



Bozzi ecosystem whitepaper

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Bozzi the net demand ecosystem

The Bozzi ecosystem helps applications engage and reward their users. Applications are supercharged with usage-driving incentives, which grow ecosystem apps' userbases. When apps succeed, the ecosystem succeeds.

It is hard for new applications to go up against a few big players. Consider Meta's Facebook and Instagram applications and how they dominate a large percentage of all traffic and monetisation benefits. Users suffer from the loss of healthy competition and are commoditised by big tech who are incentivised to harvest their user's data.

Starting with the pilot application "Space Explorers", the Bozzi ecosystem has a goal to have a wide diverse ecosystem of apps.

Bozzi provides applications with a way to provide meaningful incentives to their users, which drives both users and usage in return.

Applications are faced with the challenge of putting up paywalls or flooding their users with adverts which interrupt the user's immersive experience. \$bozzi incentives enable apps to offer real value rewards for engagement and incentivise users to engage with third-party advertising, voluntarily, without having to push it on them.

In the pilot app, users will have an incentive of earning a \$10 Robux gift card. The Roblox ecosystem generated \$2.8B in revenue last year underscoring their popularity. The Bozzi ecosystem will enable apps to incentivize their users with a choice of over 1000 gift cards.

Bozzi tokenomics are designed to subsidise app incentives while creating a net demand for the \$bozzi token. This creates a virtuous flywheel effect that provides applications with a sustainable business model and ensures the longevity of the Bozzi ecosystem. User retention, loyalty and the opportunity for apps to grow and expand their offerings is a win-win-win. A win for apps, a win for users and a win for the Bozzi ecosystem.

Bozzi is designed to be a Net Demand ecosystem - this means that overtime on average demand of the token should be net positive.

A summary of the benefits of being part of the Bozzi ecosystem:

1. What is the Bozzi ecosystem? A win-win for apps and users.
 - App developers benefit three-fold: reduced cost of acquisition, growth of user base, and incentivised engagement.
 - Users benefit from rewards/incentives without the usual paywalls or user experience interrupting third-party advertising.
 - Bozzi ecosystem as a whole benefits from this virtuous flywheel of value generation.
2. How the Bozzi ecosystem is different.
 - No paywalls.
 - No direct third-party advertising - it becomes a benefit instead of a burden.
 - Subsidized app incentives.
 - A choice of 1000+ gift cards.
3. What it means for Bozzi's value.
 - The "Net Demand ecosystem" design means that the average demand of the token should be net positive over time.
 - The community governance team has levers it can use to adjust and adapt to market demands.

So, why would users choose to use an app that is in the Bozzi ecosystem?

The simple answer is - incentives. Of course, the more engaging an app is the better. Adding great incentives for users to participate? Magic!

Apps reward their user's engagement by topping up their gift card reward power bar. When the powerbar is full the user can claim their **digitally delivered gift card**. The pilot app will offer Robux gift cards to be spent in the hugely popular Roblox gaming ecosystem.

Future apps on the Bozzi ecosystem can choose to reward users from a selection of over 1000 gift cards. These can range from Amazon to local fast-food outlets. Bozzi provides access to this wide range of gift cards, apps simply choose which GCs they want to offer to their users.

Users get rewards for their contribution and time spent in the app with a concrete item. A tangible, real-value gift card. Earning while having fun, what is not to like?

How do apps make money?

While apps will have existing monetisation strategies, Bozzi further helps apps to acquire users and increase engagement which enhances profitability.

- Joining the Bozzi ecosystem will enable apps to offer **gift card Rewards** to their users, enhancing engagement and participation.
- The Bozzi ecosystem has a multifaceted approach to monetisation. For every 10 \$bozzi purchase of a gift card apps will receive up to 7 \$bozzi as a reward which can be used towards their gift card purchase.
- Apps make up the difference through revenue generated from ads and polls that can sit outside of their user app experience in a separate area. This is important as users don't want to have their experience constantly interrupted. They are incentivised to participate as it tops up the gift card reward power bar.
- In-app top-up purchases to fast-track gift card reward claims are another part of how apps pay for the gift card and make a healthy profit. If a user has say \$6.50 of a \$10 gift card apps can enable users to pay the difference - this revenue goes straight to the apps.
- In the future Apps will be able to integrate \$bozzi in a number of other ways, Apps will be rewarded to encourage users to use and interact with \$bozzi in a wide number of ways.
- Importantly Apps will also be able to add to the conversation and help to guide the future development of the ecosystem.

An example of how Apps can make money immediately with \$bozzi:

App Revenue per \$10 gift card Reward	
\$2.50	Ads and polls
\$3.50	in-app “Top up” purchase
\$7.00	\$bozzi rebate

App generates \$2.25 after app store fees from the single user. Based on an estimated time for users to earn and claim gift cards of 12 weeks this equates to roughly \$10 per user per year in revenue.

\$10 gift cards are used as an example but higher and lower denominations will be available and localised to the currencies of different countries worldwide.

Free apps currently face the hurdle of an average user acquisition cost (CAC) of \$0.63 on Android and \$2.23 on IOS. Given the average revenue per user is negligible it is clear how through changing how users engage with traditional monetization strategies based on real tangible incentives, the Bozzi ecosystem can radically change how apps make money.

What are the technical hurdles to integrating \$bozzi?

Bozzi has intentionally taken an approach that eliminates the need for web3 integration entirely. As the ecosystem grows and matures there will be many web3 integration options but there is no technical hurdle to join and benefit immediately.

