

INACTA.

Bownce Token Economics Concept

INITIAL RECOMMENDATIONS

bownce

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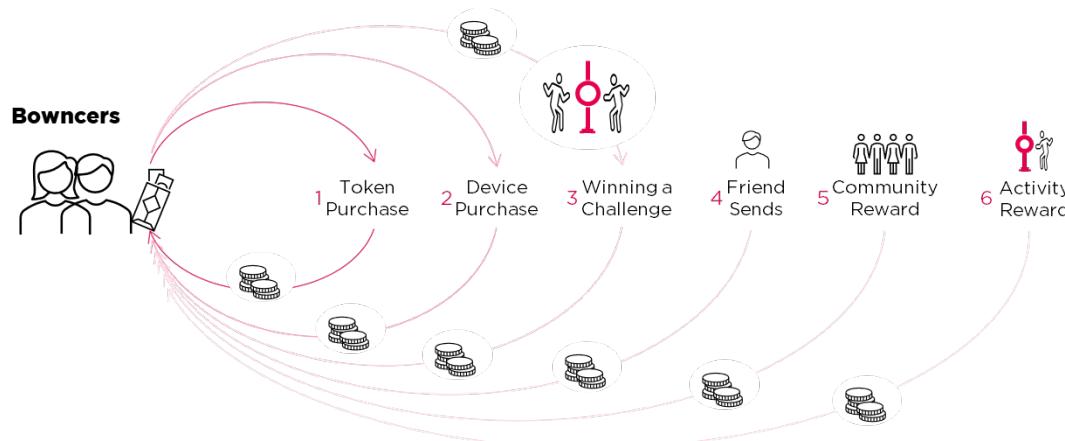
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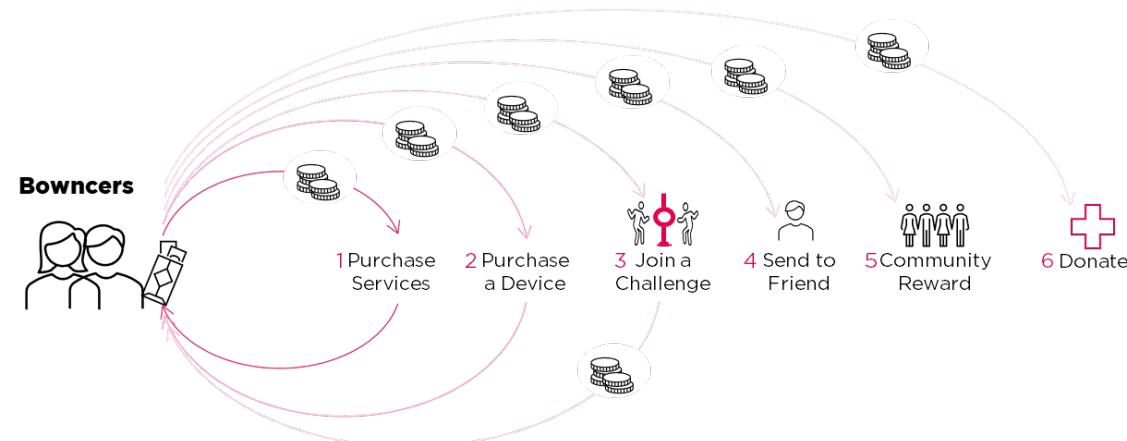
- INITIAL SITUATION

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](#) BBT 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.

BOWNCE TOKEN ECOSYSTEM

02

- RECOMMENDATION INACTA

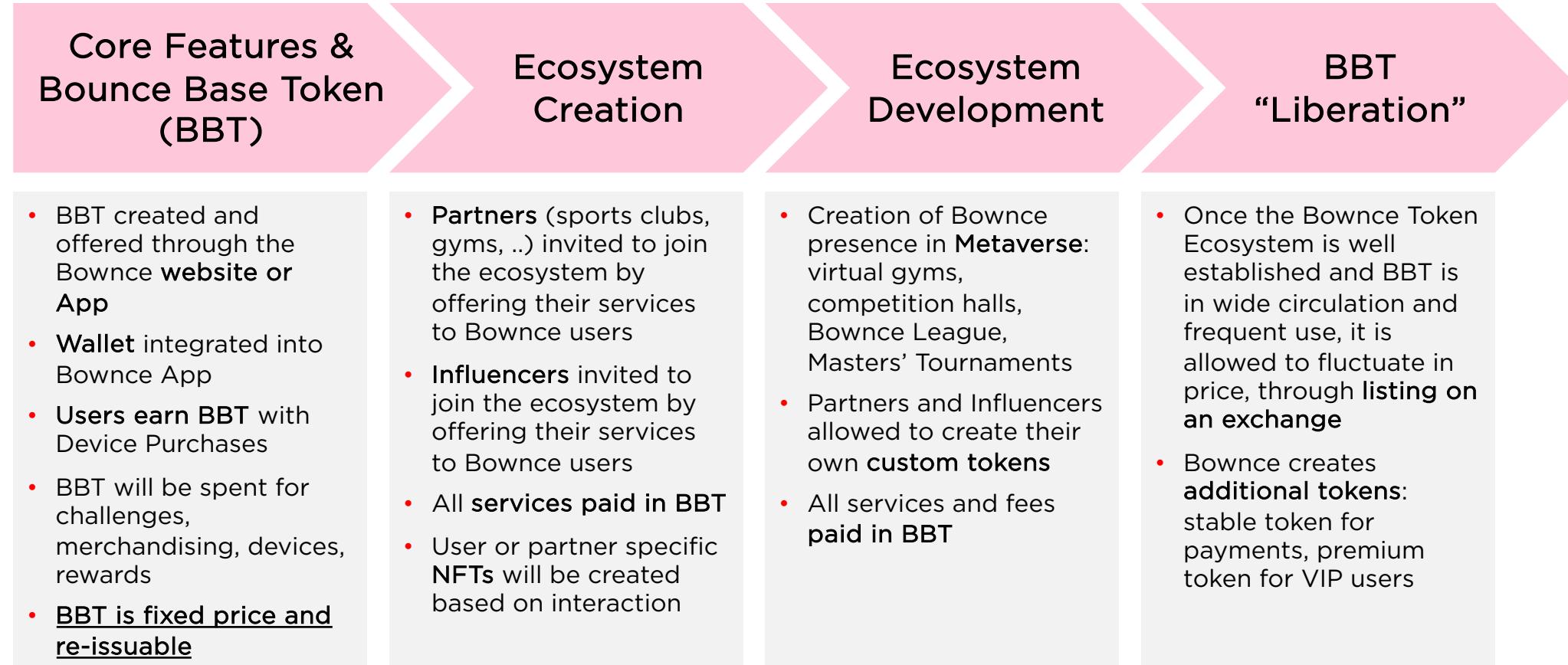
The creation of a Bownce Token Ecosystem based on a re-issuable Utility Token is the starting point to build further token economies upon

