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# Bounce Token Economics Concept

FINAL RECOMMENDATIONS – INITIATION PHASE

The logo consists of a black circle containing the word "bounce" in a white, lowercase, cursive font.

bounce

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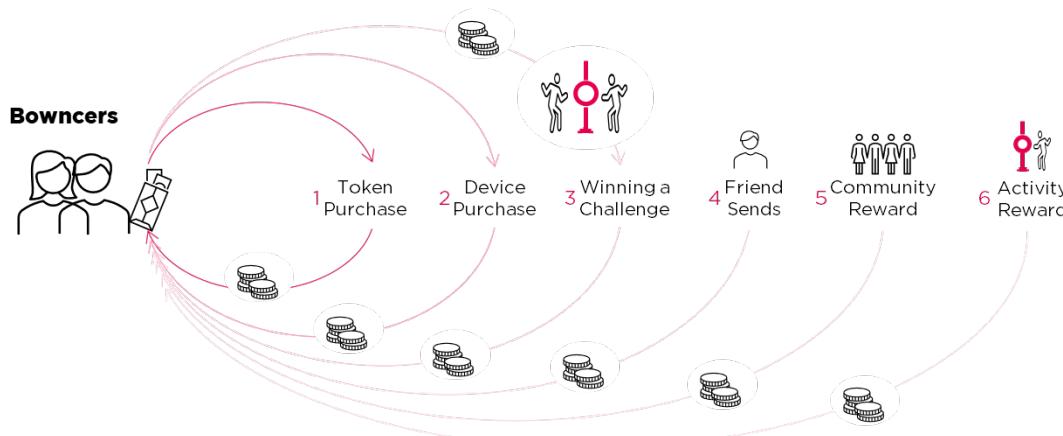
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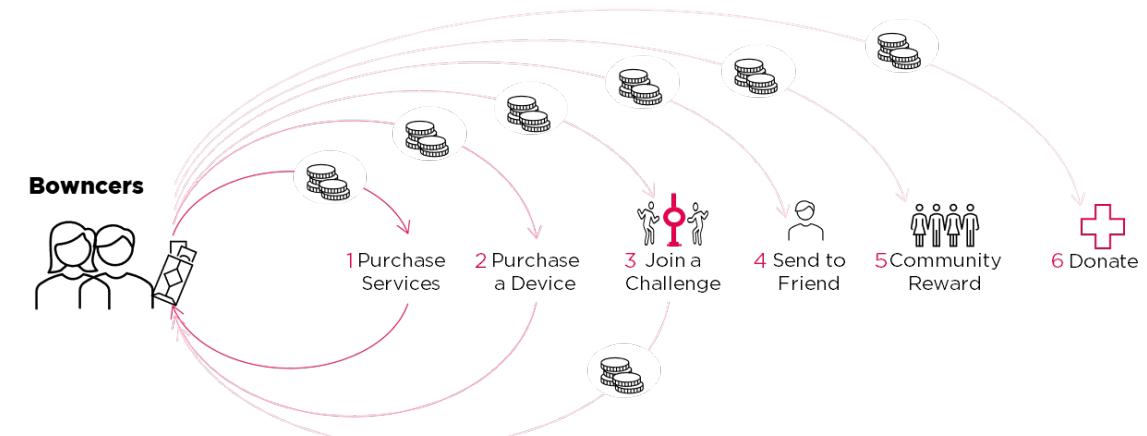
• INITIAL SITUATION

The current earn and spend logic presented to investors offers a limited set of interaction possibilities for users in the Bounce community

### Earn Logic



### Spend Logic



Total token transactions in average per user per year: ±60 (based on the draft BWNC calculation model in separate excel file)

User engagement leads to monetization opportunities and justification to create the token; therefore, it should be boosted.

**Opportunities for users to interact with the Bounce token will be increased with the implementation of the recommended expansion of the token ecosystem.**

02

- RECOMMENDATION INACTA

The creation of a Bownce Token Ecosystem based on a re-issuable Utility Token is the starting point to build further token economies upon

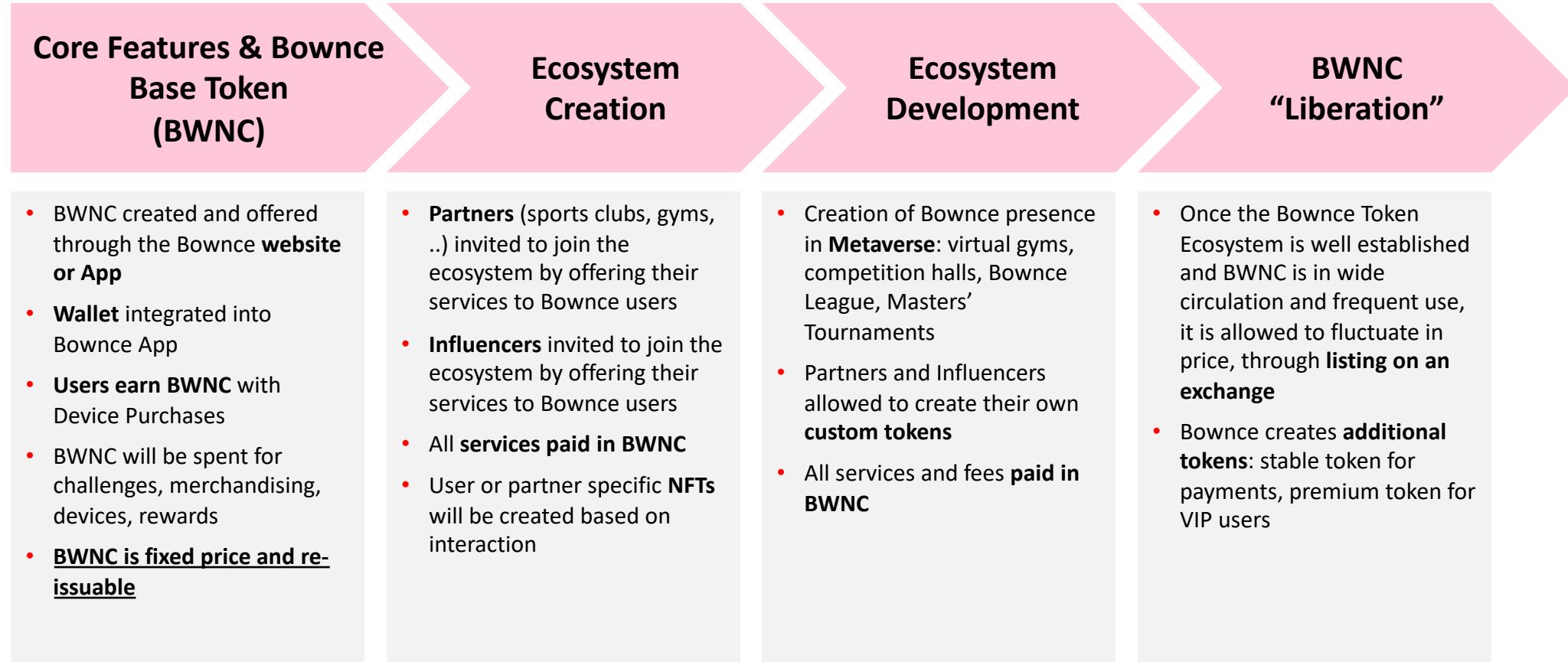
**Bownce should create a multi-token ecosystem - platform, where issuance of and interactions between the various tokens will be controlled and monetized by Bownce.**

**Users and third parties will be enabled to develop their own service/product offerings within the Bownce ecosystem and earn revenue based on their activity and user engagement.**

Rather than being a drop in the sea, Bownce wants to create and offer a truly innovative experience to its users and partners, integrating cutting edge technologies and innovative interactions in physical, digital and virtual worlds, connecting fitness enthusiasts, "average Janes and Joes", top professional athletes and lifestyle leaders/influencers.

