

THE COW PROJECT

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INTRODUCTION

The COW Project was born in November of 2021 when the creator, who is heavily involved in the Algorand ecosystem, saw a pressing need for clarity into the Algorand Standard Assets (ASA) space. At the time COW was created, the Algorand ecosystem was beginning to boom. New ASAs were being created every day, bringing more attention to the Algorand blockchain. Yet, while buying and selling ASAs has been made easy through applications such as TinyMan, tracking assets, charting price action, and identifying suspicious actors left a lot to be desired.

COW, an acronym for "Chart Optimizing Widgets", aims to add a more in-depth look into data analytics as it pertains to the Algorand blockchain. Whether it is tracking price action in real-time, to organizing asset data in a customized fashion, to having transparency into wallets that appear to have strong links to rug pull projects that we see all too often... COW has ambitions to provide the community with what they need to make informed investment decisions.



VISION

THE PURPOSE BEHIND THE COW PROJECT

VISION

Transparency has always been one of the core values of Algorand. Information is readily available through multiple channels as it pertains to trading, transfer, and the creation of new assets. However, the data provided can be complex, overwhelming, and difficult to leverage when trying to make quick decisions. Additionally, in-depth analysis can require continuous navigation throughout the transaction history of the blockchain, making it difficult to find specifics as it pertains to the analyzation of related information.

The purpose of The COW Project is to provide those who are involved in the consistent trading of ASAs a much more powerful and personalized user experience. Through customizable dashboards, the user will be able to configure an analytical methodology to how they wish to view data as it pertains to multiple assets in the Algorand ecosystem.