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



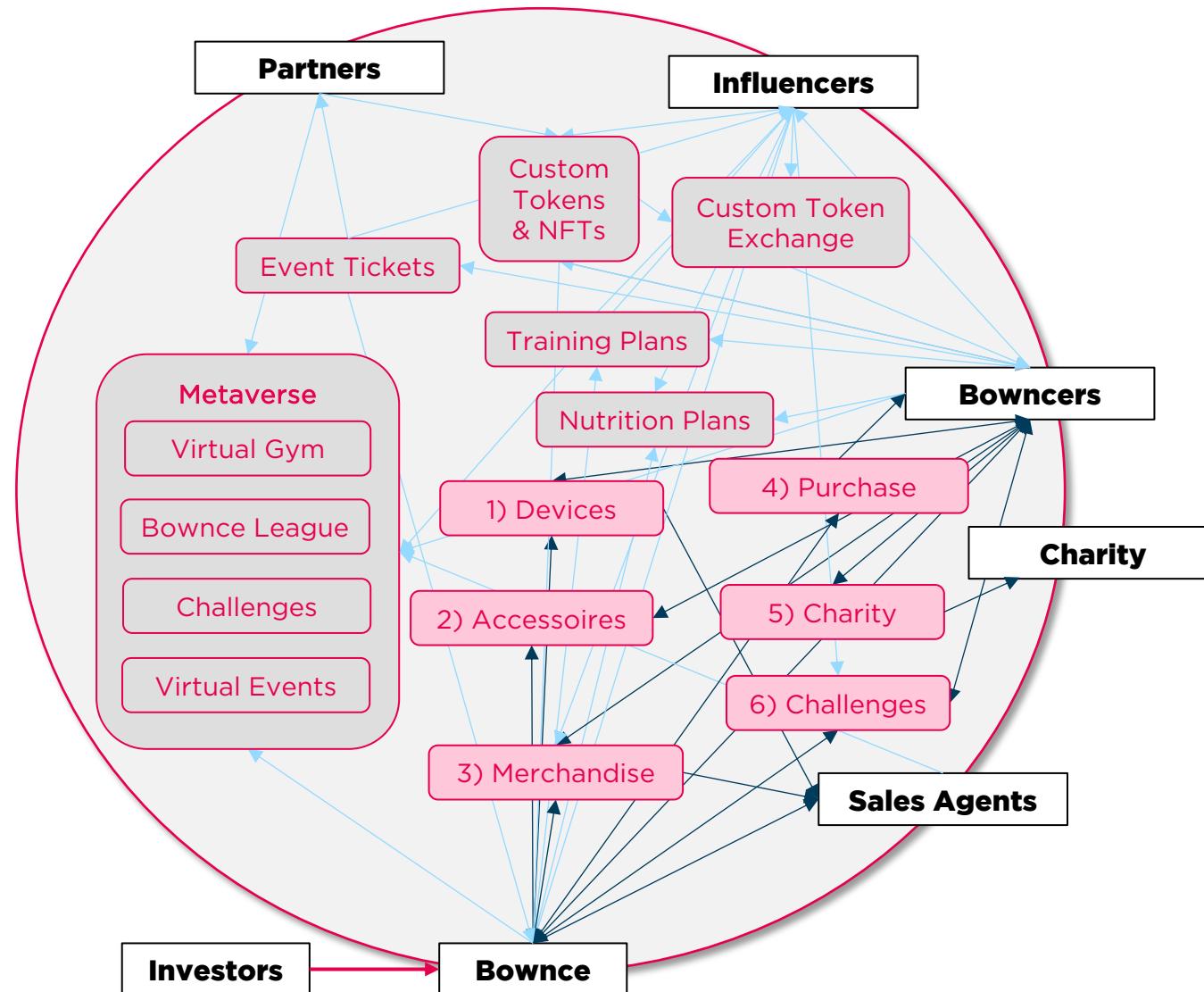
- BOUNCE TOKEN ECOSYSTEM

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

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



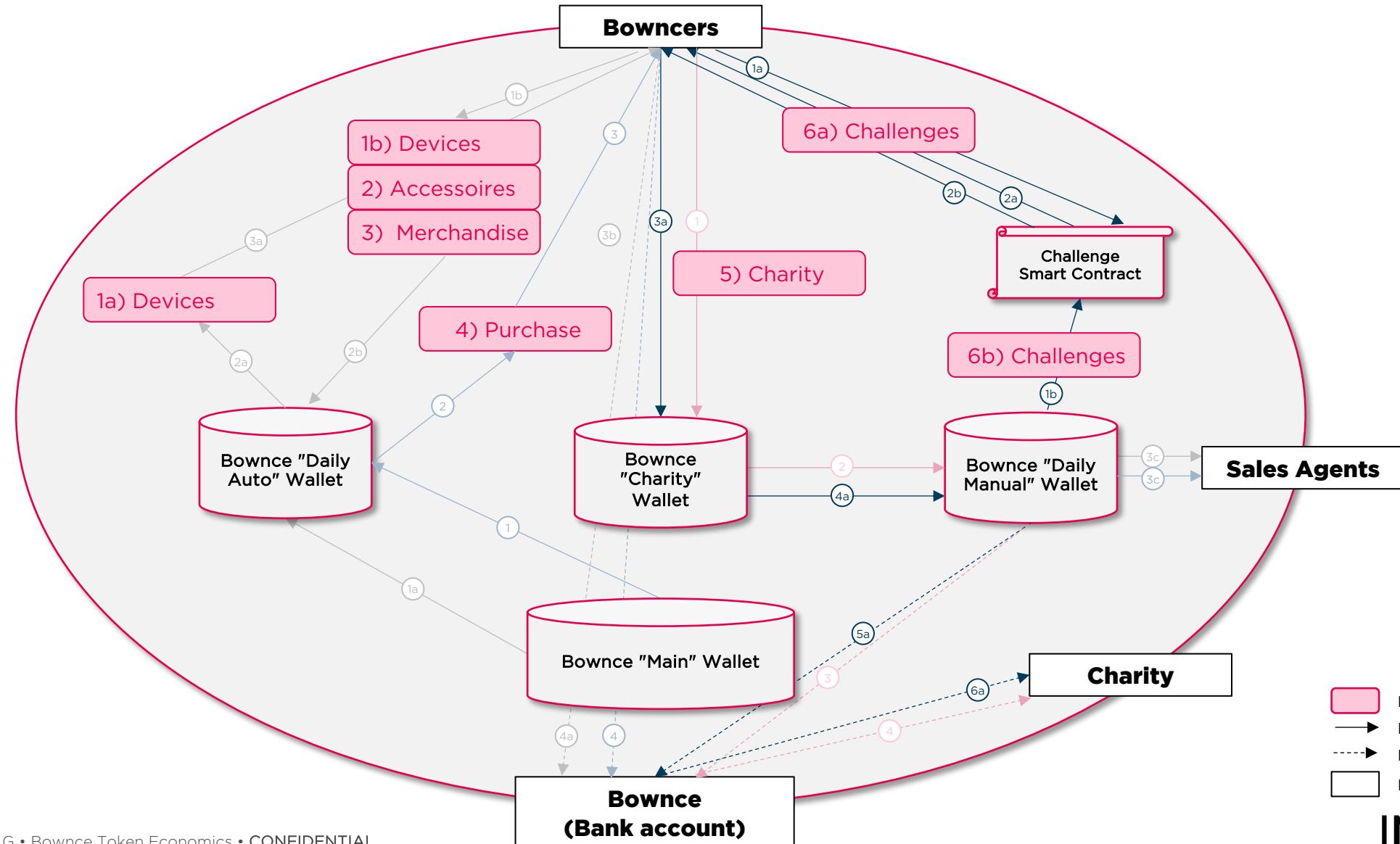
Partners: Sports Clubs, Gyms, Lifestyle Brands (eg. Adidas, Red Bull)

Influencers: Fitness and lifestyle content creators on YouTube, Instagram, TikTok, etc.

- BBT - Core Use Cases
- ← BBT or future custom tokens
- STO
- MVP - Core Use Cases
- Bounce Ecosystem - Future State
- Ecosystem Members

