

# 8. *Fair Start*

*Fair start is one of the key factors for the success of a blockchain project.*

## 8.1 What is fair start

*"Fair start" is not just a mechanism, "fair start" is a movement.*

*A fair start is not only a fundamental subversion, it will also prove to be one of the most important economic developments in the blockchain industry.*

*Fair start has changed the most important dynamic in our ecosystem: the dynamic balance between the founder and the community.*

*So far, this dynamic balance is mainly determined by venture funds and investors. Because when the only feasible solution to bring the Internet to the market requires raising funds, venture funds become the largest shareholders. Therefore, it is not surprising that the dynamic evolution of the founder and the community has attracted the attributes of the founder-investor relationship.*

*Although this is an acceptable setting, it is far from ideal. Indeed, there is a common desire for the success of the network between*

*the two parties. However, when most of the equity in the network is owned by all parties, a special tension arises because the fiduciary responsibility is its source of capital rather than the network itself. Sometimes these interests are the same, but make no mistake. When the music stops, it is not certain who will get priority. The founders naturally question the long-term consistency between the network and its largest owner.*

*For the above reasons, Fair Start has become a brand new movement in 2020, by adjusting the relationship between the founders, early investors and the community. Fair start through the innovation of a new business model, to achieve a better way of distribution of benefits, it will definitely improve the rules of the game in the blockchain industry.*

## **8.2 New Distribution Method**

*Through the "fair start" movement, you have the ability to design various network guidance and distribution methods, and ultimately you can form a dynamic balance of the community where fiduciary responsibility and long-term network goals are integrated.*

*Choosing a fair exercise provides us with an opportunity to free ourselves from the declining dynamics and re-adjust the most basic interests.*

*Fair games are web-native and suitable for (different) purposes. Although I don't expect every investor to agree with this view, most investors' arguments stem from the (natural) historical over-emphasis on the importance of investors in bringing new projects*

to the market.

*The evolution of the fairness movement takes time, and good people around the table are always important. But considering that if the Internet is economically viable and the community is vibrant, then these good people will be everywhere. They just participate to gain the same status as other members of the community.*

*CEP believes that fair startup is an innovation in the business model, which means that all users are also project investors, and everyone uses decentralized democratic governance and a fair startup token distribution mechanism. This equates rights and responsibilities, thus solving the dilemma of the inconsistency of rights and responsibilities in the previous governance model and business model. The completely transparent token distribution method and the basic logic of rule by code also fundamentally ensure fairness and justice.*

*We believe that what is most needed for the success of the CEP project is not just money, but generosity, contribution, network, ability, community and values. We believe that this will enable highly capable people and organizations with consistent network and values (such as generosity, selflessness, etc.) to unite in the CEP project through a fair start. Through the CEP agreement, there will be nothing difficult in the world to invest cryptocurrency.*

## 8.3 Practice Of CEP

*CEP's token distribution and liquidity mining embody the principle of fair start. In addition, CEP will establish a new code of conduct-the founders and the community work together more smoothly-which is essential for fair release in the future. Because before the establishment of better norms, fairness movement will be considered as a choice for founders to take higher risks.*

*In order to continuously improve and optimize the conditions of fairness campaigns, CEP will establish new founders and community behaviors, including but not limited to:*

- *Establish an early ownership distribution strategy that founders and investors can trust*
- *Quickly establish an incentive mechanism for future work*
- *Arrange for smart contract (sometimes economy) review*
- *Put success into action*