DIVCOW Whitepaper

1. Introduction

DIVCOW presents a new form of token ecosystem through the innovative convergence of gaming, advertising, and blockchain technology. This project aims to create a virtuous cycle of user participation and token value appreciation based on the TON blockchain.

Theoretical Interpretation

The theoretical interpretation of DIVCOW is based on the following core concepts:

1) Decentralized Value Creation and Distribution

Unlike centralized platforms, DIVCOW builds a system that directly returns the value created by users to the users themselves. By transparently distributing the revenue generated through game participation and ad viewing, it optimizes the value exchange between the platform and users.

2) Utilization of Token Economics

DIVCOW tokens function as an incentive mechanism within the ecosystem, beyond being a simple means of transaction. Through methods such as airdrops, burns, and staking, it maintains and increases the value of tokens while promoting user participation.

3) Maximization of Network Effects

As user participation increases, advertising revenue grows, which in turn leads to more rewards for users. This virtuous cycle structure continuously enhances the value of the network.

4) Utilization of Blockchain Technology

By leveraging the high-speed, low-cost characteristics of the TON blockchain, real-time transactions and reward distributions are made possible. This improves user experience and increases system efficiency.

5) Encouraging Participation through Gamification

Through ranking systems and reward structures, continuous user participation is encouraged. This leads to community formation and increased platform loyalty beyond simple rewards.

Based on these theoretical foundations, DIVCOW aims to overcome the limitations of existing centralized platforms and present a new user-centric value creation model. This reflects the new paradigm of the Web3 era and is an innovative approach leading the future of the digital economy.

2. DIVCOW Created Together with the DAO Community

DIVCOW adopts a unique DAO structure where gamers and WEB3 users participate together to enhance the project's value. This provides community members with the opportunity to evolve from mere users to co-creators of the project.

2.1 DAO Structure and Participation Method

The DIVCOW DAO is a structure where token holders directly participate in voting on major project decisions. Users can participate in the DAO by purchasing DIVCOW tokens or participating in games.

2.2 Roles of the DAO Community

- Proposing and voting on game development directions
- Participating in token economy policy decisions
- Supporting marketing strategy development and execution
- Proposing and evaluating new partnerships

2.3 DAO Community Token Allocation

30% of the total token supply is allocated to the DAO community, which can help promote community participation and strengthen the project's long-term development and decentralization.

2.4 Coin Value Appreciation Structure Created with the DAO

DIVCOW aims to increase coin value together with the DAO community in the following ways:

- **Game Participation Rewards:** Providing additional token rewards based on DAO members' game participation levels

- **Content Creator Support:** Token rewards for game-related content created by community members

- **Ecosystem Expansion Contribution:** Providing incentives for attracting new partnerships or proposing marketing ideas

- **Token Burning Mechanism:** Aiming for value appreciation through regular token burns decided by DAO voting

3. DAO Participation Incentive Structure

3.1 DAO Participation Incentive Structure

DIVCOW encourages DAO participation through the following incentives:

- Distribution of DIVCOW platform advertising revenue based on DAO governance participation.

- Distribution of the platform's game advertising revenue to DAO participants as 'ecosystem contribution rewards' in the form of DAO token allocation

- Providing airdrops and DAO participation tokens to skill-based game rankers. This can help promote user participation and activate the ecosystem.

3.2 Advertising Revenue Distribution Mechanism

Advertising revenue is distributed as follows:

- User Rewards: 30%

- DAO Community Contribution Rewards: 40%

- DIVCOW Token Burning: 20%

- Infrastructure and Operating Costs: 10%

Through this structure, DIVCOW aims to build an ecosystem where gamers and WEB3 users proactively increase the project's value. Collaboration with the DAO community will be key to DIVCOW's sustainable growth and innovation.

3.3 Distribution of Advertising Revenue through DAO Smart Contracts

In the DIVCOW project, TON-based tokens are created and 40% of advertising revenue is allocated to DAOs in the form of tokens. This distribution process can be automated through TON's smart contracts.

