HEADLINE INC

Technical White Paper

November 27, 2021

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Abstract

HEADLINE INC is a U.S. corporation building an ecosystem of vertically integrated software solutions, bias-free networks, platforms, and Web 3.0 applications powered by the Algorand blockchain that seeks to provide radical information transparency. While HEADLINE INC was first conceived as a news outlet, it has rapidly evolved into an epicenter of technological advancement within the blockchain metaverse that enhances the Algorand ecosystem as it integrates information transparency with every development. With the power of Web 3.0 harnessed to bring bias-free news and informational transparency to consumers that are hungry for it, not only can HEADLINE INC achieve its mission of attaining radical information transparency, but also spur development and foster ongoing innovation within the global Algorand community.

1   Introduction

"Institutional media has become so biased, you need to read–at least ten different publications (across the political spectrum) if you have any intention of getting a full picture of current events."
-Aaron Martinez

In 2019, Aaron Martinez had a vision. As a journalist covering events on Capitol Hill and the Presidential primaries, he had a front row seat to the partisan fracturing of the media system and how consumers were disengaging from that system as a result. HEADLINE News (operated by HEADLINE INC) was born out of these first-hand experiences and was created by Martinez to give users a bias-free news option.

Numbers put facts to Martinez's vision and confirmed the catalytic notion that launched HEADLINE INC into existence: news bias in mass media has resulted in mass trust deficiency. A Gallup study found that 9% in the United States trust mass media a "great deal", 33% a "fair amount", 27% "not very much", and 33% "none at all" [1]. Additionally, a Pew Research study found that 51% of Americans have "little to no confidence" in journalists to act in their best interest and 80% think the media's financial interests influence the news they receive [2].From these two studies, the HEADLINE INC team was able to calculate that the project's Total Addressable (unbiased) Market equates to 45.3 million people.[1] HEADLINE INC was born to invigorate bias-free information and give media-weary Americans a different way to engage with news that is radically transparent.

HEADLINE INC is poised to make an impact during a unique moment in history. While the company's mission is to create information transparency for media content, its brands and products have found their home within the developing Algorand ecosystem [3]. HEADLINE INC's unique missional endeavor coupled with the creation of burgeoning blockchain operating systems has positioned the company not just as a content house, but as a strategic thought leader and tech developer within the Algorand ecosystem.

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[1] The trust deficit was calculated using the following methodology: (a) composite and mean polls to determine the number of U.S. adults who believe we *should, should not,* and *do* trust the news, (b) subtract the aggregate *should-trust* sum from the aggregate *do-trust* sum, (c) the resultant figure is the U.S. trust deficit and HEADLINE INC's total addressable market.

1.1   History

HEADLINE INC was founded by entrepreneur, filmmaker, and political commentator Aaron Martinez in San Antonio, Texas. From January 2020 until February 2021, HEADLINE INC operated primarily as a news platform, generating news content with an unbiased perspective.

Martinez initially conceived HEADLINE News as a syndicated news service for financial management companies, but HEADLINE INC soon evolved into a vastly more far-reaching endeavor after the February 2020 onset of the Coronavirus. With the pandemic came misinformation; raging fires of fake news were stoked by increasingly partisan forces that dominated the media landscape.

> *"Statistically speaking, most Americans are relatively moderate. But we, as individuals, hold opinions and beliefs that cover the gamut–to a degree in excess of those traditionally available on the left-right continuum. This discrepancy is not adequately addressed by institutional media, where demographics are monolithic, and bias-reinforcement is the path of least resistance. So, if most Americans are painfully aware of this reality, which we are, why do we gravitate to papers that only offer a partial picture of our belief systems, when wire services are much more in-line with our values? Emotion!"*
> -Aaron Martinez

1.2   Challenges

From its inception, HEADLINE INC has faced several considerable challenges. Beyond basic challenges such as a lack of capital or access to professional networks, HEADLINE News, as a news site, faced an incredible uphill battle. Typical news startups are the result of experienced editorial teams from competing news networks with millions of dollars in capital. HEADLINE News had access to neither [4].