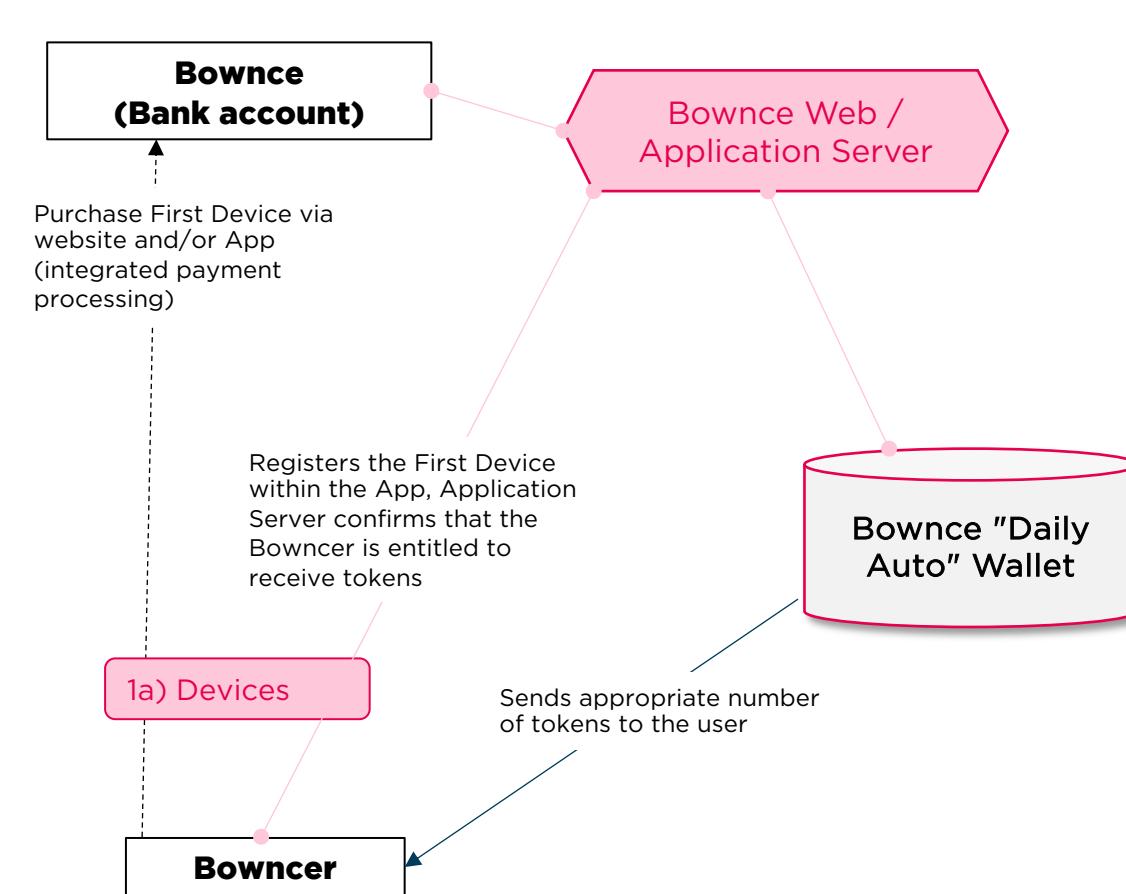
- BOUNCE TOKEN ECOSYSTEM

Core use case BBT circulation flow

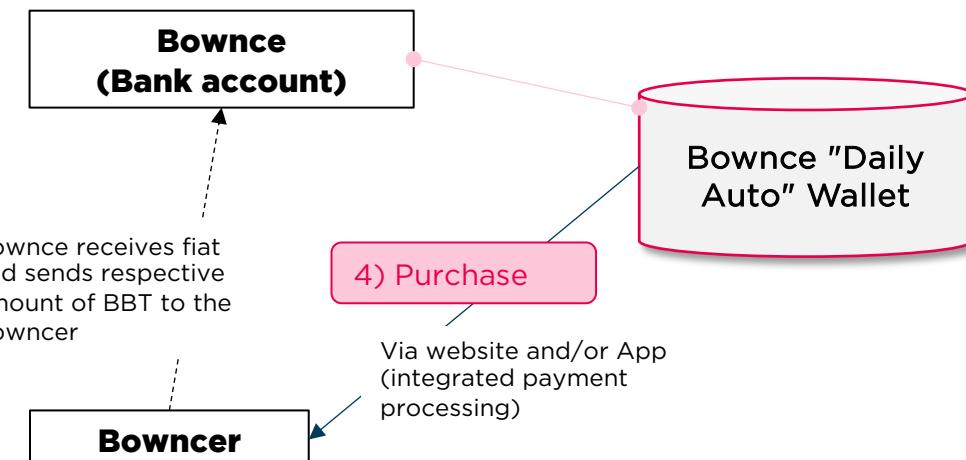


- BOUNCE TOKEN ECOSYSTEM

Bouncers get Tokens with First Device or by Purchasing Them



Direct purchase of BBT via website or App

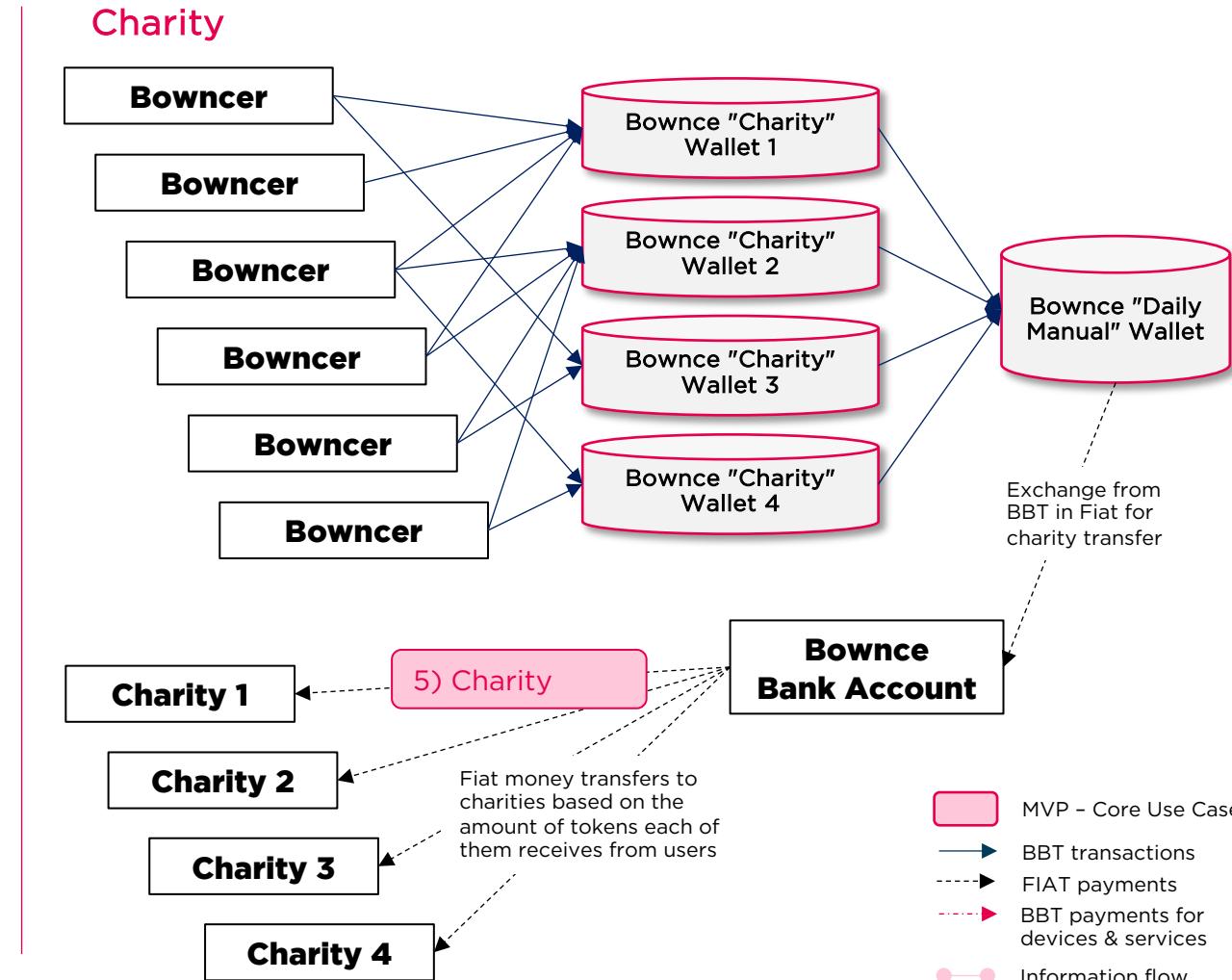
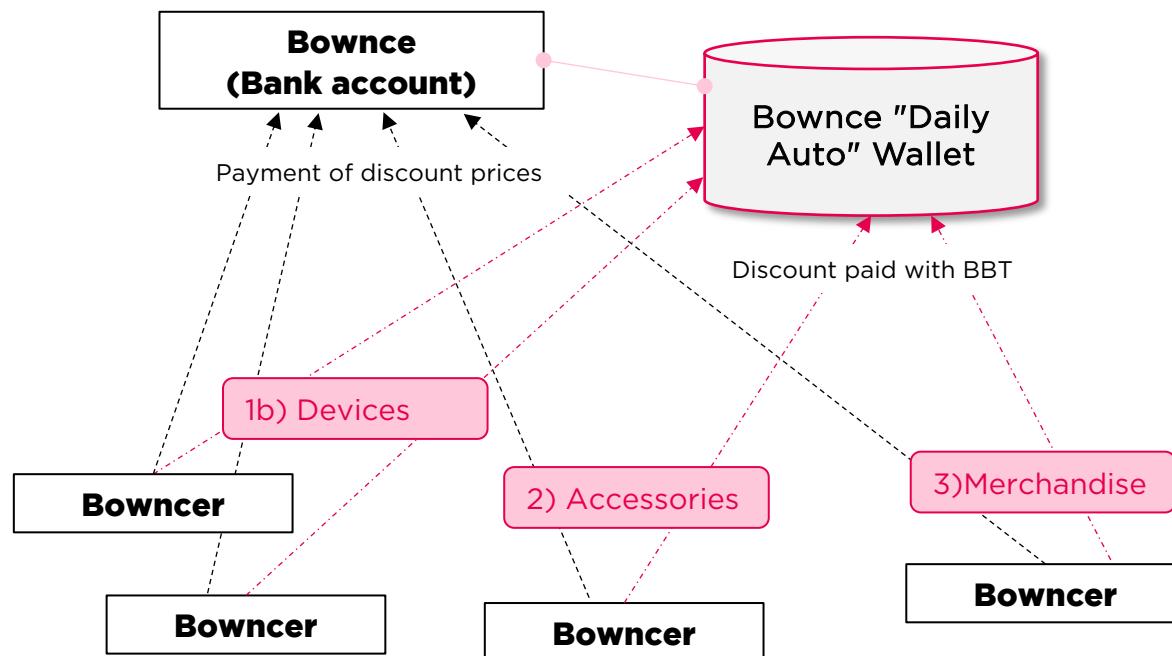


- MVP - Core Use Cases
- BBT transactions
- > FIAT payments
- Ecosystem Members
- Information flow

- TOKEN FLOWS

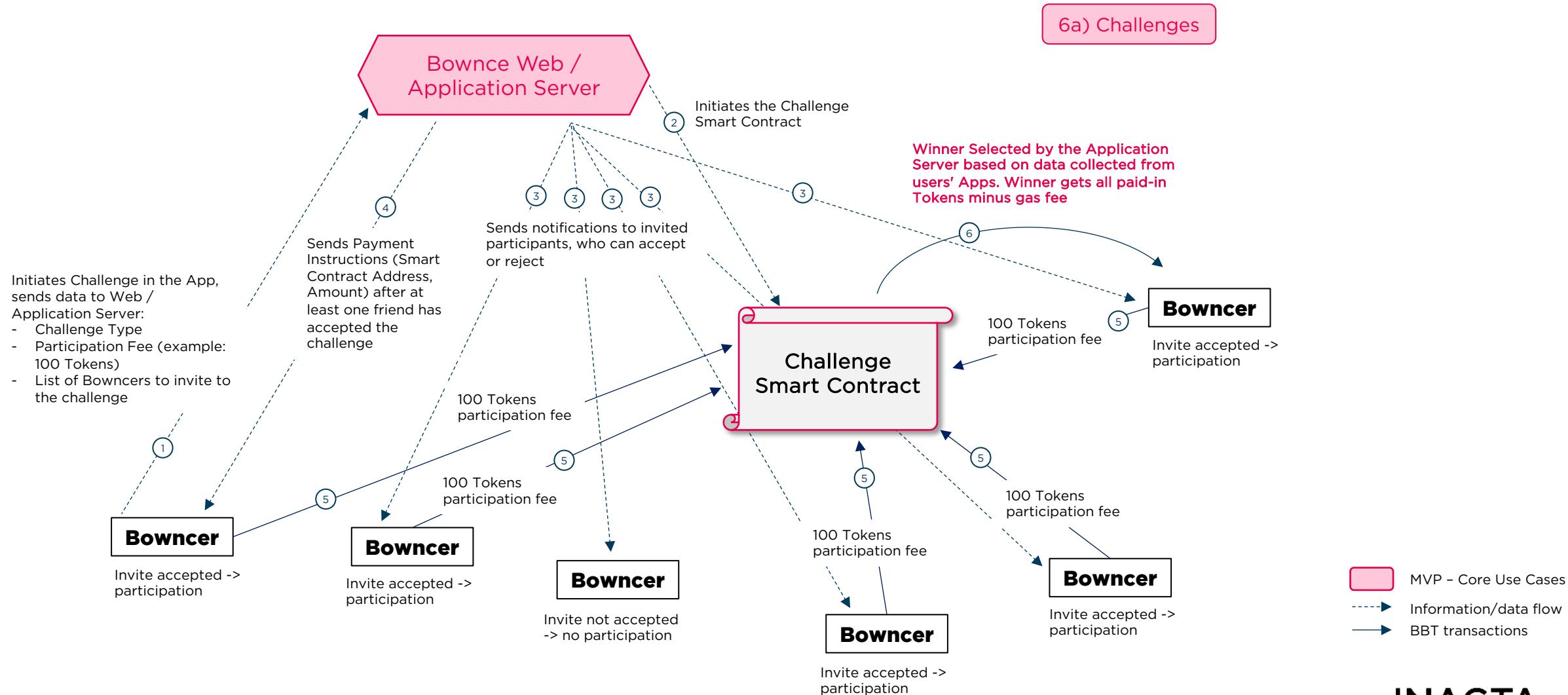
Bowncers spend Tokens through purchasing Devices, Accessories and Merchandise, or by sending them to Charity