3.4 Distribution of Advertising Revenue through Smart Contracts

4.1 Distribution of Advertising Revenue through Smart Contracts

Using TON's smart contracts (programs), advertising revenue can be automatically distributed to DAOs as follows:

- **Revenue Aggregation:** Aggregate advertising revenue into a specific account

- **Distribution Logic Implementation:** Implement logic to calculate revenue based on each DAO's share or contribution

- **Token Transfer:** Automatically transfer the calculated amount of DIVCOW tokens to each connected user wallet

- **Transaction Recording:** Transparently record all distribution details on the blockchain

- **Transparency:** Provide an interface to easily verify all distribution processes and results

Through this approach, the DIVCOW project can achieve transparent and efficient distribution of advertising revenue, which will contribute to increasing the project's credibility and participation.

3.5 DAO Operation Method

DIVCOW's DAO operation method applies cliff periods and lock-up periods reflecting the latest trends. This contributes to encouraging long-term participation and increasing the stability of token value.

Cliff Period and Lock-up Period

- **Cliff Period:** DAO participants have a 6-month cliff period. During this period, tokens are locked and cannot be sold or transferred.

- **Lock-up Period:** After the cliff period, tokens are gradually released over 18 months. 1/18 of the total allocation is released monthly.

Participant Classification and Reward System

- **DAO Participant Rewards:** Holders participating in the DAO community have a lock-up period (24 months) and receive an additional reward of 24% annual interest for staking.

DAO Governance Participation

Even during the cliff period, DAO members can participate in governance voting. This helps to encourage active community participation from the beginning and jointly determine the direction of the project.

Incentive Structure

- **Long-term Holder Rewards:** Participants who fully complete the lock-up period are given additional token rewards.

- **Activity-based Rewards:** Additional token rewards are provided for active participation in the DAO (submitting proposals, participating in discussions, etc.).

Through this operation method, DIVCOW can build a stable and sustainable DAO community and induce long-term interest and contribution from participants.

4. Market Analysis

GameFi and the advertising market have been showing rapid growth recently. With the advancement of Web3 technology, the popularity of blockchain-based games is increasing, which is creating new forms of advertising models. DIVCOW aims to address the following issues by reflecting these market trends:

- High entry barriers of existing GameFi projects

- Opaque distribution of advertising revenue

- Lack of user participation motivation

DIVCOW innovatively solves these issues by utilizing a Telegram bot. Initially, it encourages Web3 users' participation by allowing easy access through the Telegram bot without app downloads. By using games as universal content, it provides services to users worldwide and increases user participation motivation through a skill-based airdrop reward system.

Currently, the number of Web3 game users is continuously increasing, reaching about X million as of 2024. Industry experts predict that this figure will increase by more than Y times within the next 5 years. As DIVCOW's user pool expands, it will be possible to establish partnerships with major game developers. This will enrich DIVCOW's game ecosystem and accelerate the application of Web3 technology in the gaming industry.

In conclusion, DIVCOW will present a new paradigm in the GameFi and advertising market by accurately grasping current market trends and providing innovative solutions. This will provide users with better gaming experiences and rewards while offering advertisers an effective marketing channel.

4.1 Advertising Revenue Market Analysis

The market analysis results based on DIVCOW's advertising revenue model are as follows:

Daily Active Users	Monthly Advertising Revenue (Estimated)	DAO Distribution Amount (40%)
1 million	$3,000,000	$1,200,000
5 million	$15,000,000	$6,000,000
10 million	$30,000,000	$12,000,000

This analysis is based on the assumption that each user views an average of 10 ads per day. Actual revenue may vary depending on advertising unit prices,

user engagement, regional advertising market conditions, etc.

As the DIVCOW platform grows, the advertising revenue distributed to the DAO community is expected to increase proportionally. This provides continuous and stable income to DAO participants and forms a structure where the growth of the platform and the development of the DAO create mutual synergy.

This revenue model supports the sustainable growth of the DIVCOW ecosystem and encourages active participation and contribution by providing tangible economic benefits to DAO participants. Additionally, as the user base expands, increased interest from advertisers could lead to higher advertising unit prices, potentially resulting in higher revenues in the long term.

5. DIVCOW Ecosystem

This section provides a detailed explanation of the main components, user interface, and core functions of the DIVCOW platform.