After initially committing 100% of resources to original news generation and website design, there was very little growth to show for it. On top of that, ad networks are notoriously unfair to small publishers. Six months of original news later, the HEADLINE News website had yet to generate even $50 in revenue. Martinez knew a shift was needed.

In January of 2021, Martinez began exploring the possibility of integrating crypto tools into the HEADLINE News website. That exploration began as an investigation into proof-of-work and proof-of-stake networks. After an exhaustive search, Martinez determined that the Algorand ecosystem presented the highest potential option for integration.

1.3   Growth

From January 2021 until April 2021, Martinez began building a crypto sub-community within the Algorand community. Still anchored to the unbiased principles of the HEADLINE News website, Martinez found an incredible amount of support within the Algorand community. HEADLINE INC's unbiased value system proved to be an ideal complement to crypto's decentralized nature. Both systems were created as a response to corrupt, largely stagnant institutions that no longer valued the considerations of individuals.

In early April of 2021, Martinez launched an airdrop of the (sandboxed) HEADLINE token (HDL). This airdrop was meant to gauge the interest in HDL within the larger community. Over 3,000 community members

signed up for the airdrop. Now, because Martinez was new to crypto, he did not have access to complex tools that could facilitate the distribution of tokens on a large scale. From 11 a.m. April 3rd to 2 p.m. April 4th, Martinez personally completed over 3,000 airdrop transactions by hand.

Soon after the April airdrop, Brian Scherlen joined the HEADLINE INC team as a Project Manager. With exponentially increasing momentum and overwhelming support from the community, Martinez determined that HEADLINE News needed to be temporarily shelved while the project secured funding.

Martinez first approached the Algorand Foundation to fund an expansion of the HEADLINE News platform. But he quickly learned that foundations are built to support open-source projects, not closed platforms like a news site. This revelation led Martinez to consider a fundamental recalibration of HEADLINE INC's role within the crypto community. In order to fund certain proprietary systems, HEADLINE INC would need to transition from closed-source to open-source projects.

1.4   Maturity

In June of 2021, HEADLINE INC was granted a developer award by the Algorand Foundation to build a suite of React tools for Algorand developers. React front-end tooling is a niche industry, meaning that successfully completing the project would elevate HEADLINE INC to an elite group of developer teams [5].

This opened a world of possibility and HEADLINE INC's final business structure began to take shape. HEADLINE INC would oversee multiple projects, comprising both open-source and proprietary technology, SAAS enterprise and consumer-facing, generating revenue while building a war chest to fully launch HEADLINE INC's most ambitious projects.

The company is as committed as ever to its unbiased value system. HEADLINE INC and its family of brands will continue to promote unbiased perspectives and branding in media, finance, and emerging digital ecosystems as it builds out the Algorand blockchain.

2   Company Structure

HEADLINE INC is founded on a robust, missional company structure that allows for the independent and interoperating nature of its family of brands and projects as it builds out to the Algorand ecosystem.

2.1   Mission

To build vertically independent, interoperating software solutions, bias-free networks, platforms, and applications that elevate radical information transparency.

2.2   Philosophy

The following principles serves as HEADLINE INC's primary philosophy [6]:

Transparent → Bias-Free
- Today, political posturing and issue exploitation by corporations (on the left and right) has reached a fever pitch. But individual discernment has also risen in-kind, lending to an atmosphere where

authenticity is in high demand and short supply. HEADLINE INC is laser-focused on addressing the authenticity crisis in corporate America with a disruptive approach called "radical transparency."

Unbiased → Unstoppable
- HEADLINE INC has a dual role in society as both a conduit of information and an amplifier of diverse voices and perspectives. One of HEADLINE INC's greatest strengths is the ability to reach every possible demographic and foster constructive conversation.

Learn → Lead
- HEADLINE INC's leadership ethos must be informed—guidance that is not only based on existing best practices but also makes allowances for new methodology.