Purchasing Devices and Services



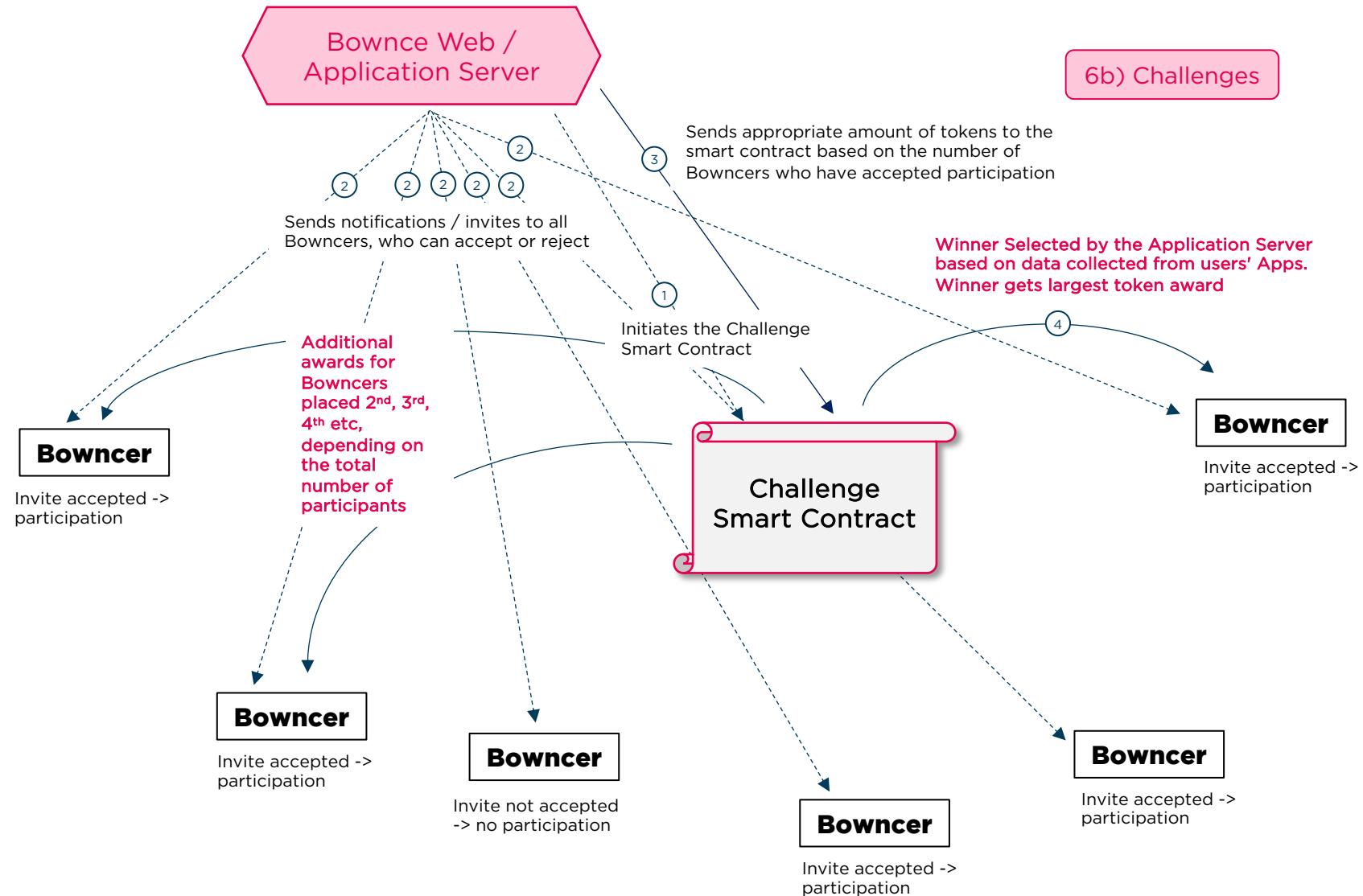
• TOKEN FLOWS

Token flow through Challenges 1/2 (simple)