- BOUNCE TOKEN ECOSYSTEM

Our design principles are based on staged approach adding features and tokens to the Bounce Token Ecosystem with a growing userbase



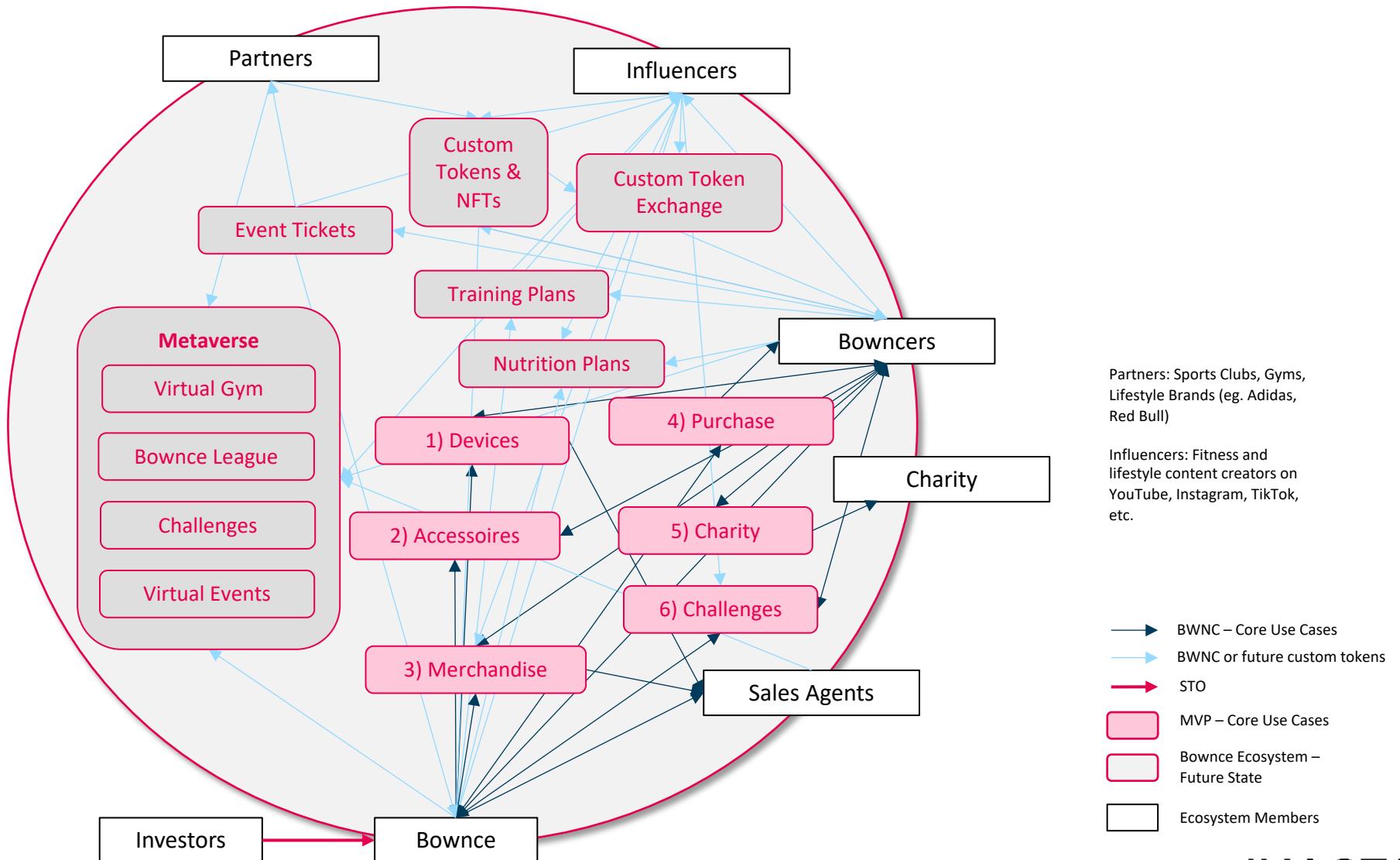
● BOUNCE TOKEN ECOSYSTEM

# The Bounce Token Ecosystem will accelerate token and revenue streams

Bounce connects its users and partners in a unified **high-tech fitness and lifestyle ecosystem**, with **Bounce Base Token** serving as the underlying utility **token** for all transactions between the stakeholders.

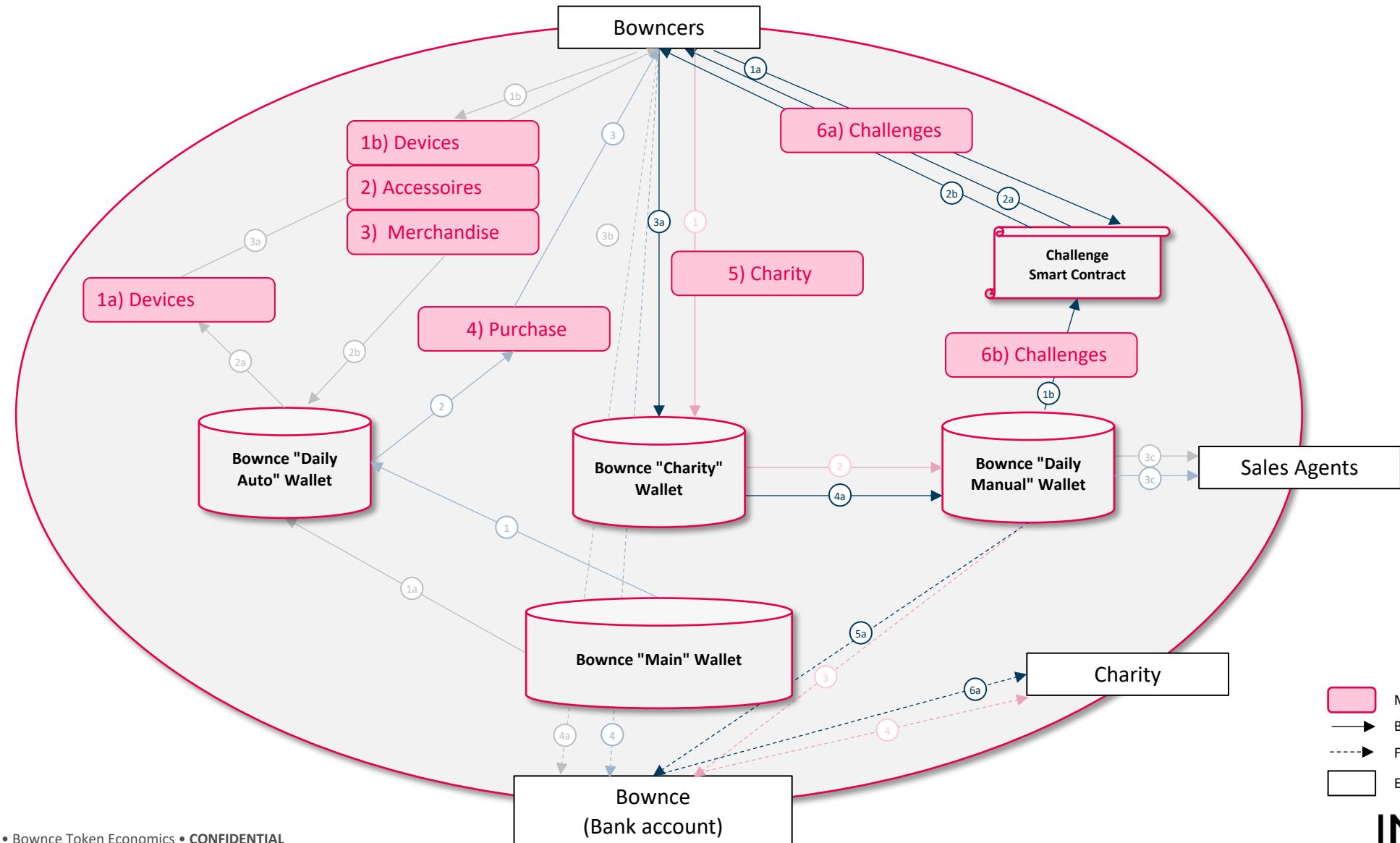
**Bounce** holds the main BWNC **issuing and administration wallet** and controls the custom token generation and exchange. **Sale of BWNC** will be enabled directly to Bouncers via **Bounce Website and/or App**.