2.3   Core Values

HEADLINE INC's core values serve as guiding beacons throughout all of HEADLINE INC's projects, conversations, and decisions.

Integrity
At HEADLINE INC, Integrity is displaying actions and words that convey upstanding consistency across all avenues of private and public engagement.

Transparency
At HEADLINE INC, Transparency is presenting the entire state of the way things are in a way that is unfiltered and unskewed.

Accountability
At HEADLINE INC, Accountability is the personal and communcanal action of accepting the space between the standards one states and the actions one takes in an effort to narrow the gap.

2.4   Strategy

HEADLINE INC implements a strategy that equips independent vertical endeavors to interoperate. While all brands and products are able to exist and function separately, their core purpose and mechanisms are built to interconnect to create the integrated HEADLINE INC ecosystem. HEADLINE INC's strategy both preserves the individual power of each vertical while simultaneously channeling that collective energy into a cohesive, self-generating network.

2.5   Infrastructure

Within HEADLINE INC, there exist multiple brands and projects that fall into one of two categories:

1. To build and expand the foundational technical framework upon which individual products and brands are built or,
2. To serve as the end-product or brand that was created by being built upon HEADLINE INC's foundational technology.

No matter which purpose a brand helps fulfill, they all have one objective as their driving force: to enhance HEADLINE INC's mission to build vertically independent, interoperating software solutions, bias-free networks, platforms, and applications that elevate radical information transparency.

2.6   Integrated Brands

HEADLINE has four signature brands which comprise of a parent, HEADLINE INC, and three subsidiaries: HEADLINE News, HEADLINE Crypto, and HEADLINE Design.

Beyond development of the signature brands, HEADLINE is also heavily invested in several key ventures. These integrated projects include FORUM, Libra Network, PIPELINE-UI, AlgoPay, and AlgoCloud.

2.7   Roadmap

HEADLINE INC is poised to make an impact during a unique moment in history. While the company's mission is to create information transparency for media content, its brands and products have found their home within the developing Algorand blockchain ecosystem. HEADLINE INC's unique missional endeavor coupled with the creation of burgeoning operating systems has positioned the company not just as a content house, but as a strategic thought leader and tech developer within the entire Algorand ecosystem.

Parallel Trajectory
Because the majority of HEADLINE INC's operations take place in currently developing technological sectors, it is essential that it builds the necessary foundational infrastructure from the ground up in tandem with developing its products. Building these projects simultaneously with the tech upon which they are built will ease the transition period when additional features come online as the brands are built to propel one another [7].

Convergence
Convergence occurs when all projects (HEADLINE News, Libra Network, etc.) reach 100% optimization. Within the next 3 years all HEADLINE INC project trajectories will intersect. The resulting confluence will provide incredible scaling potential for the company [7].

3   Integrated Brands

HEADLINE INC is comprised of a network of key brands.

3.1   HEADLINE INC Overview

HEADLINE INC is the legal entity that manages all aspects of the HEADLINE company of brands. Beyond management, HEADLINE INC has several specific roles within the organization: it serves as the central hub, front office, investor relations department, long-term planning structure, and implementer of company standards.

3.2   HEADLINE News

HEADLINE News presents a radical new approach to addressing the public trust deficiency in journalism. By combining a concrete value system with transparency tools (only made possible through blockchain technology)

HEADLINE INC will actively combat misinformation while solidifying its position as the *bias-free platform of choice.[2]

Function

HEADLINE News will be a content generating platform focusing on unbiased news. In addition to training our team of content developers in a process that elevates bipartisan thought, HEADLINE News will also utilize the Bias Barometer [8] to deploy full transparency.

Growth

The description of engagement as described in this section is based on data acquired prior to the rebuild of the HEADLINE News platform.

HEADLINE News launched its beta mode in Q4 2020. Since then, site readership has accelerated exponentially due to traffic growth driven by social, search, and word-of-mouth.