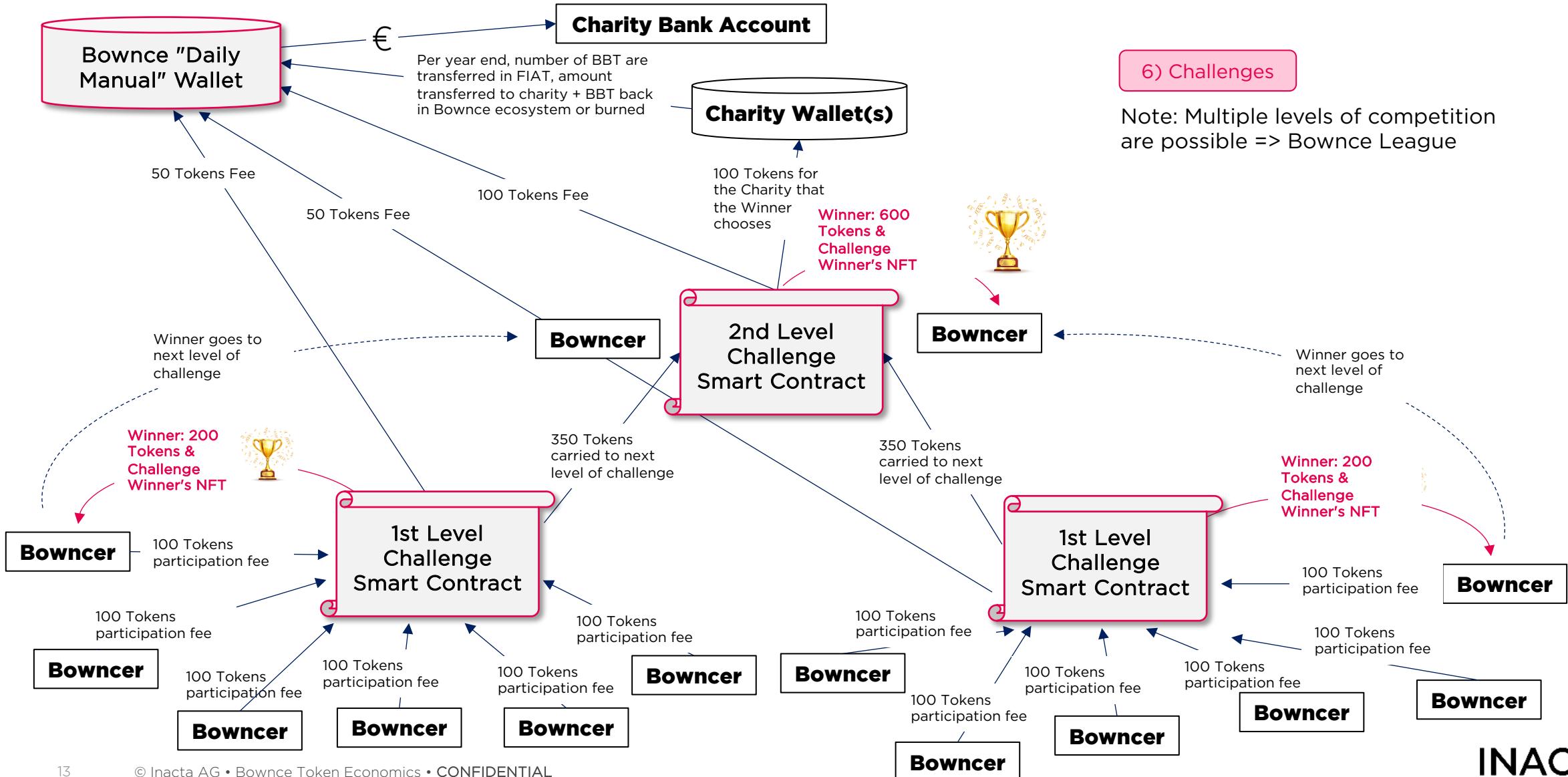


• TOKEN FLOWS

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

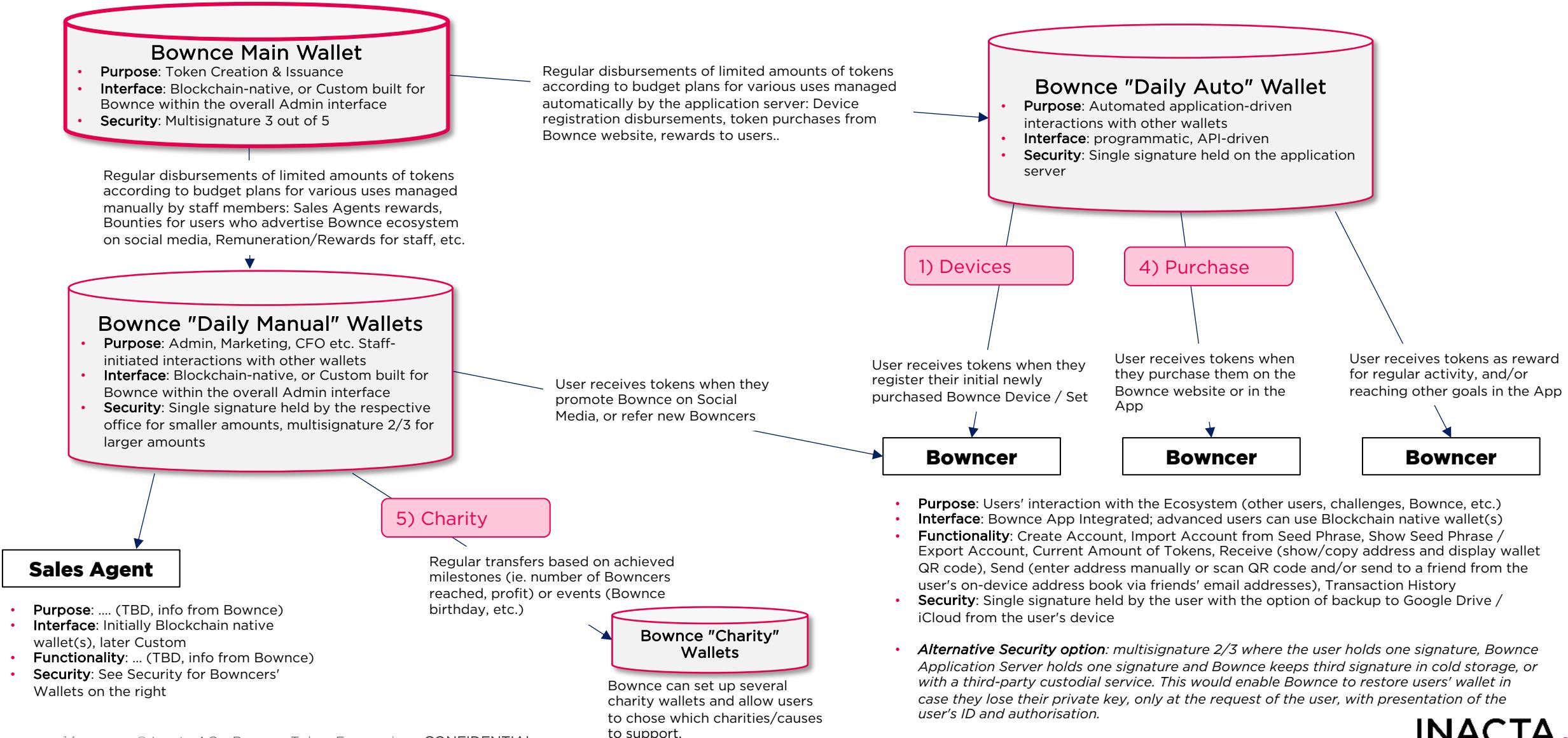


• TOKEN FLOWS

BBT flow through Challenges (Proposal for Stage Two/Three)

- TOKEN FLOWS

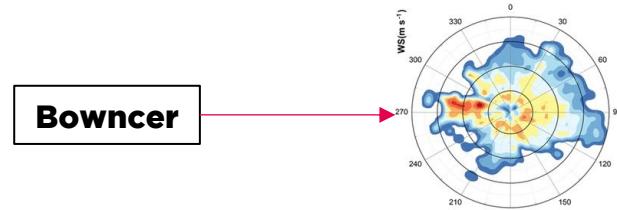
Primary flow of BBT from Bownce to Core Stakeholders (Stage One)



- TOKEN FLOWS

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

NFT Creation 1:

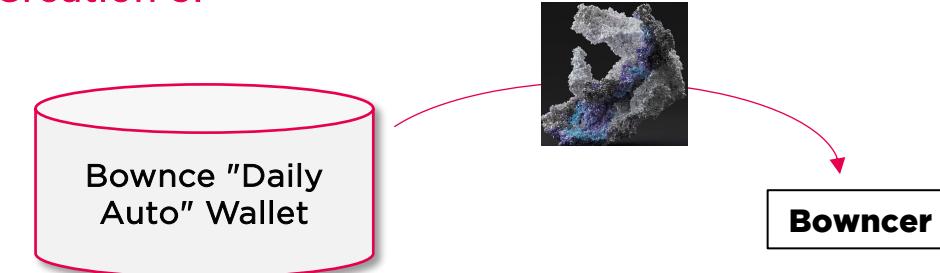


Single set of exercise creates the NFT based on performance.

If created by an influencer or famous sportsperson, can be quite valuable. "Ordinary" users can (should be inspired to) become influencers over time.

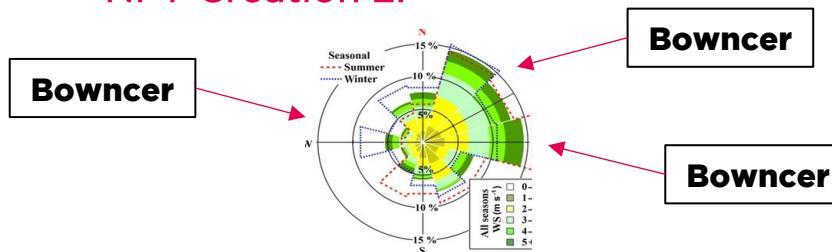
Fees paid by users in BBT.

NFT Creation 3:



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

NFT Creation 2:



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

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 BBT.

SYSTEM ARCHITECTURE

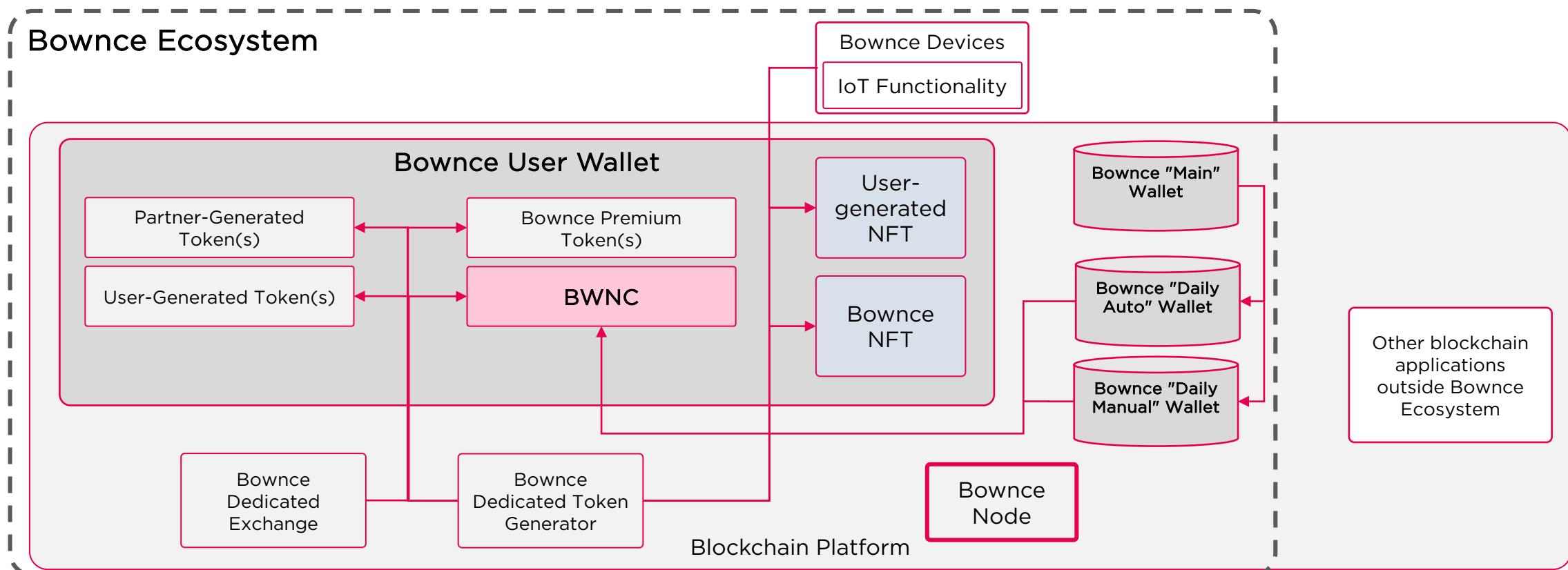


- SYSTEM ARCHITECTURE

Token System Architecture Illustration

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 BBT.



