clear public standing.** People already follow, discuss, and form opinions about it, so there is real reputation for the price to reflect.
3. **Have a track record.** It has been in public view for a minimum period, so a listing isn't built on a single moment of attention.
4. **Provide a listing profile.** Basic public information about the entity, written up before it launches, in the way a company files its details before it lists.

Listings are reviewed and approved by **RepMarket**

In plain terms, we check each entity against these four points before its opening round can begin, and how well it meets them also decides which market it starts on, as the next section explains.

4.10 Where a listing begins

Once an entity has met our listing criteria, we decide which market it starts on. The entity does not choose. We make the call based on the requirements it has met and how fully it has met them. An entity with strong public standing and a long track record begins on RepMarket. One that meets the requirements but is still building its reputation, with a shorter record or a smaller public opinion, begins on CredMarket, with the chance to climb. In both cases, the listing then launches with its opening round at that market's starting price. After that, the market takes over.

5.0 RETF (Reputation Exchange-Traded Funds)

An RETF, or Reputation Exchange-Traded Fund, is a basket of reputation tokens that lets people gain exposure to several reputations through a single asset. Instead of choosing one company, artist, athlete, country, or other entity, a participant can buy an RETF that represents a group of them. The value of the RETF moves with the combined reputation of the entities inside it.

The idea follows the same principle as an exchange-traded fund in traditional markets. An ordinary ETF gives an investor exposure to a group of assets through one product. An RETF does the same for reputation. It turns a collection of individual reputation markets into a single market that can be bought and sold.

5.1 Why RETFs Exist

RepMarket lets participants express a view on one reputation at a time. Someone who believes that a particular company, musician, athlete, or country will improve its standing can buy its reputation token. But reputation is rarely isolated. People often have opinions about groups of entities rather than just one.

A participant might believe that the most reputable technology companies will continue to strengthen their standing. Another might believe that a group of leading artists has stronger public reputation than the wider market. Someone else might want exposure to the most reputable countries without having to choose one country individually.

Buying every reputation separately creates more work. The participant has to find each listing, decide how much to allocate to each one, and manage the portfolio as prices change. An RETF packages these reputations together.

The goal is therefore simple: **make a group of reputations tradable as one market.**

5.2 How an RETF Works

An RETF contains a defined basket of reputation tokens. Each token in the basket represents an underlying reputation already traded on RepMarket or, where appropriate, CredMarket.

For example, an RETF could contain the reputations of 50 leading artists:

- Artist A
- Artist B
- Artist C
- Artist D
- Artist AX

Instead of buying all 50 reputation tokens separately, a participant buys the RETF. The RETF's value reflects the combined value of the reputations in its basket.

If Artist A's reputation rises, it contributes positively to the value of the RETF. If another artist's reputation falls, it contributes negatively. The RETF therefore reflects the combined movement of the reputations in the basket rather than the reputation of one artist alone.

A participant who believes strongly in Artist A can buy Artist A's individual reputation token. A participant who believes that the reputation of leading artists as a group can buy the RETF instead.

The underlying reputation tokens remain independently tradable. Buying an RETF does not replace ownership of the underlying markets. It creates another way to gain exposure to a group of reputations through a single asset.

5.3 RETF Composition

Every RETF has a defined composition and a weighting system. The composition determines which reputations belong in the basket, while the weighting determines how much each reputation contributes to the RETF.

A simple RETF could use equal weighting. If an RETF contains ten reputations, each reputation would represent 10% of the basket.

Another RETF could use reputation-weighted exposure, where larger or more established reputations receive a larger share of the basket. For example, the largest reputation in the basket could represent 20%, while smaller reputations represent smaller percentages.

The weighting method is part of the definition of the RETF and is made visible to participants. This allows anyone buying the fund to understand what reputations they are gaining exposure to and how much each one affects the overall value.

5.4 RETF Price

The price of an RETF is derived from the value of the reputation tokens in its basket. If the reputations inside an RETF increase in value together, the value of the RETF increases. If several of the underlying reputations fall, the RETF can fall as well.

This creates a different type of exposure from holding a single reputation token. A participant does not need to correctly identify which individual reputation will perform best. Instead, they can express a broader belief about a group. For example, if an RETF contains 50 artists and most of those artists experience an increase in reputation, the RETF can benefit even if one or two artists perform poorly.

The basket therefore reduces dependence on the reputation of any single entity.

5.5 Rebalancing

An RETF can change its composition over time as the reputation market changes. If an entity no longer meets the rules for inclusion in an RETF, it can be removed and replaced by another entity that qualifies. Likewise, an entity whose reputation rises significantly can enter an RETF when it meets the required conditions.

Rebalancing keeps the basket aligned with the rule that defines it.

For example, a Top 50 Streamers RETF should continue to represent the top 50 qualifying streamers rather than permanently holding the streamers that were in the top 50 when the fund was first created.