Search traffic in particular has been a major victory; HEADLINE consistently ranks for top-searched keywords, maintaining a nearly 25% click-through-rate. Search optimization is at the heart of HEADLINE News' marketing strategy; integrated Google, Bing, and Yandex at the admin level.

HEADLINE News is currently undergoing a full rebuild from the technical platform on which it is built up. The rebuild will include the hiring of key journalists, editors, a brand new web portal, custom CMS, and key vertical blockchain integrations that will more seamlessly infuse the bias-detecting AI add-ons built by HEADLINE Design. The rebuild will offer users ways to more robustly receive and engage with bias-free news content. Additionally, the tech needs to more fully support the vast amount of growing user demand. While HEADLINE News will maintain its core purpose of being a bias-free news content generator, additional features and offerings will go beyond the media outlet status quo and further integrate with various HEADLINE INC products.

3.3   HEADLINE Crypto (HDL)

Blockchain technology powers HEADLINE INC's commitment to transparency through its ability to maintain media integrity, facilitate funding transparency, and promote bias accountability. Therefore, it is the core tech foundation for all of HEADLINE INC's projects. In order to further integrate HEADLINE INC's core functions within the blockchain, HEADLINE INC launched HEADLINE Crypto on Algorand in 2021. HEADLINE Crypto's token, HEADLINE (HDL), will utilize smart contracts, voting, and a public ledger to promote transparency and record within platform transactions.

Function

The HDL token will be used within the HEADLINE INC community to further promote transparency. HDL token usage coupled with the Libra Network's bias-detecting technology will provide insight as to the overall

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[2] *Bias is narrowly defined by HEADLINE INC as the implicit or explicit motivation to persuade on the left-right political spectrum.

bias within the HEADLINE INC community. Gauging this metric will allow HEADLINE INC to respond in a way that ensures it is engaging users across a wide-variety of diverse thought and experience.

Token Utility

HDL's public ledger will record every HEADLINE INC transaction in perpetuity. Smart Contracts on the Algorand network will power industrial-grade permissionless voting. HDL tokens will serve multiple functions: transactions, FORUM integration, special content keys, etc.

Additionally, HDL tokens will be required to access HEADLINE INC's social media platform, FORUM.

Tech Stack

The HDL token is built on the Algorand blockchain.

Features
- Permissionless Voting
- Bias Analytics
- Transparent Funding
- Scalability

Growth

As of November 2021, the HDL token has seen:
- 14,919 account holders
- 124,649 transactions

3.4   HEADLINE Design

HEADLINE Design is the R&D incubator and tech facilitator of HEADLINE INC. Every idea birthed by HEADLINE INC is tested rigorously and ultimately made possible by the team at HEADLINE Design. Furthermore, HEADLINE Design is deeply integrated as a thought leader and pioneering developer within the larger Algorand ecosystem.

Function

HEADLINE Design serves to enhance HEADLINE INC's mission as a bias-free information hub by cementing HEADLINE INC as an absolutely integral thought-leader and executer in the development and expansion of the Algorand ecosystem. By making Algorand's utilized systems synonymous with HEADLINE Design's development capabilities, bias-free capabilities will be inherent within the larger Algorand ecosystem's functioning.

Additionally, in November 2021 HEADLINE Design will launch its first NFT venture, AlgoAstros. The AlgoAstros collection will feature 400 pieces and will coincide with the launch of Decipher, the Algorand community's first annual in-person gathering.

Growth

While HEADLINE Design was initially created to build the needed tech for the HEADLINE INC company, it has quickly become a staple thought leader and developer within the larger Algorand community. HEADLINE INC was given a grant through the Algorand Foundation based on the development work done through HEADLINE Design.

Future plans include an incubator that will inform, instruct, and onboard new developers to the Algorand blockchain, building out HEADLINE Design's team to include graphic designers, marketers, copywriters, and more, and continuing the develop key technologies that cement Algorand as a leading developer within the Web 3.0 industry.