FUTURE TOKEN MODELS

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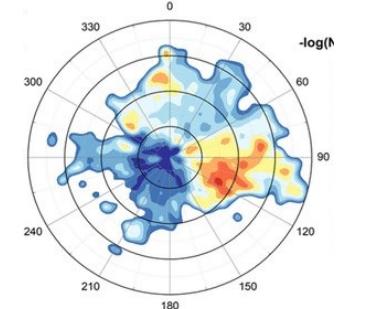
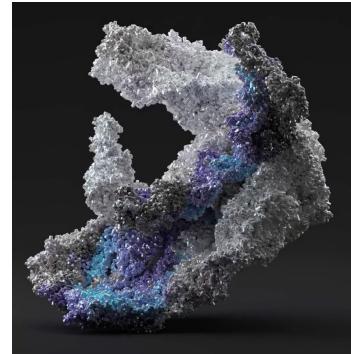
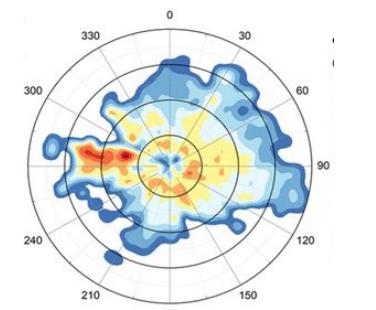
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- FUTURE TOKEN MODELS

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 BBT



- 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 BBT



- FUTURE TOKEN MODELS

Token Design – User-created Tokens

- 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
- Token creation fee payable in BBT

Name of your asset
Please use only Latin letters

Description

Total tokens ?

1000000	Reissuable
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Decimals ?

Preview

	SampleToken
1,000,000.00	

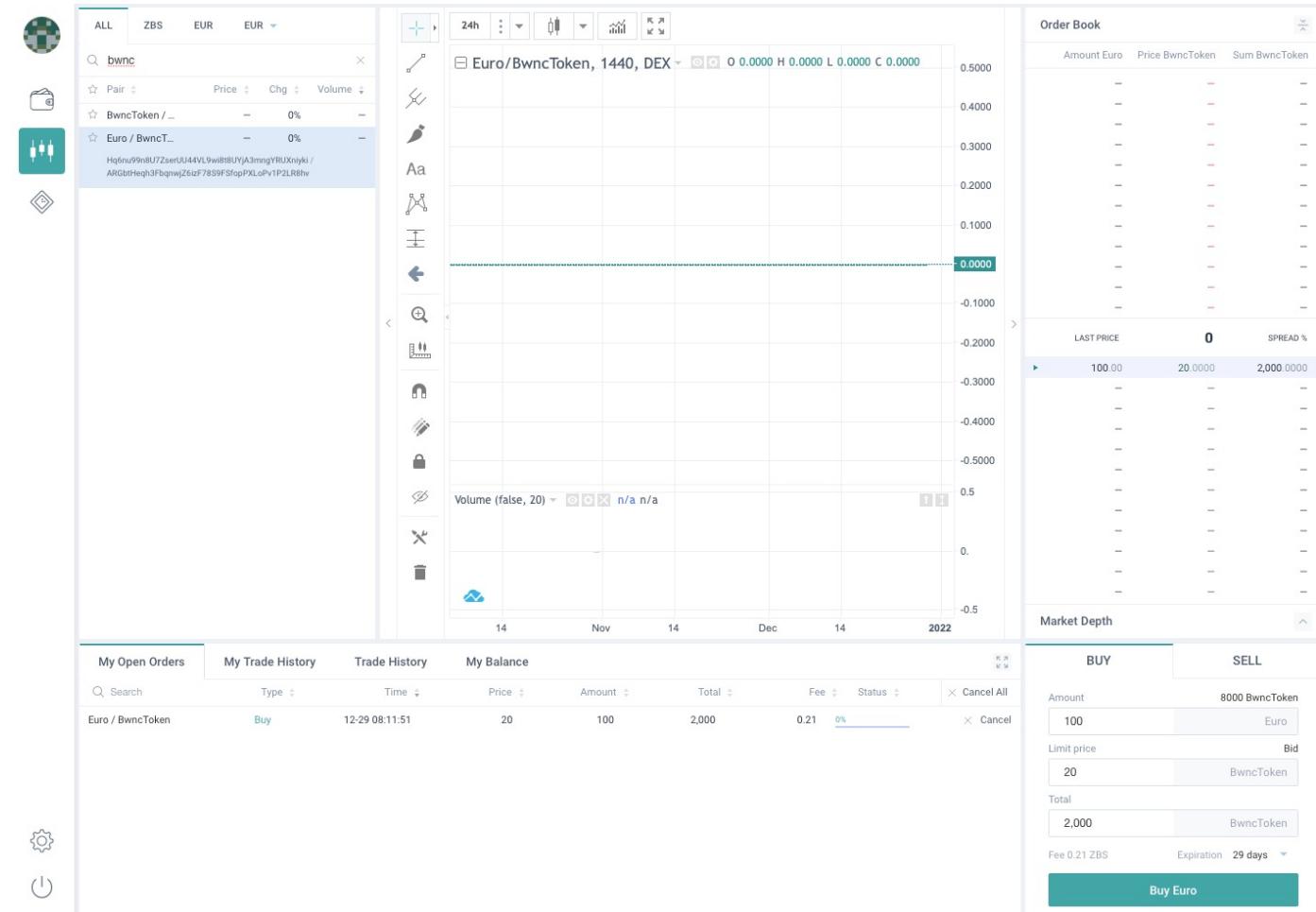
fee payable in BBT

Generate

- FUTURE TOKEN MODELS

Bownce Token Ecosystem Exchange

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



- FUTURE TOKEN MODELS

Additional Bownce Base 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

TIMELINE

05

- TOKEN FLOWS

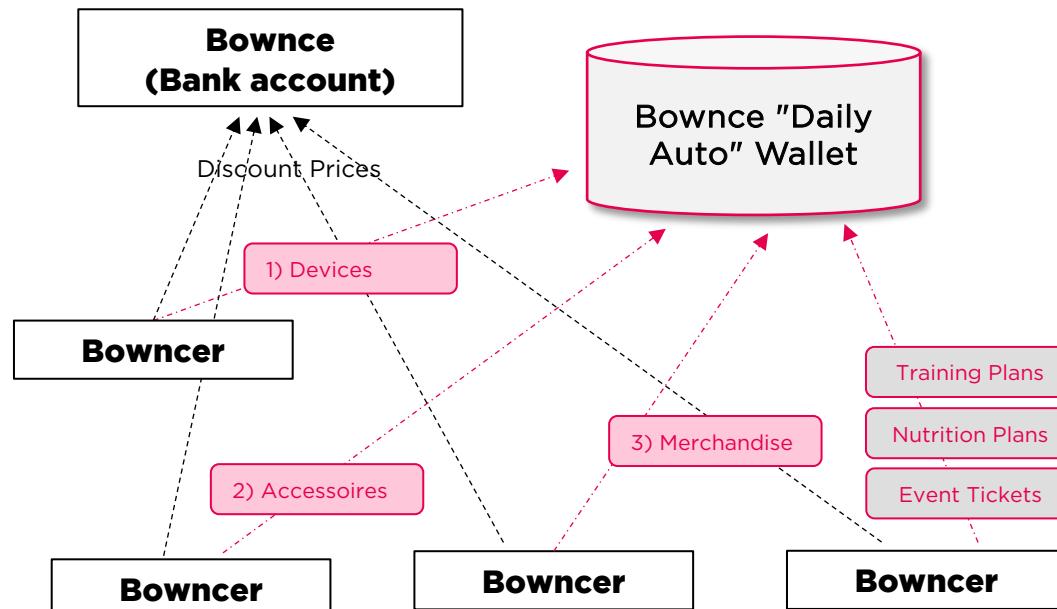
Flow of BBT from Core Stakeholders (Stage One)

From Bowncer to Bowncer

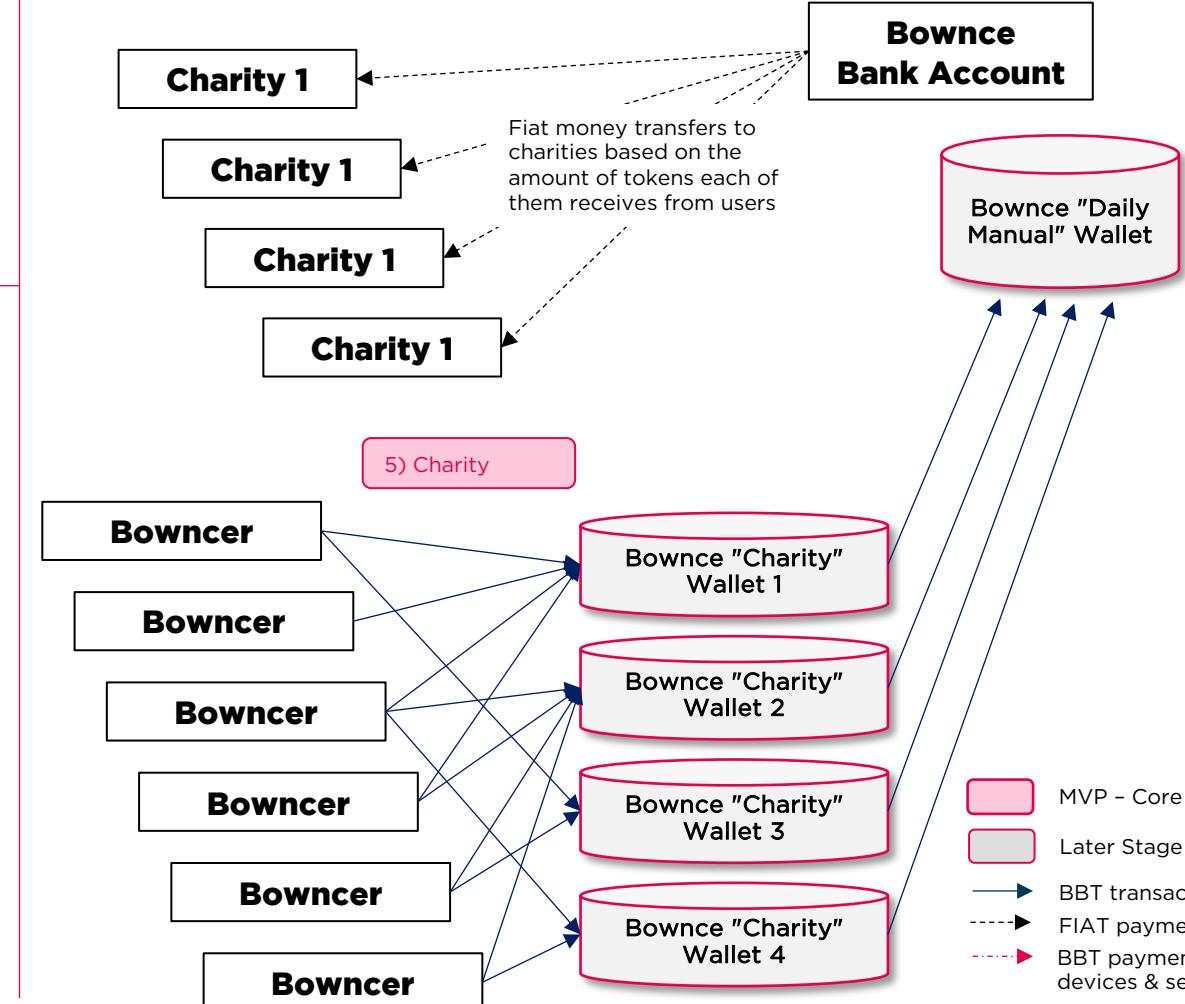
Send to a friend, reward a community member, purchase an NFT
(at a later stage: purchase a training plan etc.)