Every app is different but in essence, to participate an app will need to:

- Offer users the ability to top up a gift card claim bar.
- Provide users with rewarded tasks, where the reward takes them a step closer to claiming their gift card.
 - These tasks can be unmonetised, i.e. by simply rewarding engagement.
 - They can incentivise engagement with adverts and polls which generate apps fiat revenue.
- Offer users the ability to top-up their gift card claim bar via an in-app purchase where the apps keep the fiat payment.

Once a user has filled their gift card claim bar the app purchases the gift card via the Bozzi provided portal paid for in \$bozzi which they then deliver it digitally to the user. Initially, utility demand is driven by app purchases of gift cards using Bozzi and Bozzi ecosystem purchases from the open market to maintain the app Rewards Pool of \$bozzi - more on this later.

How does the Bozzi ecosystem operate on a net demand basis?

Won't app rewards simply inflate the \$bozzi circulating supply causing net sell pressure? Good question. While the utility and use-cases of the token will increase over time, we focus for now on what will be immediately implemented or possible based on the wider considerations of how crypto is treated by app stores and potentially regulators. \$bozzi token demand is the product of several demand-driving activities:

1) App purchases

- Apps require \$bozzi to purchase gift cards.

2) Holder demand

- Speculative purchases
- Staking
 - A roadmap item - a meme coin with utility will be launched within the Bozzi ecosystem. This project will have its own app on the ecosystem - details to be announced. Stakers of \$bozzi will earn this "super meme coin" on a tba APR rate.

3) Buy and sell tax

- 2% buy and sell tax - all proceeds used to purchase \$bozzi from circulating supply and returned to non-circulating Rewards Pool.

4) Percentage of revenue from App Revenue Module

- 25% share of App Revenue Module sales - all proceeds used to purchase \$bozzi from circulating supply and returned to non-circulating Rewards Pool. This benefits the longevity of the ecosystem which is beneficial to apps in the ecosystem.]

5) Net revenue from Bozzi gift cards portal

- To qualify for \$bozzi rewards / rebates on gift card purchases, apps will have to purchase the gift cards via the Bozzi provided portal. Any potential profit from gift card sales will be used to purchase \$bozzi from circulating supply and returned to the non-circulating Rewards Pool

Financial levers:

The Community Governance Team will be able to adjust the following areas in order to meet the goal of being a net demand ecosystem.

- How the buy and sell tax is spent
- The level of app rewards
- The percentage share of App Revenue Module sales taken by the ecosystem
- Future monetisation areas developed over time

Can apps game the ecosystem?

The only way for apps to be rewarded in \$bozzi is to receive a % rebate on \$bozzi spent on gift cards. While this provides an inherent layer of “trustless-policing”, apps will also be subject to analysis overseen by the Community Governance Team to discourage bad actors. Gift cards have to be purchased via the Bozzi-provided gift card portal enabling accurate tracking of \$bozzi spends by apps. Additionally, any profit on gift card sales through economies of scale will go towards purchasing \$bozzi from the open market and replenishing the \$bozzi rewards pool.

Are there any Founder rewards?

No. All Bozzi holders have purchased the coins they own.

What is the origin of Bozzi?

Bozzi grew out of an initial project called FAFO which was a meme that posed the question “Is it a meme or is it a serious project” The ultimate answer was a project called Bozz which included Bozzi on the roadmap. Ultimately, Bozzi emerged as the community-governed project it is today.

Who owns the Bozzi ecosystem?

Bozzi has no CEO or owner. \$bozzi is a community-governed project. Initially, the Community Governance Team is made up of project initiators, pilot app creators and community members. As per the roadmap, the community governance team will grow and ultimately be subject to DAO governance - where holders will vote with voting power weighted according to their \$bozzi holdings.

What are the plans for the ecosystem?

Great question. Check out the roadmap on the website.

When does the ecosystem go live?

Due to the novel tokenomics design the ecosystem is able to go live immediately. The first participant in the ecosystem is the pilot application "Space Explorers". They will be the first to demonstrate the model in action. Note that while the app is live (download links on website) the monetisation element is not yet live and is currently being worked on for release shortly after the \$bozzi token launches.

As per the roadmap, further technical integrations and developments are in the pipeline.

Problems for apps getting approved on the app stores if they use Bozzi?

No, initially apps do not need to integrate \$bozzi into their apps at all. Apps drive demand for the token outside of the application and users are not paid directly for their engagement in the \$bozzi token. They receive rewards in the form of gift cards. Apps themselves purchase and spend \$bozzi.

In time modules will be built for \$bozzi to be used within app flows which apps can implement if they wish. There will be incentives for them to do so. \$bozzi by design can operate immediately in app monetization without cost or technical barriers. As crypto is increasingly accommodated by the app stores, \$bozzi is positioned to flex into any opportunities that may arise.

How many coins are there?

There are a total of 10,000,000,000 \$bozzi tokens.

Circulating Supply	2,654,268,062
VC allocation	1,000,000,000
Rewards pool	6,345,731,938
	10,000,000,000

What is the VC allocation for?

There are currently no VC's involved in the Bozzi, this allocation has been set aside to enable the Community Governance Team to raise external funds for development and marketing as required.

The VC allocation and Rewards Pool do not form part of the circulating supply until such time as VCs invest and the apps claim \$bozzi rewards. The community via DAO voting may decide to burn part or all of the VC allocation and rewards pool as required over time.

Where can I buy?

\$bozzi will be available on Solana. Contract and Dex details to be shown on bozziecosystem.com **April 2024**.