4 Key Projects

In addition to the integrated brands mentioned above, HEADLINE INC is also heavily invested in key projects that enhance its mission of providing radical information transparency in tandem with building out the Algorand ecosystem.

4.1 Libra Network

The Libra Network is a deep structured learning artificial intelligence (AI) software that serves as the transparency mark for the products that support HEADLINE INC's core mission: to build a radically bias-free information hub [8].

Libra Network is HEADLINE's proprietary AI model that was first conceived as a bias-grading tool for information shared by HEADLINE INC. Libra Network will also serve as the primary moderator of FORUM as it grades each social interaction with a bias level rendering the first-ever truly transparent and authentic social media platform.

Function

The Libra Network merges multiple AI solutions, generating an internal framework of tens of thousands of related keywords, terms, entities, and concepts [8].

The program works by overhauling Natural Language Processing tools and then integrating them within HEADLINE INC's AI system to analyze structural bias. Additionally, proprietary Natural Language Understanding models will generate data on the relative bias of all HEADLINE INC content [8].

A secondary data subset will gauge HEADLINE News' reader bias.

Bias Barometer

HEADLINE INC has launched the Bias Barometer which applies a bias rating to all online news content using analytics from the company's proprietary neural network. The Bias Barometer's score does not label pieces as "good or bad", rather, it simply makes transparent the level of right or left leaning bias a piece of content inherently contains. The score itself is simply a gauge of 3 sets of numbers that displays shared, right, and left leaning neurons [8].

Tech Stack

Bias Barometer is an algorithm for detecting right/left bias in online articles. At its heart is a hybrid (symbolic and numeric) neural network with a self-assembling typology that is trained based on the principles of associative Hebbian and reinforcement learning. Bias Barometer combines "bag of words" with weighting and machine learning to separate texts into two categories. Unlike many implementations of AI, the entire network exists and runs in the browser (this is a critical element of both decentralization and artificial life). Firebase is currently used only to sync changes and track URLs between multiple trainers working on a single network. In the near future, the system will be moving this small database onto the blockchain or torrent [8].

Growth

Libra Network's minimum viable product is the Bias Barometer. The Bias Barometer has proven the AIs success in identifying bias level and will be integrated into all HEADLINE News and FORUM content to provide informational transparency.

Additional applications for the AI algorithm are in development.

4.2   FORUM

FORUM is a major Web 3.0 social media project that integrates HEADLINE INC's blockchain verticals to provide users with an authentic, transparent, and bias-free social media experience. Users will utilize the HDL token to access FORUM which will allow them to interact with one another in the first-ever social media platform to attain objective communal authenticity. Both user and moderator activity will be made transparent and held accountable through an accessible code of conduct.

Function

FORUM offers users the ability to share thoughts, content, and engage in discourse within a decentralized social media platform. The platform addresses current social media platforms' inherent systemic issues that inhibit authentic user experience as perpetuated by the advertising-based revenue model that consistently interrupts an organic user flow. Instead of being based on advertising revenue, FORUM will function on a subscriber-based revenue model which will provide a much more authentic user experience. Furthermore, FORUM will provide a bias-free environment by promoting transparency by integrating Libra Network's AI model. This integration will establish each and every post with a bias level for objective communal authenticity. Further aiding the platform's commitment to transparency will be FORUM's upfront user guidelines that will hold both users and the moderating company accountable to their actions within the platform.

Tech Stack

Built on Ruby on Rails system.

Growth

The FORUM platform is currently within its first BETA test with 450 test users participating on the site.

4.3   PIPELINE-UI

PIPELINE-UI is an award-winning frontend developer toolkit that HEADLINE Design built in collaboration with the Algorand Foundation to support Algorand ecosystem developer onboarding. PIPELINE-UI solves the *on-ramp dilemma by providing developers with easy-to-use and extensible tooling that allows them to get up and running on the Algorand mainnet in under 5 minutes [9].[3] Algorand's success is key to HEADLINE INC's mission as it is the core technology all platforms are made possible by and built upon.