The DIVCOW ecosystem consists of the following main components:

5.1 Game Platform

DIVCOW operates a centralized game platform that offers various mini-games. The main features are as follows:

The real value of DIVCOW tokens is further enhanced through in-game item purchases. Users can use DIVCOW tokens to buy various items from the in-game item shop. This provides the following benefits:

- Increased token utility: As DIVCOW tokens are actually used in-game, the value and demand for tokens increase.

- Ecosystem activation: Item purchases increase game participation, which leads to the activation of the entire ecosystem.

- Circular economy construction: A healthy token circulation is achieved as users spend the tokens they've earned back into the game.

Through these mechanisms, DIVCOW tokens serve as utility tokens with real use value, rather than just speculative instruments.

- Easy accessibility through Telegram bot

- Real-time ranking system

- Token reward system

5.2 Advertising System

Key features of the advertising system within the DIVCOW platform:

- User-friendly ad exposure

- Dashboard provision for advertisers

- Real-time ad performance analysis

- Efficient ad execution through targeting options

5.3 Token System

Main functions and features of DIVCOW tokens:

- Rewards for game participation and ad viewing

- Means of transaction and service usage within the platform

- Granting governance participation rights

- Additional revenue generation through staking

5.4 User Interface

UI/UX features of the DIVCOW platform:

- Intuitive and user-friendly design

- Mobile optimization

- Real-time notification system

- Provision of personalized dashboards

5.5 DAO Community System

DIVCOW DAO community operation method:

- Operation of forums and social media channels

- Regular events and competitions

- Community-based governance system

These components are organically connected to promote sustainable growth and value creation in the DIVCOW ecosystem.

6. Token Economics

This section covers the utility of DIVCOW tokens, distribution plans, burning mechanisms, and long-term value creation strategies.

The economics of DIVCOW tokens are designed to build a sustainable ecosystem and create long-term value. The following are the main components of DIVCOW token economics:

6.1 Token Distribution

DIVCOW Token Distribution Plan

The DIVCOW project plans to distribute a total of 10 billion tokens as follows:

- **DAO and Community Governance: 30%**
- **Ecosystem and Development: 20%**
- **Airdrop and Community Rewards: 15%**
- **Team and Advisors: 7%**
- **Marketing and Partnerships: 10%**
- **Private Sale: 8%**
- **Public Sale: 10%**

This distribution plan is designed to aim for the project's long-term growth and community-centered governance.
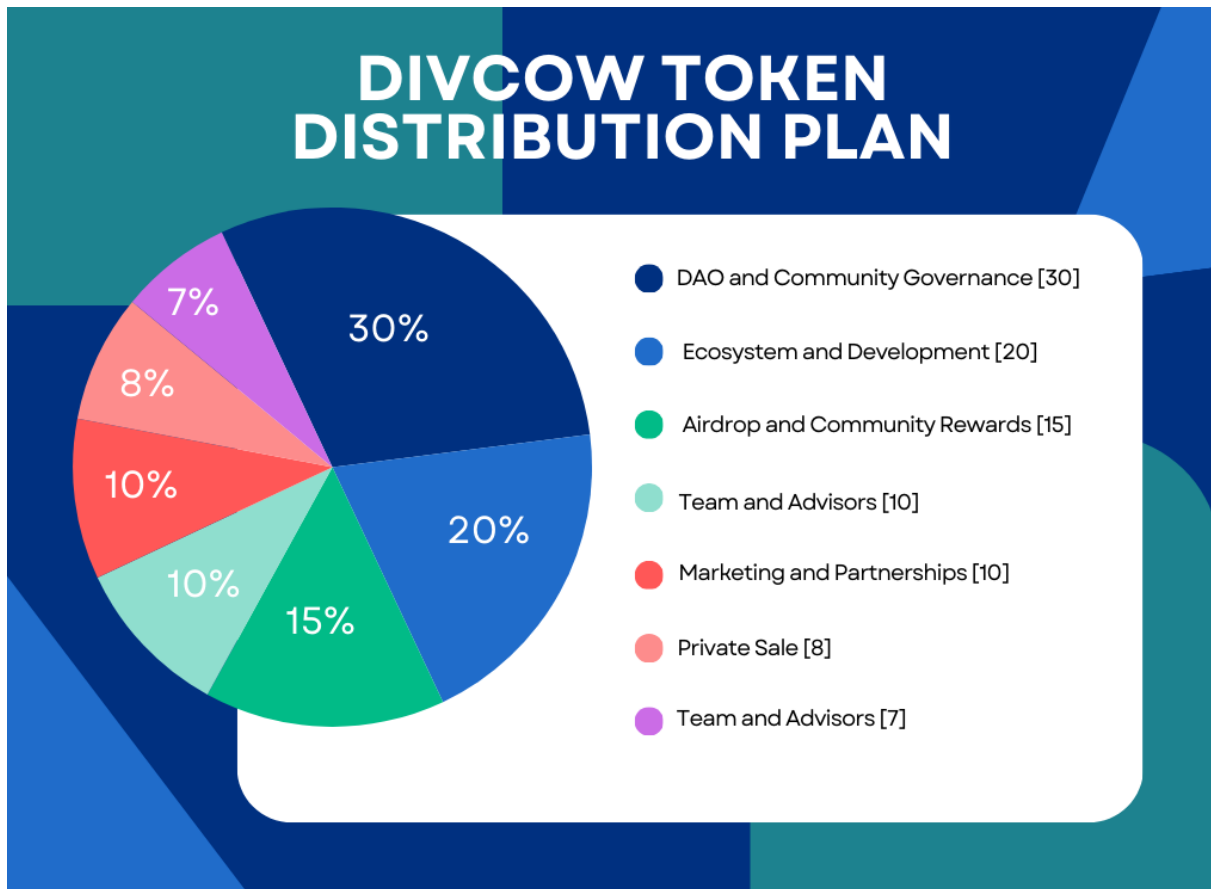
6.2 Token Utility