The rebalancing schedule and rules are defined by each RETF. A fund could rebalance monthly, quarterly, or according to another predefined schedule.

5.6 RETF as a Reputation Index

An RETF can also serve as an index of public reputation. Traditional market indexes provide a way to observe the performance of a group of assets through a single measurement. An RETF can provide a similar measurement for reputation.

For example, a Top 50 Countries RETF could show how the collective reputation of the countries in the basket changes over time.

A Top 50 Creators RETF could show whether the collective reputation of major internet creators is rising or falling.

This creates a new way to observe reputation at the market level. Instead of asking only whether one country, artist, company, or creator became more or less reputable, participants can observe whether the reputation of an entire category is rising or falling.

The RETF therefore becomes both a tradable asset and a measure of collective reputation.

5.7 RETF Governance and Rules

Each RETF needs clear rules that define what it represents.

Before an RETF is launched, its methodology should specify:

1. **Eligibility:** which entities can enter the basket.
2. **Selection:** how entities are selected.
3. **Weighting:** how much each reputation contributes.
4. **Rebalancing:** when the basket is reviewed and changed.
5. **Removal:** the conditions under which an entity leaves.
6. **Replacement:** how a removed entity is replaced.
7. **Pricing:** how the value of the underlying reputations is used to determine the RETF's value.

These rules prevent the composition of an RETF from being changed arbitrarily and allow participants to understand exactly what they are buying.

5.8 The Role of RETFs in RepMarket

RETFs extend RepMarket from individual reputations into reputation as an asset class.

The individual market answers the question:

"What is this entity's reputation worth?"

An RETF answers a broader question:

"What is this group of reputations worth together?"

This creates two levels of reputation markets. Individual reputation tokens allow participants to express a specific view about one entity, while RETFs allow them to express a broader view about a category, group, or segment of the reputation economy.

As the number of reputation markets grows, RETFs can provide a simpler way to navigate that larger market. Instead of requiring participants to track every individual reputation, an RETF allows them to hold a defined basket through one position.

In this way, RETFs become a natural extension of RepMarket: **individual markets measure individual reputation, while RETFs measure collective reputation.**

6.0. Tokenomics and Fees

RepMarket and CredMarket use a fixed total supply of 1 billion tokens per market. The entire supply is introduced through the market's bonding-curve mechanism, with a predetermined portion reserved for post-graduation AMM liquidity.

There are no creator allocations, insider allocations, or protocol reserves. This structure ensures that the complete token supply is subject to the same market mechanism and that no privileged allocation exists outside the market.

6.1 RepMarket Tokenomics

For a RepMarket token, the market is designed to graduate after **\$250,000** in capital has been raised through the bonding-curve market.

Of the 1 billion total tokens, **765,565,509 tokens** are reserved on the bonding curve and **234,434,491 tokens** are reserved for the RepMarket AMM following graduation.

The RepMarket allocation is therefore:

Allocation	Amount
Total supply	1,000,000,000
Bonding curve	765,565,509
AMM reserve	234,434,491
Creator allocation	0
Protocol reserve	0

The AMM reserve is established when the market graduates, allowing the reputation token to transition from the bonding-curve market into RepMarket's AMM while maintaining a defined pool of token liquidity.

6.2 CredMarket Tokenomics

CredMarket also has a fixed total supply of 1 billion tokens.

The CredMarket graduation threshold is **\$12,750** in capital raised through the bonding-curve market.

Of the 1 billion tokens, **793,086,957 tokens** are reserved on the bonding curve while **206,913,043 tokens** are reserved for the AMM following graduation.

The CredMarket allocation is:

Allocation	Amount
Total supply	1,000,000,000
Bonding curve	793,086,957
AMM reserve	206,913,043
Creator allocation	0
Protocol reserve	0

6.3 Dynamic Trading Fees

RepMarket uses a dynamic fee structure rather than applying a single fixed trading fee to every transaction.

The fee is determined by the estimated price impact of the trade. Smaller trades that have less impact on the market are charged lower fees, while trades that have a greater impact on available liquidity are charged higher fees.

7.0 Security and Manipulation Resistance

RepMarket is designed to reduce the impact of large trades and discourage market manipulation through transaction-level limits, dynamic fees, and predefined market mechanics.

7.1 Trade Size Limits

A single trade cannot remove or sell more than 10% of the available market liquidity. This limits the amount of liquidity that can be extracted through one transaction and makes it more difficult for a single large trade to cause an extreme price movement.

7.2 Dynamic Trading Fees

Trading fees increase with the estimated price impact of a transaction. Larger trades that place greater pressure on available liquidity therefore incur higher fees, creating an additional economic cost for aggressive market manipulation.

7.3 Transparent Supply Structure

Each market has a fixed supply of 1 billion tokens, with no creator, insider, or protocol allocation.

Because there are no privileged token allocations outside the defined market structure, participants can assess the available supply without accounting for undisclosed insider holdings.