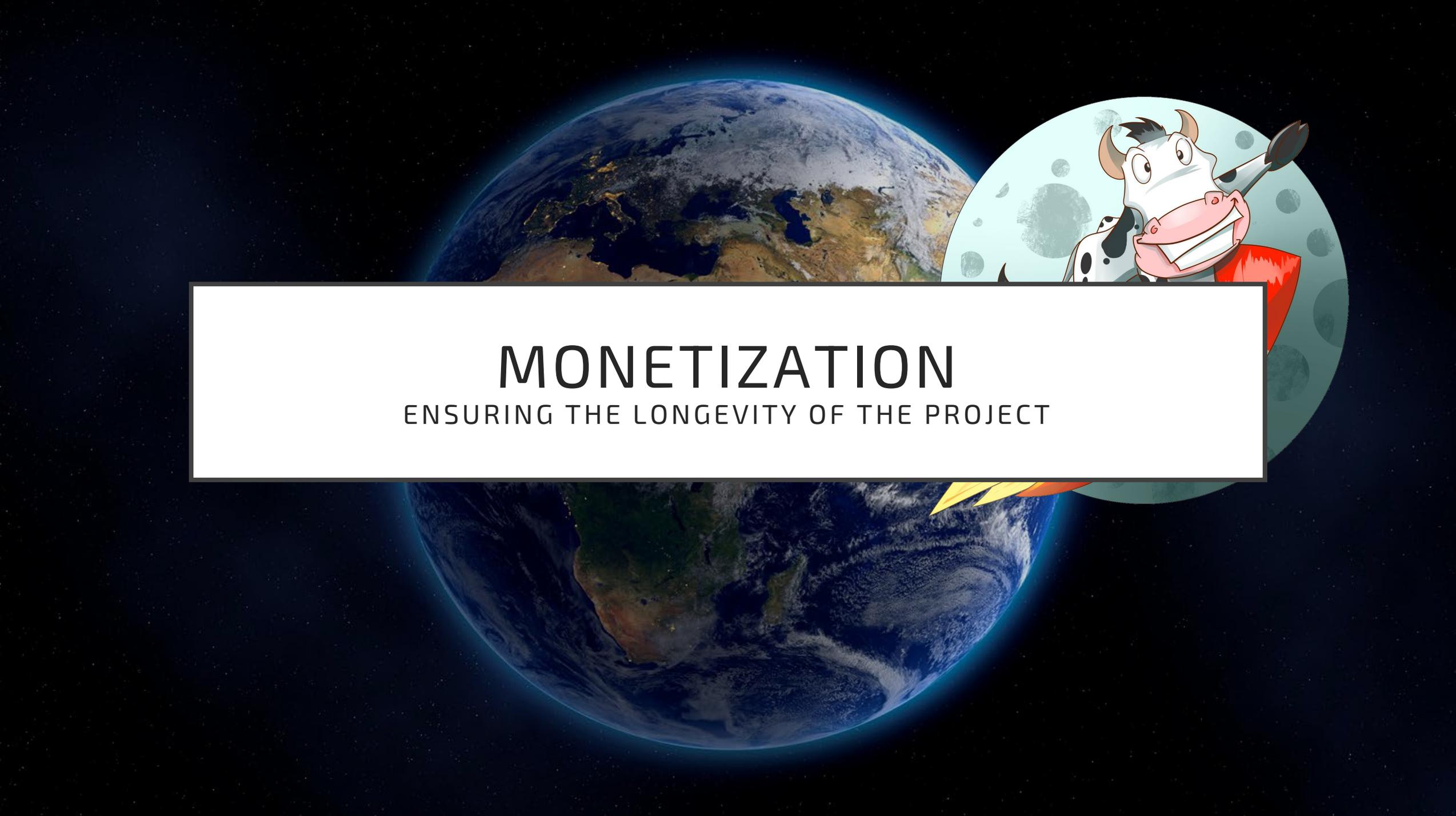
COMMUNITY

One of the greatest parts of the Algorand ecosystem, and why we are building on this platform specifically, is the general sense of community. This has been a core focus of Algorand, as it is an open source blockchain technology with many resources designed to cater to the ease of adoption and development.

To keep in line with this vision, The COW Project will provide a platform for users to create and share their own widgets. Users will be able to choose whether to provide these widgets for free to the community, or to offer them for sale. The community will have the opportunity to rate each publicly created widget, and contributors will be ranked based on their overall contribution score.

COMMUNITY (CONTINUED)

In an effort to incentivize community contributors, as well as build an initial repository of community-driven content, COW will implement a quarterly token incentivization plan. This plan will be available for a limited time, and the total token distribution will be defined two weeks prior to the approaching quarter in which contributor value will be assessed. Details regarding the token allocation are provided below in the "Tokenomics" section.



MONETIZATION

ENSURING THE LONGEVITY OF THE PROJECT

MONETIZATION

Building a community platform is not only challenging, but time consuming and, in many cases, costly. Projects who are not properly funded stand little chance of surviving, especially when they rely on backend infrastructure, such as servers that host databases or computational power for algorithmic data analyzation. The COW Project has designed a business model that includes multiple paths to fund progress that it will leverage in an effort to ensure its long-term viability.

Users may pay for services using standard USD (through one of the available payment methods), \$ALGO, or \$COW. While the price per widget corresponding to USD and \$ALGO will be similar comparatively, users will be provided a discount when using the \$COW token. More on this in the "Tokenomics" section below.

SUBSCRIPTION

While there will be aspects of the platform that are free and open to public consumption, the primary form of monetization will be through a subscription model. As stated in the Introduction section, COW stands for "Chart Optimizing Widgets". The "Widgets" pertain to various pre-created analytical functions and visualizations that will be available to those who subscribe to the platform.

Three primary subscription tiers will be made available, with additional benefits for each subsequent tier. These plans will be subject to change over the course of time based on market demands and feedback. However, there will always be a free tier alongside a plan that is available for monthly or yearly purchase.

PER UNIT

As mentioned earlier in the Community section, users will have the ability to create and publish their own widgets, whether they make them available free of charge or for purchase. When a widget is purchased, a small percentage of the purchase price will be claimed by The COW Project. The exact amount will fluctuate based on the token value at the time of transaction, but will be a fixed percentage of the overall unit cost.



TOKENOMICS
THE UTILITY AND DISTRIBUTION OF THE \$COW TOKEN



TOKENOMICS

On November 10th, 2021, the \$COW token was created, ASA ID: 409283233. Our goal is to ensure the utility of its token, while allowing it to be leveraged during scaling phases of The COW Project. Only 10,000,000 \$COW were created with the purpose of transaction ease as users transact.

Theoretically, a more manageable number of tokens avoids potential mishaps with large, unruly numbers as you see with projects that mint billions or trillions of tokens. Additionally, this should ensure that the token value is high enough to avoid mass volume manipulation by bot activity, allowing for a more predictable price fluctuation.

DISTRIBUTION

The following details the tokenomics of the \$COW token (Asset ID 409283233):

10,000,000 tokens minted on November 10, 2021

2,500,000 added to the initial Liquidity Pool on November 10, 2021 (25%)*

2,000,000 reserved for early adopter airdrops (20%)

1,500,000 reserved for backend infrastructure, marketing, and business administration (15%)

1,500,000 reserved for developer and contributor stipends (15%)

1,500,000 reserved for post-launch airdrops (15%)

1,000,000 reserved for the creator (10%)

*Transaction ID 5WZCQ6HNBTC3VGRRD6IN7LIJAUQ2J4KG4RJJTC6DLXERYDLX5JQ

DISTRIBUTION (CONTINUED)