All other stakeholders hold regular **wallets built into the Bounce App**.



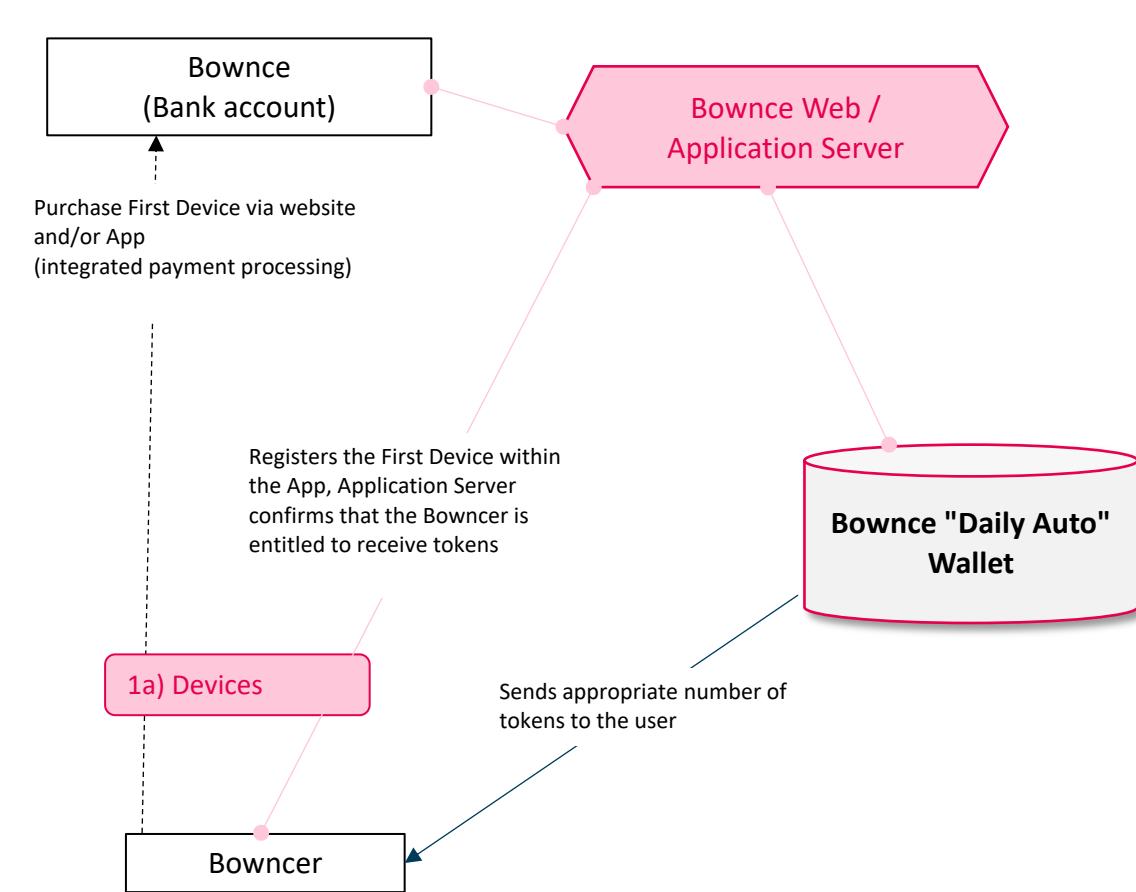
● BOWNCE TOKEN ECOSYSTEM

# Core use case BWNC circulation flow

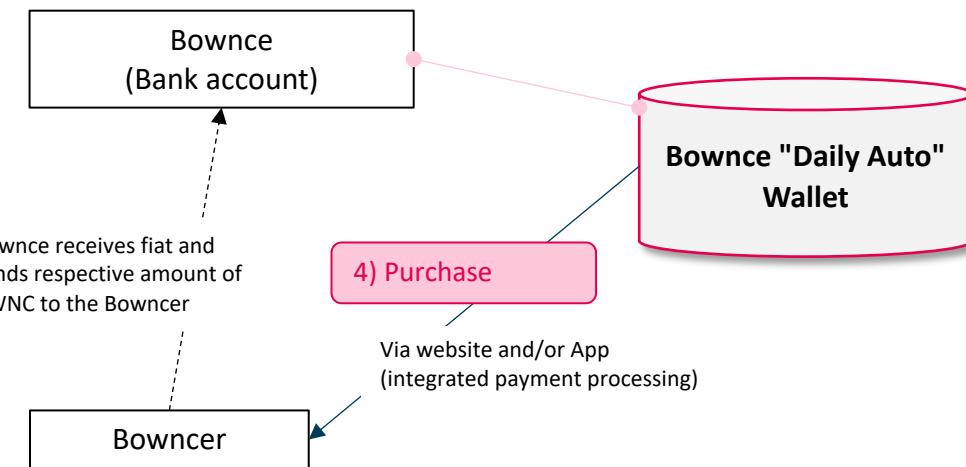


● BOUNCE TOKEN ECOSYSTEM

# Bowncers get Tokens with First Device or by Purchasing Them



## Direct purchase of BWNC via website or App

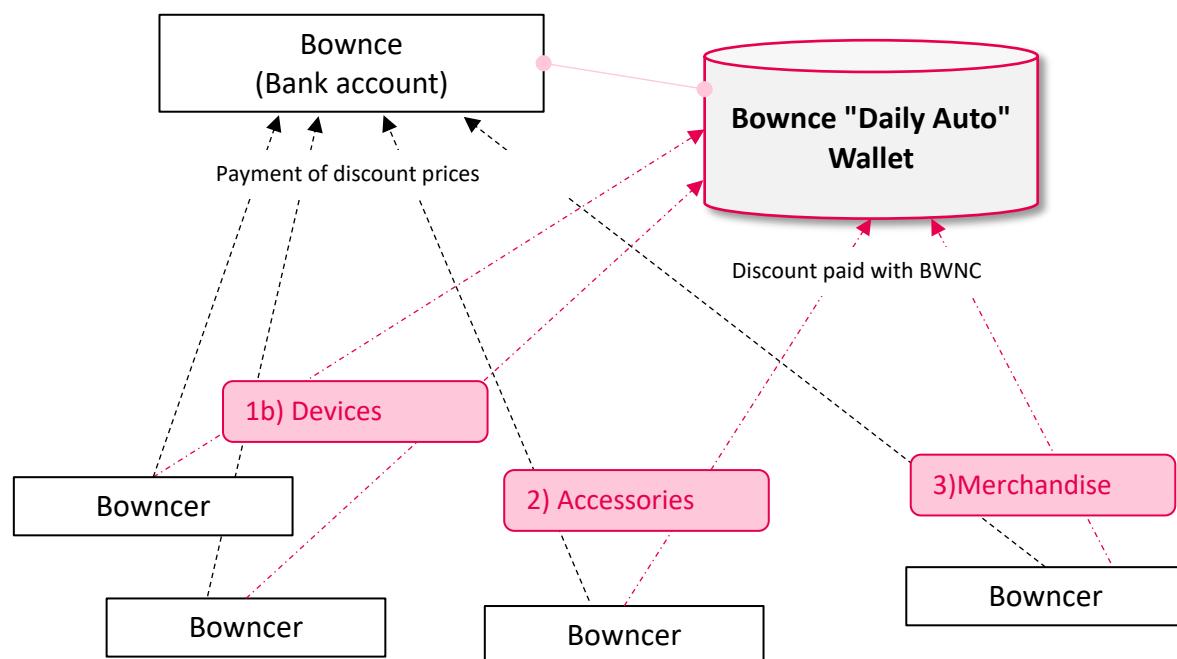


- MVP – Core Use Cases
- BWNC transactions
- - -> FIAT payments
- Ecosystem Members
- ● Information flow