7.4 Smart Contract Security

The protocol's market logic is enforced by smart contracts, including token issuance, trading, liquidity management, fees, and market graduation. Critical market parameters are therefore governed by predefined contract rules rather than discretionary actions during normal operation.

RepMarket's security model is intended to reduce the ability of individual participants to manipulate markets, rather than eliminate market risk entirely. Price volatility, coordinated trading, and other forms of market behaviour remain possible in an open market.

8.0 Risk and Legal Considerations

RepMarket introduces a new market structure for representing and trading reputation. Because digital-asset regulation varies by jurisdiction and continues to evolve, the legal and regulatory treatment of reputation tokens may differ across jurisdictions.

8.1 Regulatory Classification

RepMarket tokens are designed to represent the market value of a reputation rather than an ownership in, claim against, or share of the revenues or assets of the person, organization, or subject they reference. The tokens do not provide holders with equity, dividends, interest, revenue-sharing rights, or ownership of the underlying person or entity.

RepMarket also does not guarantee appreciation or a financial return. Token prices are determined by market supply and demand through the protocol's programmed market mechanisms.

However, the absence of these rights does not by itself determine whether a token is a security. Under U.S. securities law, the classification of a digital asset can depend on the specific facts, economic reality, and manner in which the asset is offered and sold, including the application of the Howey investment-contract framework.

Accordingly, RepMarket does not represent that its tokens are securities, commodities, digital collectibles, or any other regulated asset class in every jurisdiction. The applicable classification may depend on the jurisdiction, token structure, distribution method, and manner of use.

8.2 Digital Collectible Characteristics

Certain characteristics of RepMarket tokens may be consistent with the concept of digital collectibles recognized in recent U.S. regulatory guidance. Digital collectibles can include digital representations or references to cultural subjects, trends, music, events, and other forms of social or cultural value, where value is primarily determined by supply and demand rather than an expectation of profits from the managerial efforts of others.

RepMarket's reputation tokens are similarly designed to represent and quantify public reputation and sentiment rather than ownership in the underlying subject.

This characterization, however, is not presented as a legal determination that every RepMarket token constitutes a digital collectible or is outside securities regulation.

8.3 Market and Price Risk

Reputation tokens are market-priced assets and can experience significant price volatility. A token's price may increase or decrease rapidly as public sentiment, attention, demand, or available liquidity changes.

Users may lose part or all of the value of their position. RepMarket does not guarantee liquidity or profitability.

8.4 Smart Contract and Technical Risk

RepMarket relies on smart contracts to execute token issuance, trading, bonding-curve transactions, market graduation, AMM operations, liquidity management, and fee collection.

Although the protocol is designed with defined rules and restrictions, smart contracts and supporting infrastructure may contain vulnerabilities, implementation errors, or unforeseen interactions. Exploitation of such vulnerabilities could result in loss of funds or disruption of markets.

8.5 Regulatory and Geographic Risk

Digital-asset laws and regulatory interpretations may change over time. A token or platform that is permitted in one jurisdiction may be restricted or subject to additional requirements in another.

RepMarket may restrict access to certain jurisdictions or modify its products where necessary to comply with applicable laws and regulations.

8.6 No Legal or Investment Guarantee

Nothing in this white paper constitutes legal, financial, or investment advice. The descriptions of potential regulatory classifications are provided to explain the intended structure of RepMarket and should not be interpreted as a legal opinion or determination by a regulatory authority.

Users are responsible for understanding the laws and regulations applicable to them before interacting with the protocol.

9.0 Conclusion

Reputation is one of the most influential forms of value in the digital world, yet it remains largely qualitative, fragmented, and difficult to measure. People, organizations, creators, ideas, and other entities can gain or lose reputation every day, but there has been no open market infrastructure designed specifically to quantify and trade that change.

RepMarket introduces such an infrastructure by turning reputation into a measurable market. Through reputation tokens, participants can express their view of an entity's reputation through buying and selling, allowing market prices to provide a continuously updated representation of collective sentiment.

The protocol combines initial reputation offerings, bonding-curve markets, automated market makers, and reputation token exchange-traded funds (RETFs) to create a system in which reputation can be represented, traded, and aggregated. RepMarket provides the market infrastructure for established reputations, while CredMarket extends the same concept to emerging or less-established reputations.

Beyond individual markets, RepMarket's broader vision is to establish **reputation as a distinct asset class**. Just as traditional financial markets have developed asset classes around equities, commodities, currencies, and other forms of value, RepMarket seeks to provide the infrastructure through which reputation can become a measurable, tradable, and composable form of value.

The long-term goal is to create an ecosystem in which reputation assets can be measured, exchanged, aggregated into diversified products such as RETFs, and incorporated into new financial and social applications.

RepMarket is therefore not simply a marketplace for tokens. It is an attempt to build the infrastructure for an emerging reputation asset class and to create an open market around one of the most important and increasingly measurable forms of value in the digital age: **reputation**.