DIVCOW tokens are used for the following purposes:

- Game participation and rewards

- Ad viewing rewards

- Transaction fees within the platform

- Governance participation

- Staking rewards

6.3 Token Burning Mechanism

A portion of the platform's revenue is used to regularly purchase and burn tokens. This induces token deflation, aiming for long-term value appreciation.

6.4 Staking and Rewards

Token holders can earn additional rewards through staking. Differential rewards are provided based on staking period and amount to encourage long-term holding.

6.5 Governance

DIVCOW token holders can participate in key decision-making for the platform. This is achieved through a decentralized autonomous organization (DAO) structure.

6.6 Token Value Appreciation Strategy

The following strategies are employed to promote long-term value appreciation of DIVCOW tokens:

- Continuous platform development and user base expansion

- Expansion of use cases through strategic partnerships

- Regular token burning

- Transparent financial reporting and strengthening DAO community participation

This token economic model is designed to consider the sustainable growth of the DIVCOW ecosystem and balance the interests of all participants.

7. Technical Architecture

This section explains the DIVCOW platform architecture based on the TON blockchain, smart contracts, and security mechanisms.

DIVCOW's technical architecture is built on the TON blockchain and consists of the following main components:

7.1 TON Blockchain Foundation

DIVCOW leverages TON's high performance, low cost, and scalability to offer the following benefits:

- 65,000 transactions per second processing capability

- Low transaction costs at the level of 0.00025 USD

- Block time under 400ms

7.2 Smart Contracts

Smart contracts implementing DIVCOW's core functions:

- Token management contract: issuance, transfer, and burning functions

- Game logic contract: ranking system, reward distribution

- Ad revenue distribution contract: transparent revenue distribution management

7.3 Off-chain Solutions

Off-chain solutions for efficient data processing:

- Game state management server

- User profile and statistics database
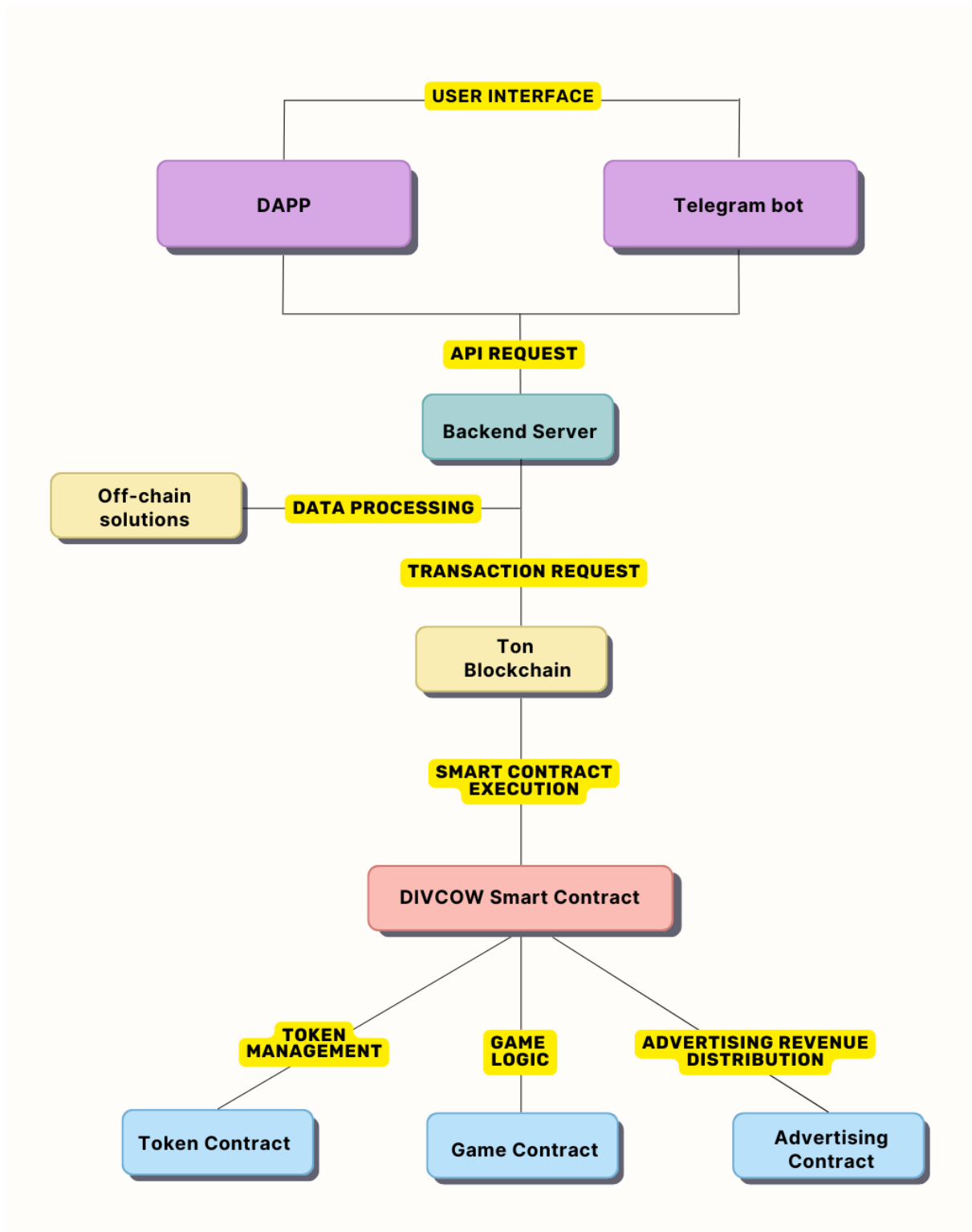
- Ad service API integration

7.4 Frontend Interface

User experience optimized interface:

- Telegram bot interface

- Web-based dashboard

- Mobile-optimized DAPP

7.5 Mechanisms

Below is a diagram visualizing DIVCOW's technical architecture:

This architecture is designed to optimize the scalability, security, and user experience of the DIVCOW platform.

Description of Key Components:

- **Frontend Layer:** Providing user interface through Telegram bot and mobile DAPP

- **Backend Services:** Scalable service structure based on microservice architecture

- **Blockchain Layer:** Management of tokens, games, DAO, and revenue distribution through TON-based smart contracts

- **External Service Integration:** Integration with advertising networks, game partners, and payment systems

This simplified structure is designed to ensure system scalability and maintainability while providing seamless service to users.