■ Liquidity Pool

■ Early Adopter Airdrops

■ Backend and Business Support

■ Developer and Contributor

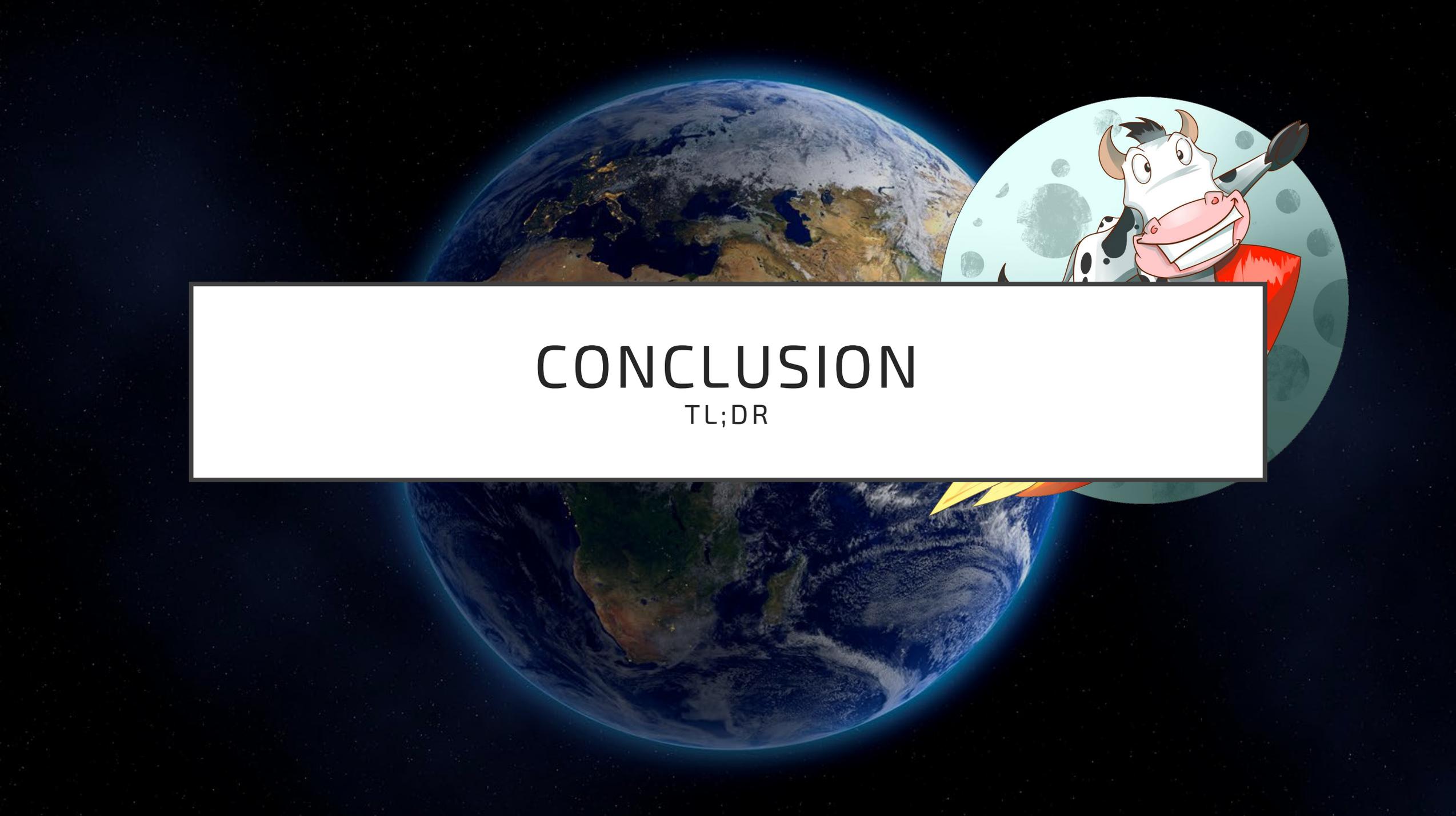
■ Post-Launch Airdrops

■ Creator Holdings

UTILITY

As referenced earlier in this document, the \$COW token will be used by consumers to purchase monthly access to the site, as well as the acquisition of individual widgets. The advantage of using the native token is that purchases made with \$COW will be at a discounted rate as compared to \$ALGO or USD. This will incentivize users to swap for \$COW on a consistent basis.

Additionally, as community contributions will be an essential part of growing the platform, \$COW will be used as an incentive to top producers on a quarterly basis. The community will rate each widget, similar to casting a vote, which will require sending a 0 \$ALGO transaction. Thus, the users will incur a slight fee, which is designed to limit the possibility of bot manipulation. The allocated stipend pool will be defined two weeks prior to the upcoming quarter beginning and distributed one week after the quarter closed date.



CONCLUSION

TL;DR

CONCLUSION

In summary, The COW Project aims to provide a deeper and more personalized look into the Algorand ecosystem as it pertains to ASAs. Through customizable dashboards, manipulatable charts, and community-driven analytical scripts and graphs, COW will be an important stop for both the daily ASA trader, or those looking to learn more about a specific project.