Purchasing Devices and Services

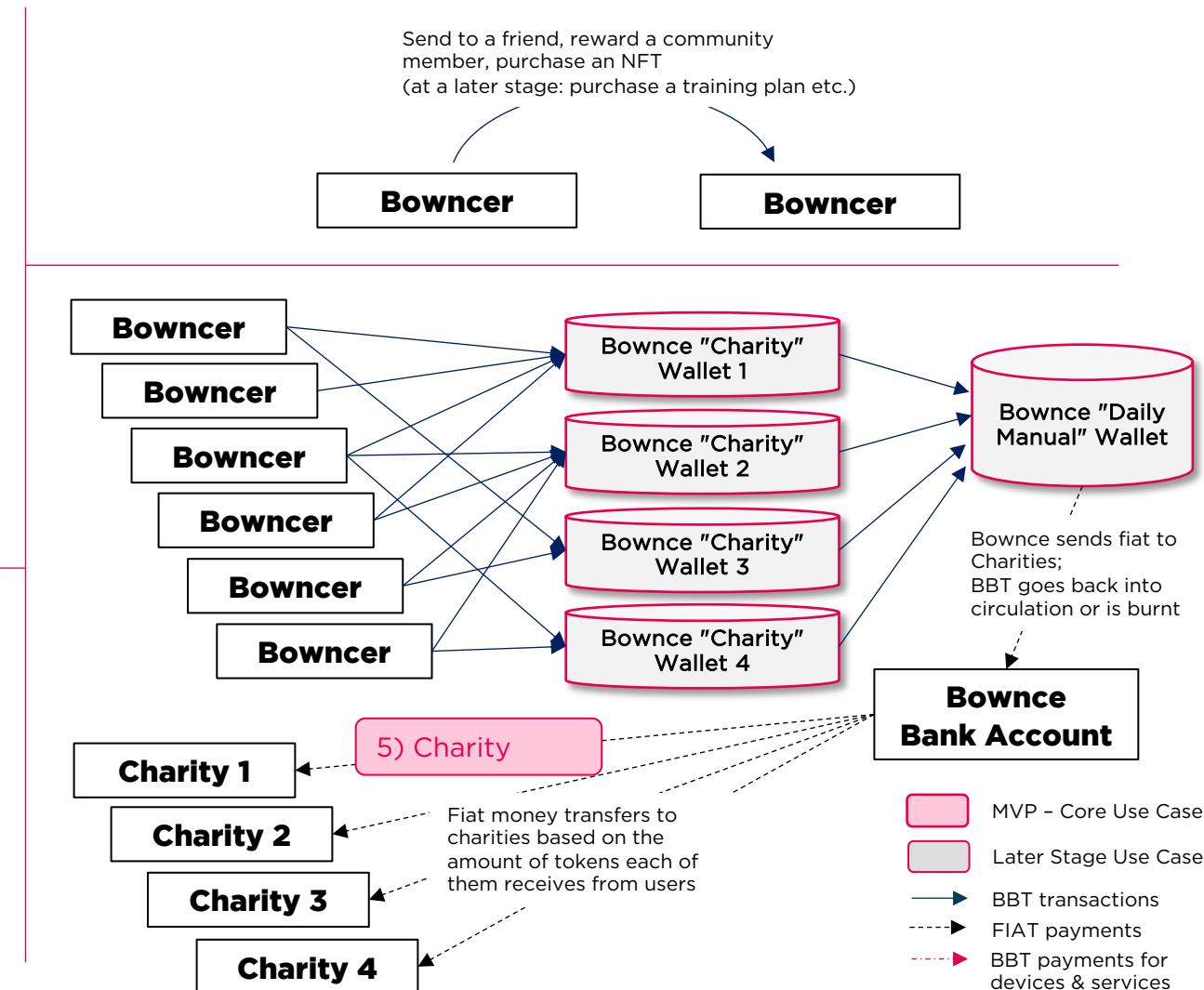
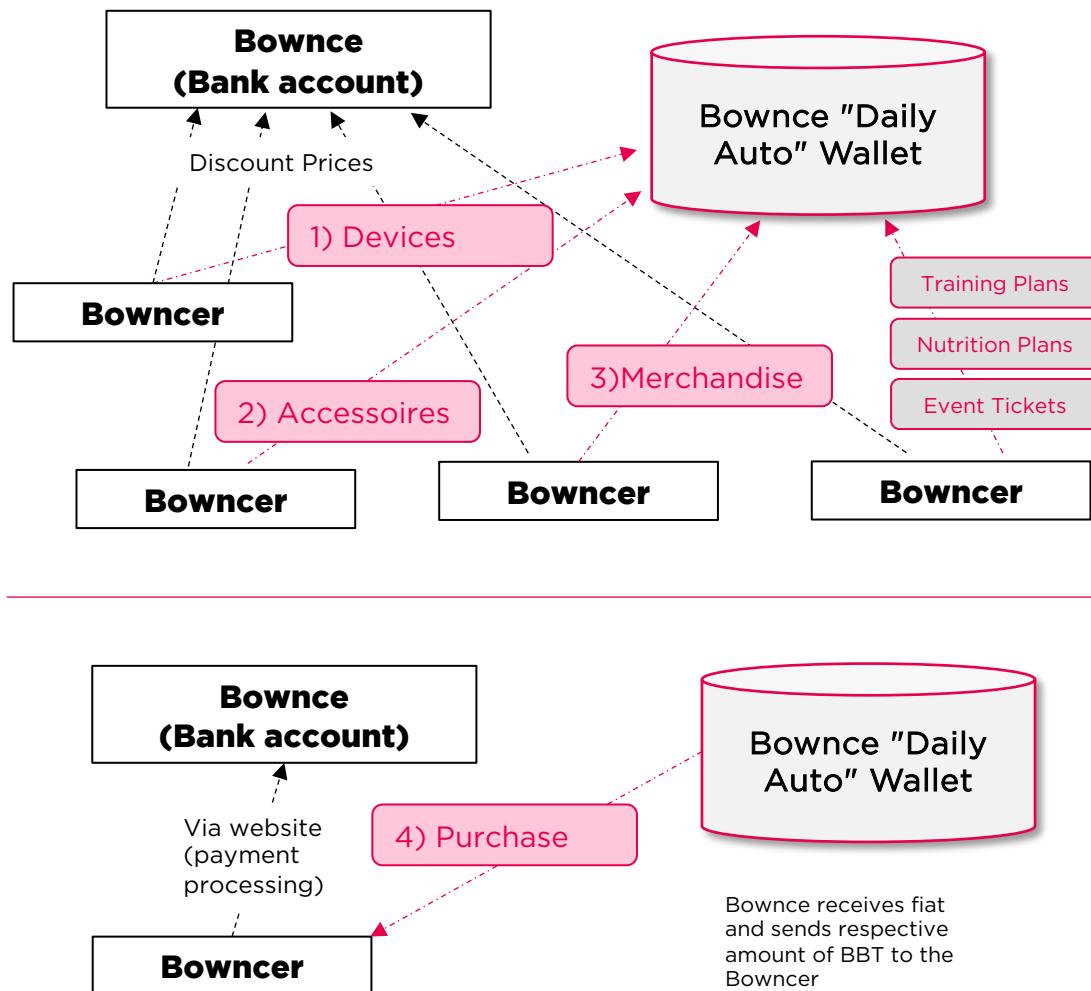