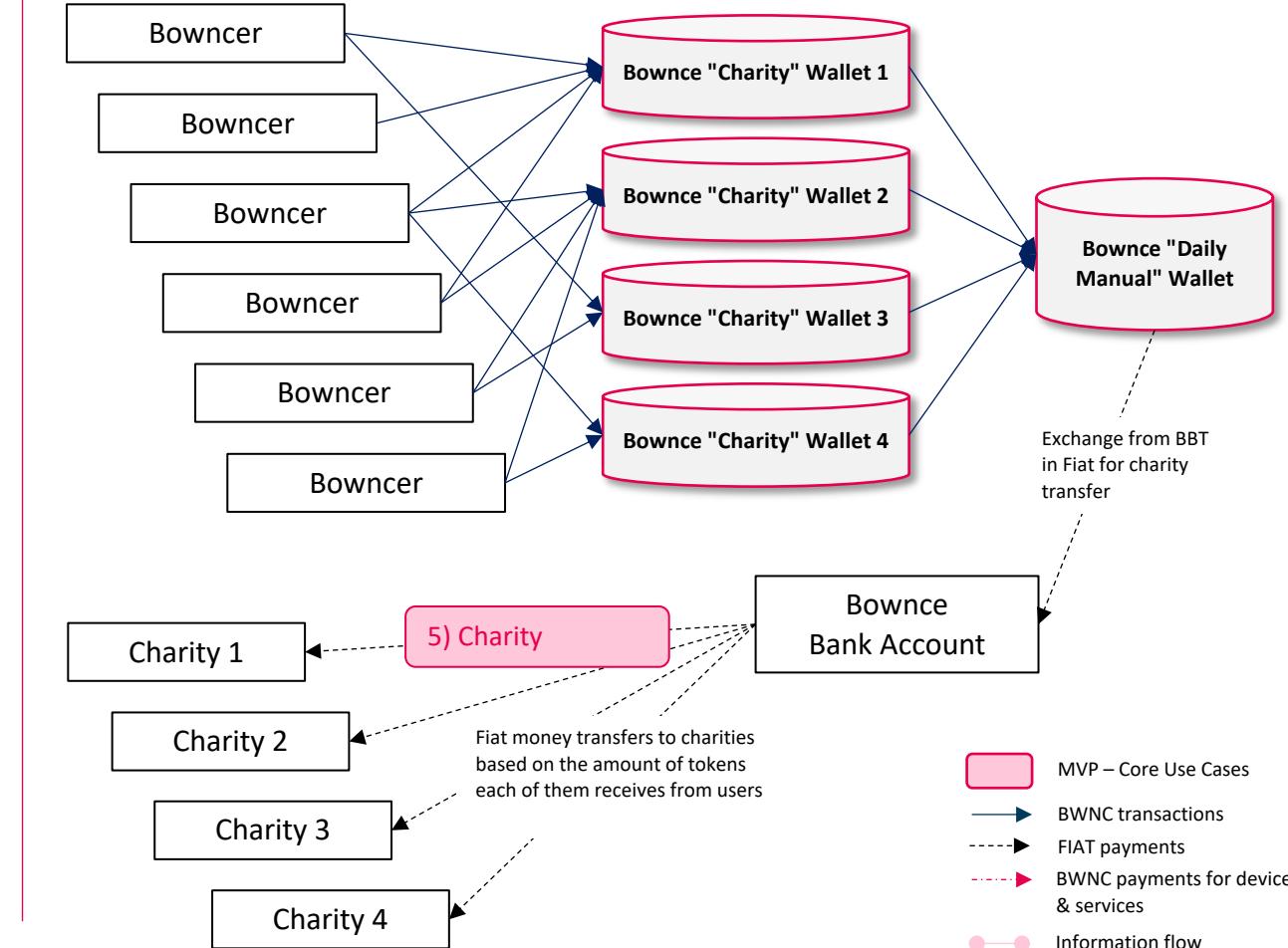
- TOKEN FLOWS

Bowncers spend Tokens through purchasing Devices, Accessories and Merchandise, or by sending them to Charity

### Purchasing Devices and Services



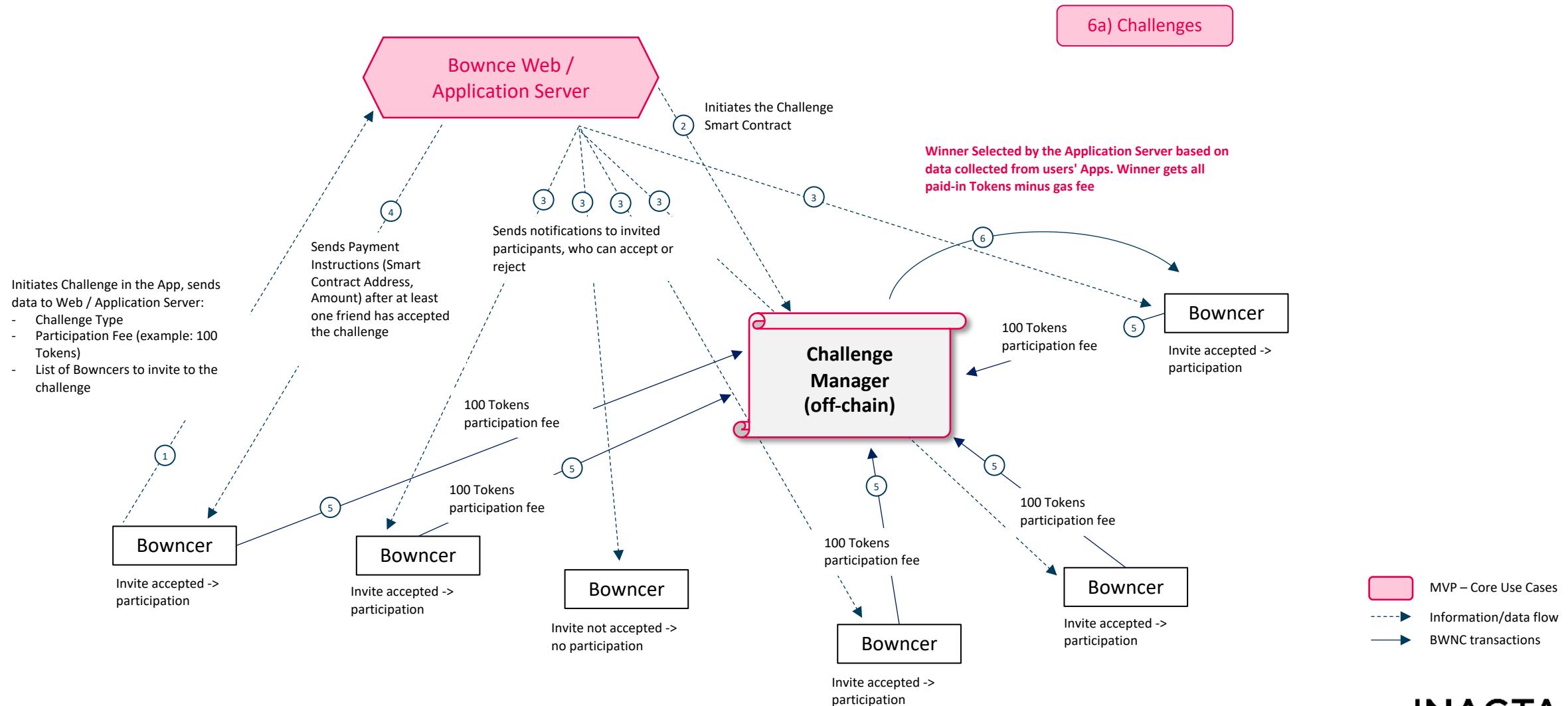
### Charity



- MVP – Core Use Cases
- BWNC transactions
- FIAT payments
- BWNC payments for devices & services
- Information flow