Function

PIPELINE-UI aims to make blockchain integration on websites seamless and ubiquitous with its award-winning React.js development suite, built in collaboration with the Algorand Foundation, on the Algorand blockchain. PIPELINE-UI's mission is to contribute to the widespread adoption of blockchain tech by making integration within traditional websites as simple as pasting a small block of code [9].

PIPELINE-UI is a ready-to-use library built to rapidly add standardized Algorand functional components to React.js apps. Minimal Javascript knowledge is required as the PIPELINE-UI project is a bridge to blockchain for web developers of all levels of coding experience, creating an ecosystem of tools for everyone from HTML bloggers to advanced JavaScript coders [9].

Tech Stack

Powered by React.js and Vanilla.js. Algorand functions can be accessed through JSX tags.

Features
- Standardized design theming
- Hard-coded transaction and blockchain API components
- Built in QR code generators

PIPELINE-UI Ecosystem
Pipeline offers on-ramps for coders of all masteries as broken down by our 3-level courses:

- Pipeline Express -- Beginner
    - 2 Algo Buttons
    - Sign Transactions
    - Send Transactions
- PIPELINE-UI -- Intermediate
    - 5 Algo Components
    - Sign Transactions
    - Send Transactions
    - QR Code Address

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[3] *HEADLINE INC defines the on-ramp dilemma as the huge disparity between the number of developers globally (20 million+) and the number of developers building within the blockchain industry (100,000+). This disparity presents a unique challenge for the blockchain industry. Deciphering the on-ramp dilemma resides in figuring out how to effectively onboard developers to blockchain technology when the emerging technology in question is both that is far more advanced and unfamiliar than anything that has come prior.

- ○ Last 5 Transactions
- ○ ASA List
- ○ Standard Components
- Pipeline Class -- Advanced
  - ○ 3 Algo Methods
  - ○ Sign Transactions
  - ○ Send Transactions
  - ○ Check Balance
  - ○ Pure JavaScript

Growth

PIPELINE-UI is now at Milestone 2 of HEADLINE Design's ongoing partnership with the Algorand Foundation. Further milestones include and focus on features such as smart contract integration, extended wallet support, voting and analytics, and, eventually, multi-blockchain interoperability.

4.4   AlgoPay

AlgoPay is a simple plugin that gives developers, coders, and novice web builders alike the ability to facilitate payments made with Algorand tokens through a simple payment portal [10]. Now organizations and individuals can receive payments, accept donations, facilitate e-commerce transactions, and more through AlgoPay. This plugin allows organizations to easily accept Algorand and Algorand Standard Assets (ASA) payments. AlgoPay furthers the mass adoption and utilization of Algorand as a system and payment option and, thus, further cements HEADLINE INC's presence in the most granular and accessible levels of Algorand ecosystem adoption.

Function

AlgoPay is, at this stage, a connector that allows non-coders the ability to accept Algorand and ASA payments on any website. From a technical perspective it's fairly novel, but from a practical perspective it's groundbreaking. Simply allowing average non-coders the ability to handle transactions in a nascent industry is revolutionary for most developers.

Tech Stack

The tech stack for AlgoPay is simple and can be accessed through GitHub [10]. AlgoPay can be added to any site that allows custom JavaScript to be added. With just a copy-paste of a snippet of code, any site can now allow payments for online stores and services.

Growth

AlgoPay has been adopted by a variety of Algorand ecosystem projects across product categories including nonprofit ventures, startups, ecommerce providers, and more. In the future, AlgoPay will include enterprise features such as fiat rails, subscriptions, and more.

4.5   AlgoCloud

AlgoCloud is the Algorand ecosystem dashboard. With AlgoCloud, users can connect their favorite DeFi Apps, display NFTs, account analytics, AlgoPay integration, and more. AlgoCloud will offer users tier-based Algorand analytics, a custom SAAS Members Lounge, provide custom AlgoPay solutions, develop a custom NFT storefront, offer universal Algorand dAPP webhooks, and launch an enterprise white label platform.

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