Charity



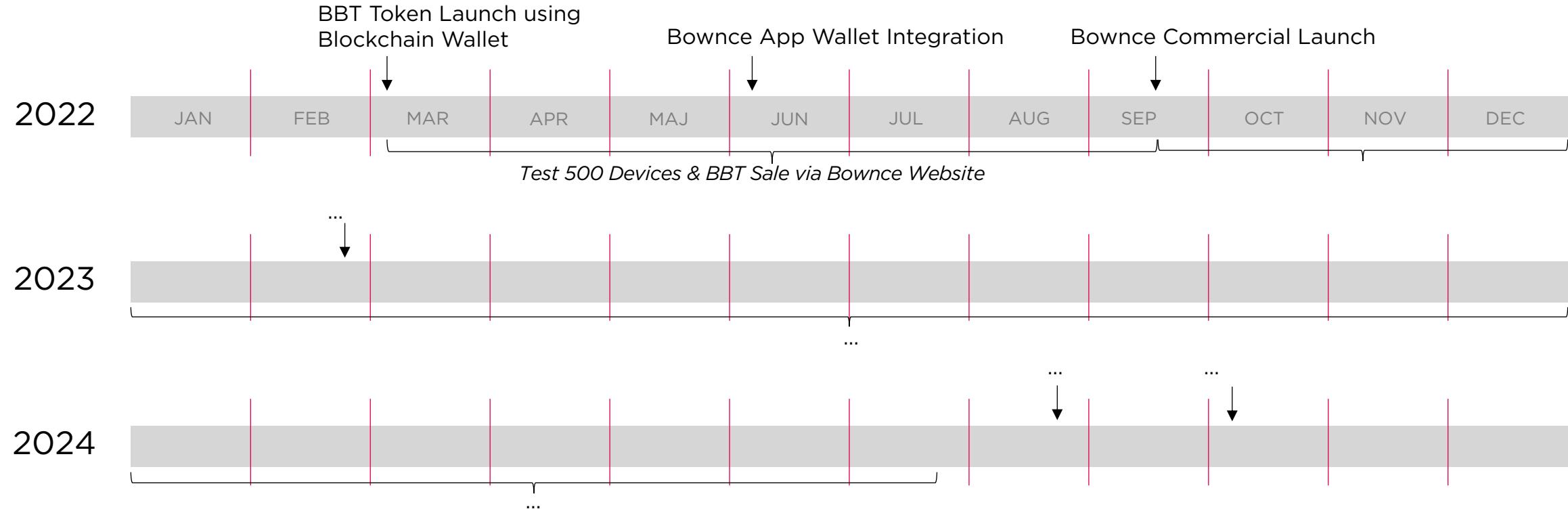
● TOKEN FLOWS

Flow of BBT from Bouncers (Stage One)



• TIMELINE

Project Development Timeline

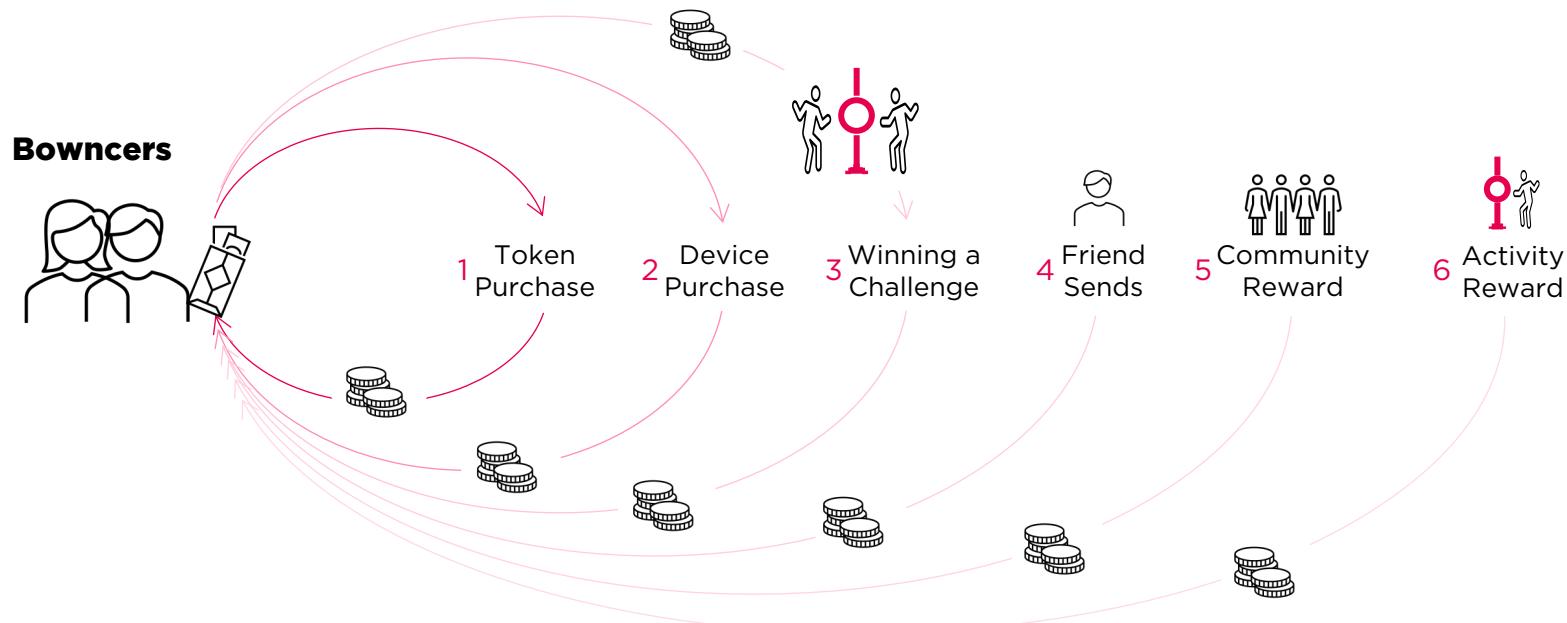


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Appendix

• TOKEN

User Engagement - Acquiring Tokens

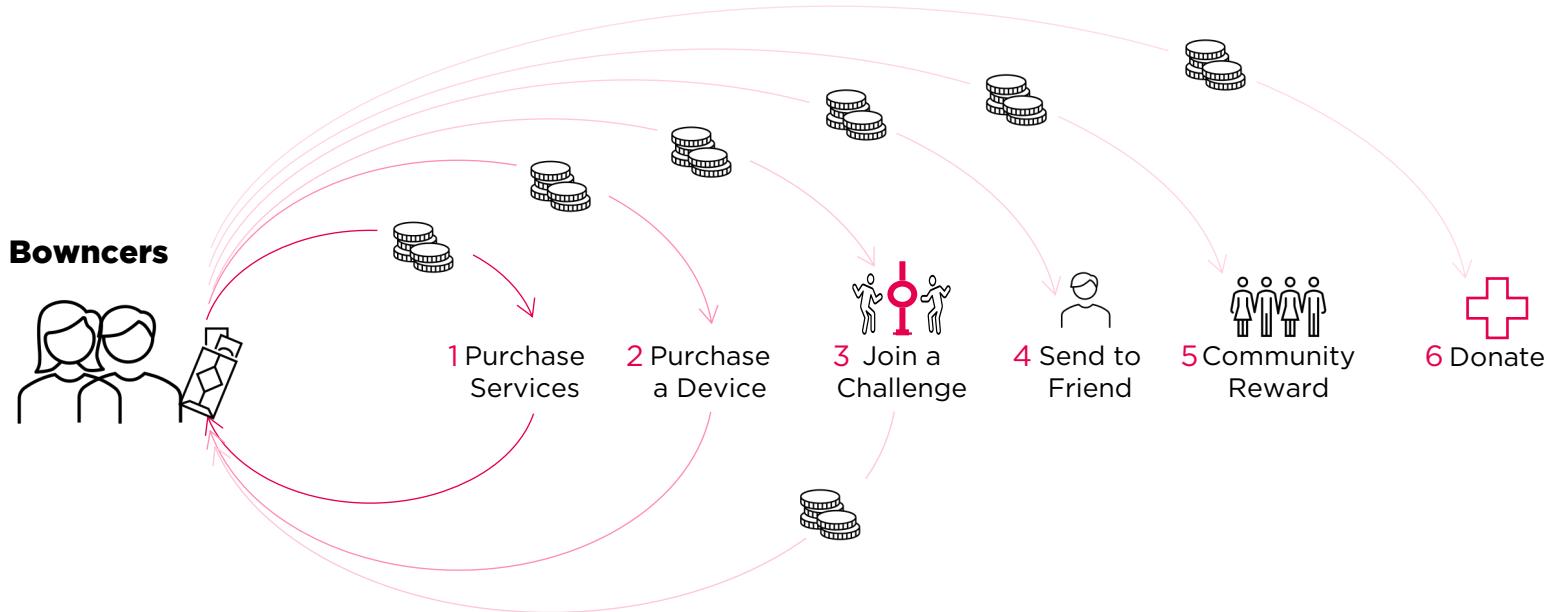


Activity	Transactions per Month
Token Purchase	0.1 - 1
Token Reward With Device Purchase	0.1 - 0.5
Win a Challenge	1.4
Receive From a Friend	0.2 - 0.5
Receive Community Reward	0.01 - 0.02
Receive Activity Reward or User Referral Fee	0.5 - 5
Total:	1.91 - 10.82

* all figures illustrative;
projections developed in a
separate Excel file and will
update this table once that
is done

• TOKEN

User Engagement - Spending Tokens



Activity	Transactions per Month
Purchase Bounce Services	0.5 – 2
Purchase a Device or Merchandise	0.1 – 0.5
Join a Challenge	0.5 – 4
Send to a Friend	0.2 – 0.5
Reward a Community Member or Project	0.5 – 4
Donate to Charity	0.1 – 0.5
Total:	1.4 – 11.3

* all figures illustrative;
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