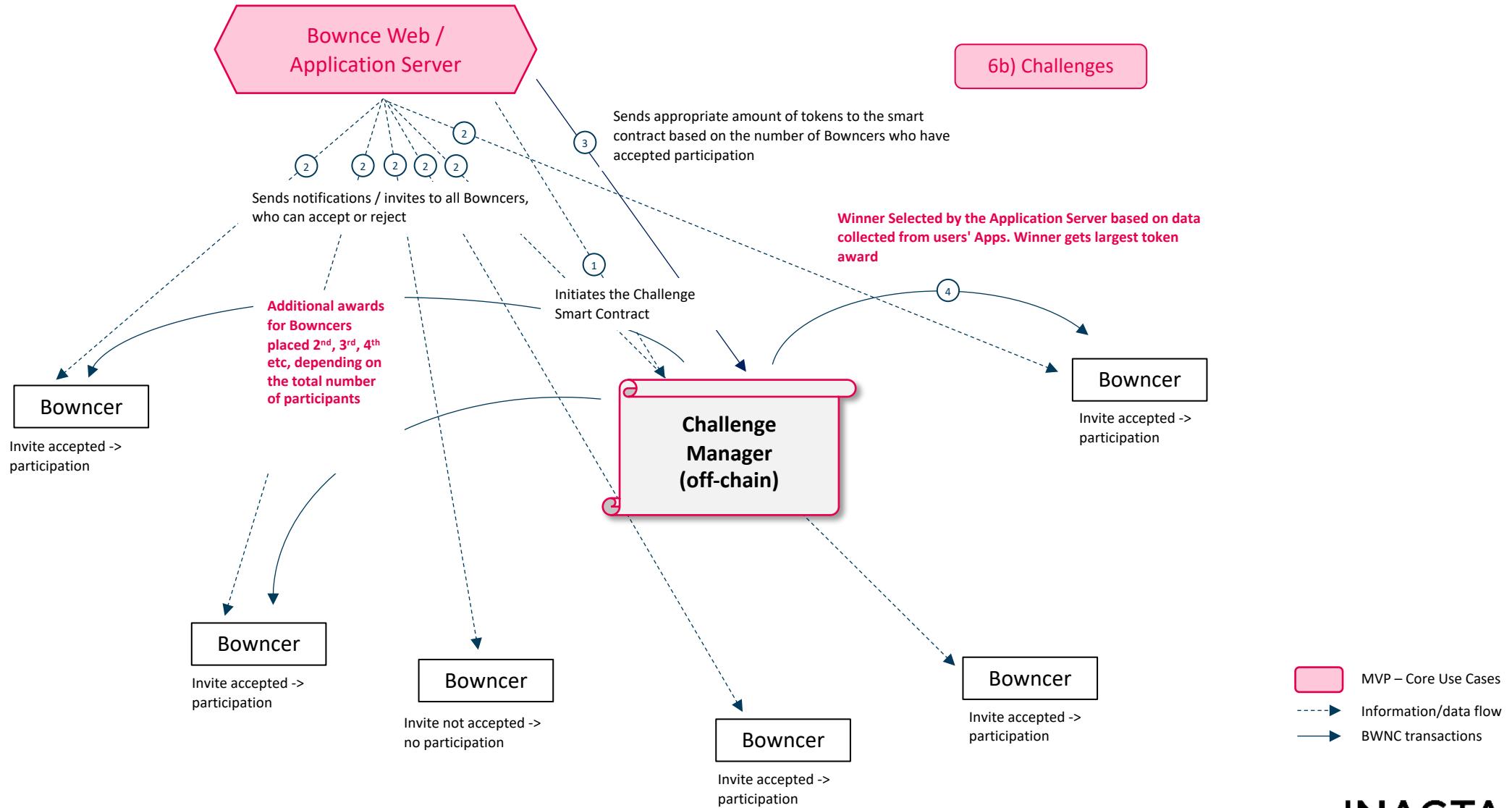
● TOKEN FLOWS

# Token flow through Challenges 1/2 (simple)



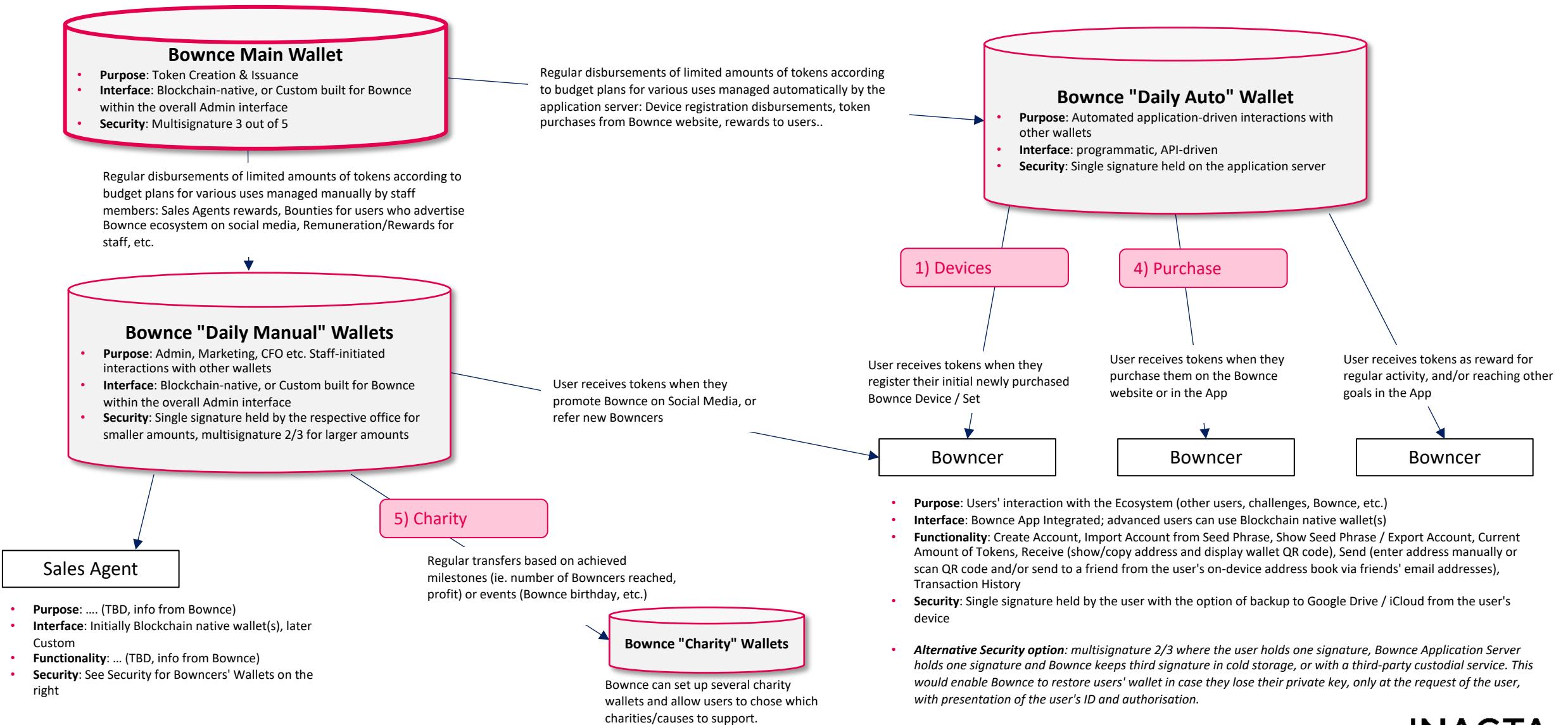
● TOKEN FLOWS

## Token flow through Challenges 2/2 (Community / Bownce)



- TOKEN FLOWS

# Primary flow of BWNC from Bownce to Core Stakeholders (Stage One)



## Bownce Token Transfer Fees

All Bownce Token transfers are accompanied by token transfer fees:

- Blockchain layer fee – this fee is native to the blockchain platform and can not be influenced by Bownce.
- Bownce custom fee – this is an additional fee which covers a part of Bownce's operating expenses.
- In an ideal case, the users would pay both of the above fees as one, in Bownce token, while Bownce would then cover the underlying blockchain layer fee in the blockchain-platform-native coin. Thus the complexity of blockchain would be abstracted/hidden from the user and the user would not have to hold multiple coins/tokens in their wallet

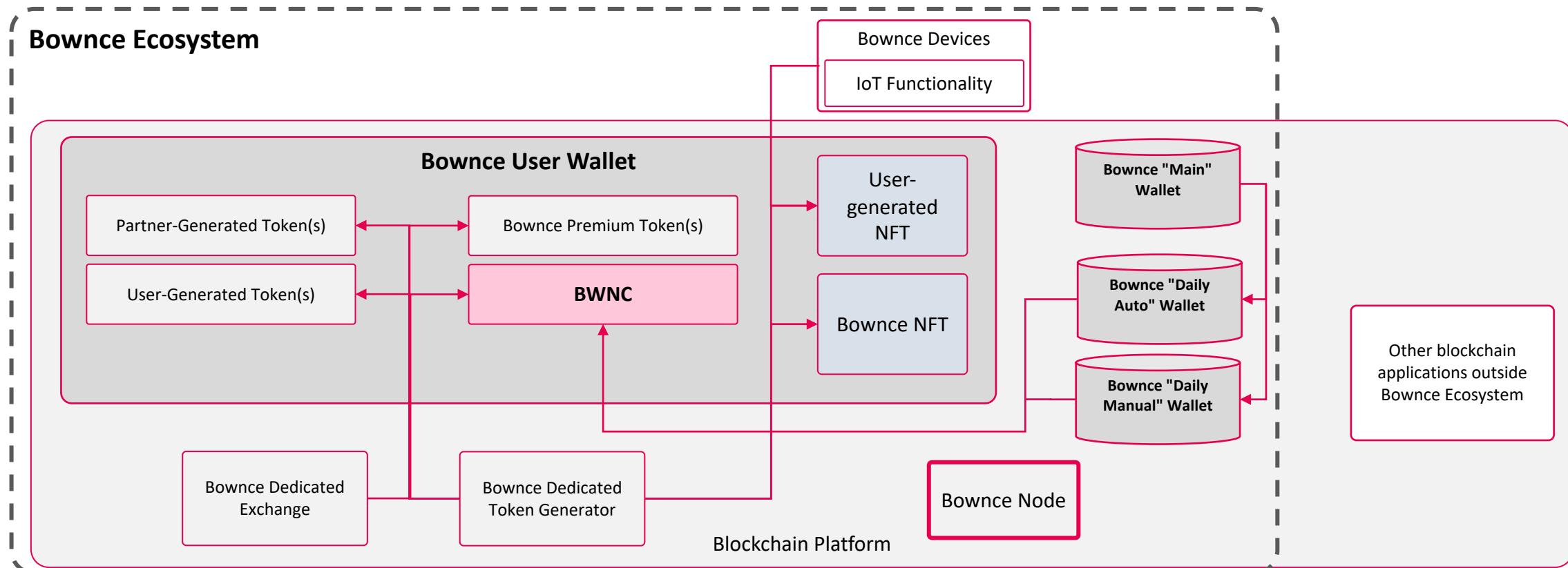
03

- SYSTEM ARCHITECTURE

# Future Token System Architecture Illustration (Stages 2 – 3...)

We are proposing a modular, easy to build (in stages) and maintain system, which will enable rich interactions between Bownce, its partners and users.

BBT to be used as the “adhesive” for the entire system, allowing for flexible and powerful monetization through transaction fees payment in BWNC.



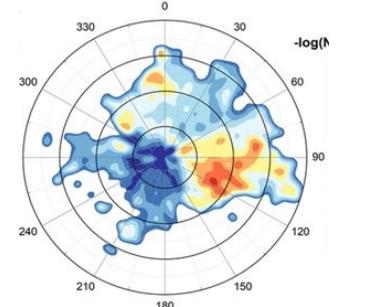
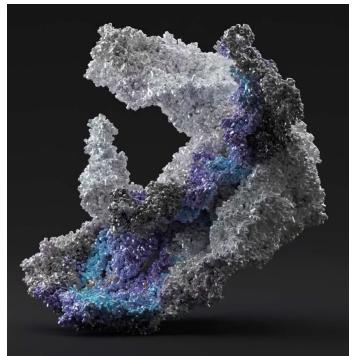
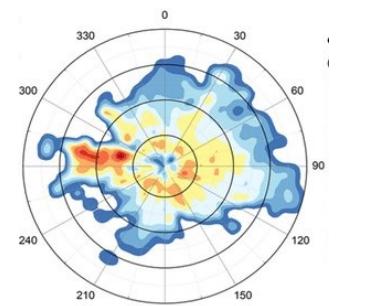
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● FUTURE TOKEN MODELS

## Token Design – NFT

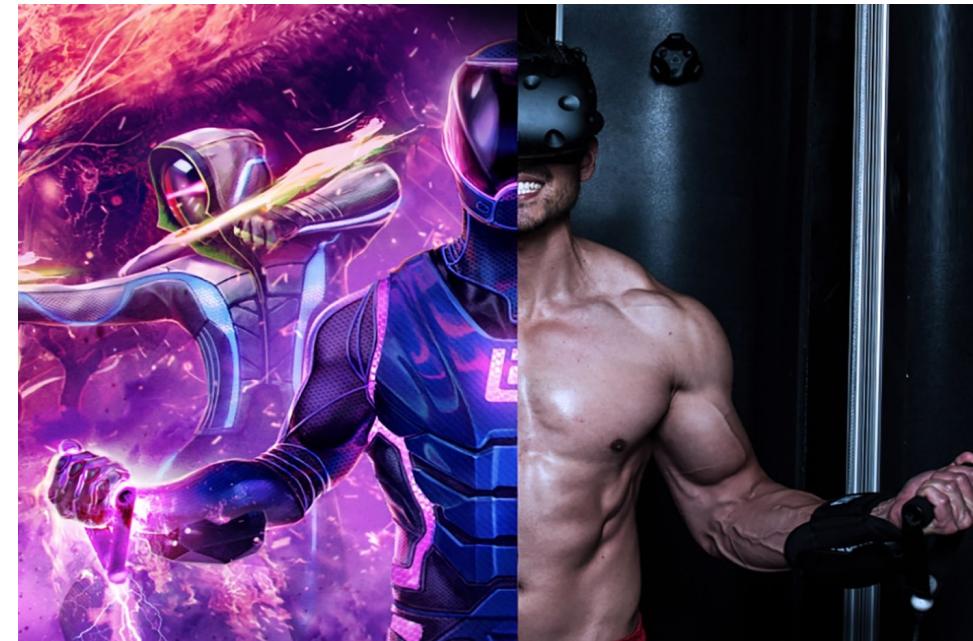
1. NFTs will be a leading means of boosting user engagement
2. Single user Device-measurements-based NFT can be created from day one, or added as a feature later
3. Unique patterns of usage of Bounce devices can produce 2D or 3D “art” similar to the illustrations on the right; this can be combined with images of sports stars/influencers whose performance is recorded to create valuable digital assets
4. Several additional types of NFTs can be introduced later:
  - Challenge-based NFT (Winner’s Cup etc)
  - Commitment-based NFTs, similar to badges in other fitness apps (equivalent to for example “5k run”, or “10 consecutive days of activity” and similar badges) – these can be personalized and either kept by the user or sold in case of an “influencer” user
  - Collections/Combi-NFTs (“set of three” ...)
5. NFT creation and trading fees payable in BWNC