8. Roadmap

The key milestones of the DIVCOW project are as follows:

DIVCOW's 3-year development roadmap is as follows:

Phase 1: Foundation Building (2025)

- Q1: Beta version launch - Collecting initial user feedback and stabilizing the system

- Q2: Mainnet launch - Releasing the platform with full functionality

- Q3: Major exchange listings - Securing token liquidity and improving accessibility

- Q4: Expanding partnerships - Strengthening the ecosystem through strategic collaborations

Phase 2: Expansion (2026)

- Game DAPP diversification - Enhancing user experience by adding games of various genres

- User base expansion - Acquiring users through aggressive marketing and community activities

- Advanced advertising system - Strengthening targeting capabilities and attracting more advertisers

Phase 3: Globalization (2027)

- Partner game API integration - Expanding the ecosystem by connecting with external games

- Introduction of global offerwall advertising system - Building an international advertising network

- International marketing campaign - Conducting large-scale promotions for global market entry

This roadmap may be adjusted according to market conditions and technological advancements. The DIVCOW team will lead the successful development of the project through continuous innovation and improvement.

9. Conclusion

DIVCOW presents a new paradigm of value creation through the innovative convergence of gaming, advertising, and blockchain technology. Our vision is to build a sustainable ecosystem that grows together with the DAO community, beyond a simple token economy.

The key values provided by DIVCOW are as follows:

- **User-centric gaming experience:** Encouraging active user participation through fun and rewarding games.

- **Transparent ad revenue distribution:** Providing benefits to all participants by fairly distributing advertising revenue.

- **DAO-based governance:** Community members participate in key project decisions to explore development directions together.

- **Continuous growth of token value:** Aiming for long-term value appreciation of DIVCOW tokens through strategic token burning and utility expansion.

DIVCOW offers gamers and WEB3 users the opportunity to evolve from mere users to co-creators of the project. Through the DAO community, they can directly participate in core areas of the project such as game development direction, token economy policies, and marketing strategies.

Through continuous innovation and close communication with the community, we will set a new standard for the Web3 era. Together with DIVCOW, we will break down the boundaries between games and advertising, creating a better digital economic future where all participants grow together.

10. Risk Factors

We present potential risks associated with the project and strategies to mitigate them.

While the DIVCOW project offers various opportunities through its innovative approach, it may also face several challenges. These potential risks and strategies to mitigate them are as follows:

10.1 Market Volatility

Risk: Token value instability due to high volatility in the cryptocurrency market

Mitigation Strategy: Increasing intrinsic value through building diverse revenue models and strengthening token utility

10.2 Regulatory Environment

Risk: Operational difficulties due to varying digital asset regulations across countries

Mitigation Strategy: Proactive response through legal expert consultation and establishing transparent operational policies

10.3 Technical Risks

Risk: Smart contract vulnerabilities or hacking risks

Mitigation Strategy: Conducting regular security audits and protecting assets through multi-signature wallets

10.4 Competition Risk

Risk: Emergence of competing projects offering similar services

Mitigation Strategy: Maintaining competitiveness through continuous innovation and improvement of user experience

10.5 Low User Engagement

Risk: Difficulty in attracting initial users and maintaining continuous engagement

Mitigation Strategy: Developing effective marketing strategies and strengthening user incentive programs

10.6 Operational Risk

Risk: Unexpected issues arising during project operation and development processes

Mitigation Strategy: Establishing a systematic risk management system and conducting regular internal audits

The DIVCOW team is aware of these potential risks and aims to secure the stability and sustainability of the project through continuous monitoring and active response. We will overcome these challenges together with the community through transparent communication.

11. Legal Notice

Legal Disclaimer

This white paper has been prepared solely for the purpose of providing general information about the DIVCOW project. It is not legally binding and does not constitute any contractual relationship.

DIVCOW tokens should not be interpreted as securities or investment products and do not guarantee any form of investment returns. They have not been approved by regulatory authorities and may not be subject to relevant laws and regulations.

The content of this white paper is subject to change, and the project team does not provide any guarantee regarding the accuracy, reliability, or completeness of the white paper. Investors should review relevant laws, regulations, and tax policies on their own and seek professional advice.

The purchase and holding of DIVCOW tokens may involve significant risks, which could lead to a decline in token value or complete loss. Participants should carefully consider their financial situation and risk tolerance.

All decisions related to this project and tokens should be made under the individual responsibility of the participants, and the DIVCOW team is not responsible for any losses or damages arising from this.