● FUTURE TOKEN MODELS

## VR Bownce World / Metaverse

1. Virtual Gym
2. Virtual Marketplace
3. Virtual Sports/Competitions Arena
4. Bownce League; Masters Tournaments  
(prizes: NFTs, Devices, etc.)
5. Includes opportunities for partners and influencers
6. Access and all services paid in BWNC

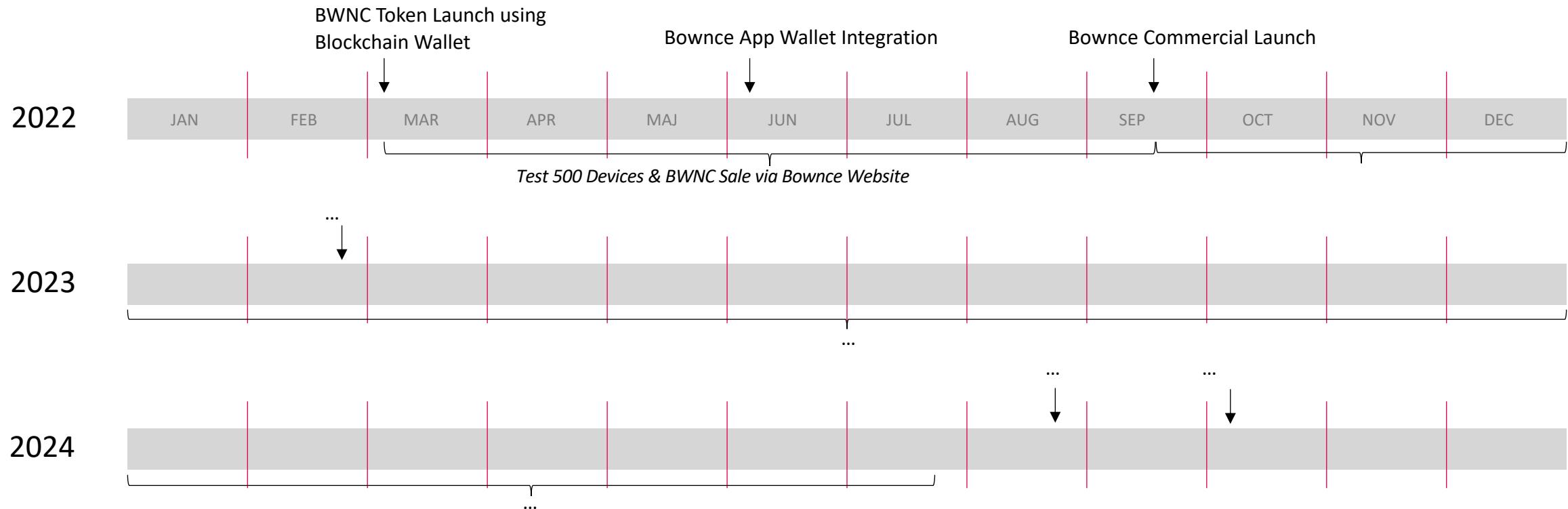


TIMELINE

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## • TIMELINE

# Project Development Timeline

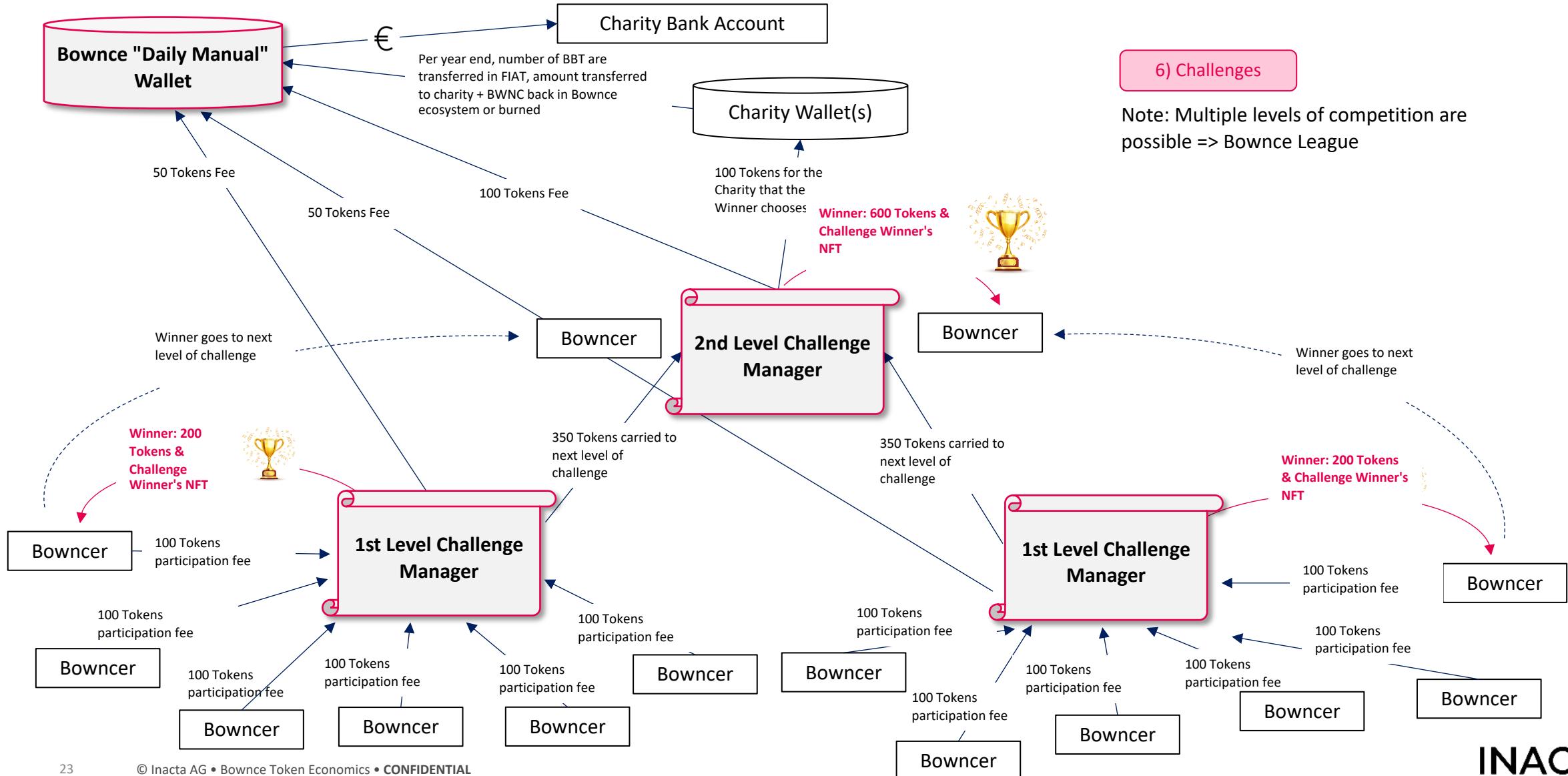


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## Appendix

● TOKEN FLOWS

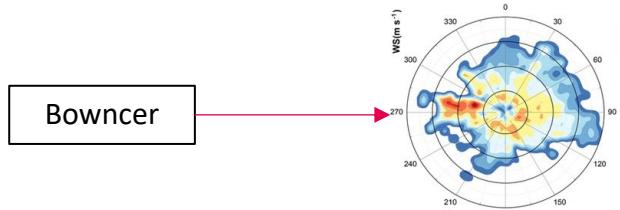
# BWNC flow through Challenges (Proposal for Stage Two/Three)



● TOKEN FLOWS

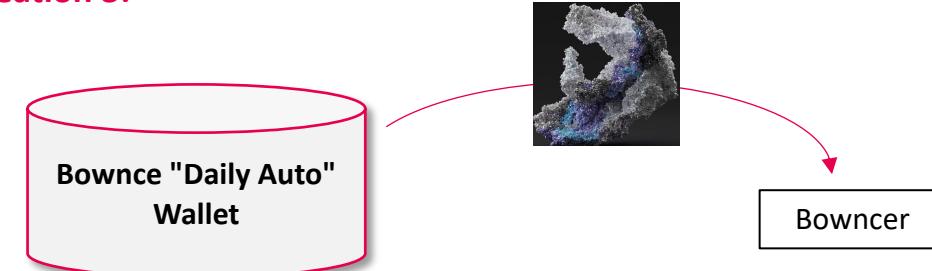
# Illustration of NFT Creation (Proposal for Stage Two/Three)

## NFT Creation 1:



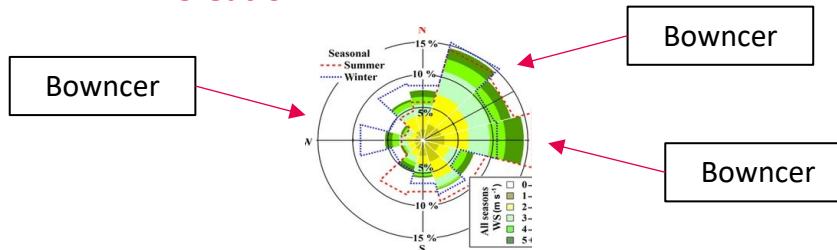
Single set of exercise creates the NFT based on performance.  
If created by an influencer or famous sportsperson, can be quite valuable. "Ordinary" users can (should be inspired to) become influencers over time.  
Fees paid by users in BWNC.

## NFT Creation 3:



Bounce issues NFTs to Bouncers to reward them for their regular activity and/or achievements.  
Fees paid by Bounce.

## NFT Creation 2:



Multiple Bouncers can create an NFT jointly, through activity (not competition)  
Fees paid by users in BWNC.

## NFT Creation 4:



Challenge winners get NFTs to mark their achievements.  
Various "levels", according to the level/stage of the competition.  
Fees paid from the users' challenge fees in BWNC.

● FUTURE TOKEN MODELS

## Token Design – User-created Tokens

1. Users should be able to create their custom tokens, to boost engagement and introduce more monetization streams
  - Users (fitness trainers, influencers etc.) can create their own tokens within the app, through a simple interface similar to the illustration on the right
  - Partners (fitness or sports clubs, clothing, nutrition, supplement manufacturers, etc) can create their own tokens using the same interface – co-branding opportunities
2. Token creation fee payable in BWNC

Name of your asset  
Please use only Latin letters

Description

Total tokens ?

1000000 Reissuable

Decimals ?

2

Preview

 SampleToken  
1,000,000.00

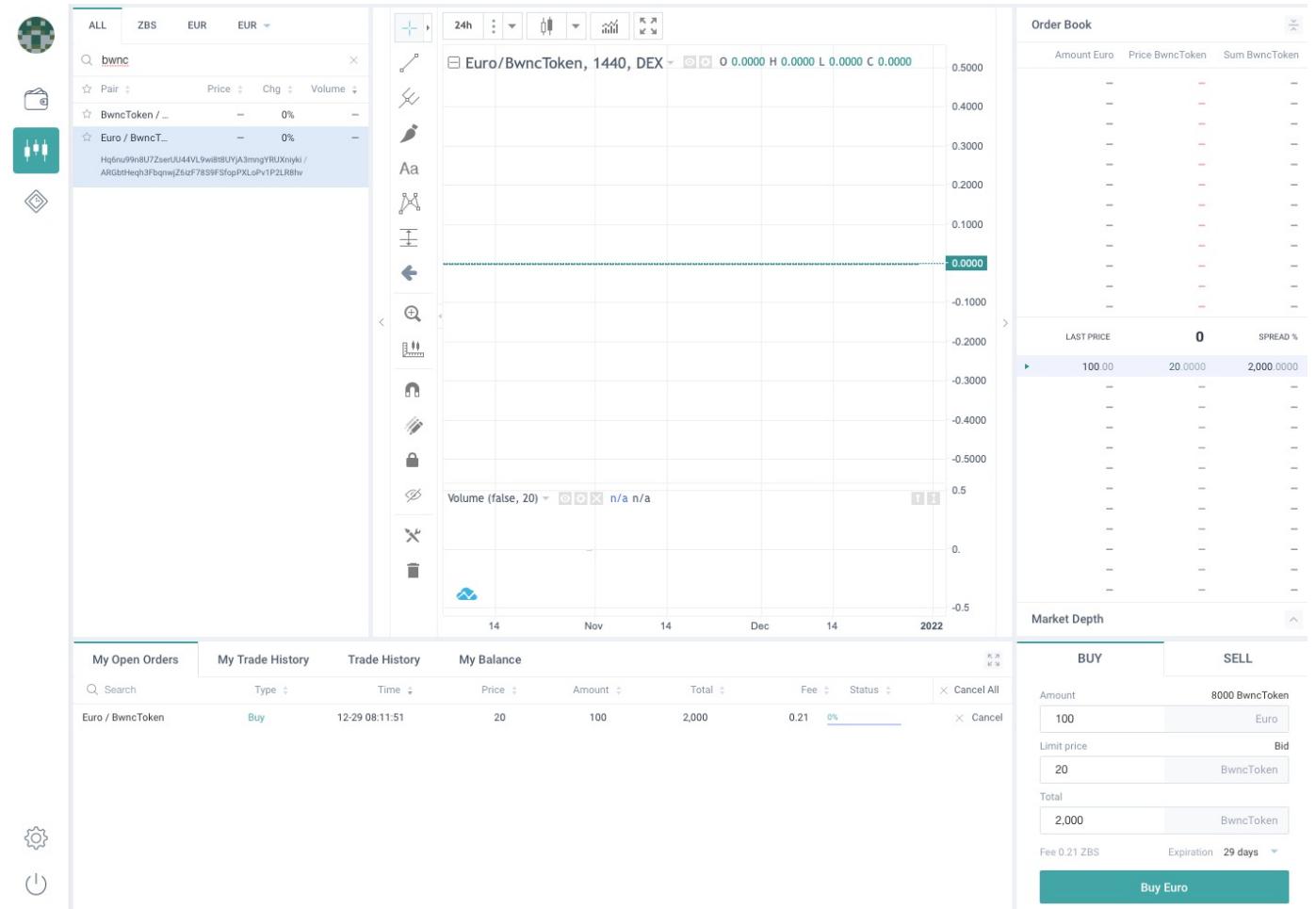
fee payable in BBT

Generate

● FUTURE TOKEN MODELS

# Bownce Token Ecosystem Exchange

1. Dedicated exchange for Bownce Token Ecosystem can be deployed and customized
2. Power users can use the standard exchange interface
3. Regular users will use in-app simplified token exchange interface



## Additional Bownce Token Uses

1. Payment of fees for creating and trading NFTs
2. Payment of fees for creating and transferring user/partner-created tokens
3. Payment of exchange fees for user/partner-created tokens
4. Access to special events/promotions/... co-hosted by sports stars, clubs, influencers
5. Means of payment at the marketplace for third party goods and services:
  - Training plans
  - Meal/nutrition plans
  - Merchandise
  - Event tickets – in physical and virtual worlds
  - Multimedia content
  - Direct marketing from third-party brands