

# Kontor Brand Questionnaire

## 1.) Lightning Round (one sentence each)

- What is Kontor in one sentence (no jargon)?
  - ~~Kontor is a Bitcoin application layer with an easy-to-use smart contract language and a cheap way to store your files forever.~~ **Bitcoin Asset Layer** with an easy-to-use smart-contract language and **Bitcoin-anchored, verifiable long-term storage.**
- Who is it **for first** (rank: asset issuers, devs, wallets, exchanges, miners, infra, Ordinals/NFT creators, RWAs)?
  1. **Devs**
  2. **Asset Issuers**
  3. **Infra**
- What **category** do we want to own? (e.g., "Bitcoin Asset Layer," "Metaprotocol," "Sovereign Rollup," "Appchain on Bitcoin", other)
  - **Bitcoin Metaprotocol**
- What's the one-line **promise** we can keep, today?
  - **Kontor is a significant advancement beyond Ordinals/Runes/BRC-20 and Alkanes. It brings a rich, accessible smart contract system to the Bitcoin ecosystem as well as a powerful protocol for file storage, all in a manner that is synergistic with Bitcoin rather than competitive with it.**

## 2.) Point of View (the contrarian edge)

- Three industry **misconceptions** we reject.
  - Metaprotocols are competitive with Bitcoin.
  - Additional native currencies are *necessarily* competitive with Bitcoin.
  - You shouldn't want to do anything with Bitcoin that you can't already do.
- Three **beliefs** we hold that most don't (our "why now").

- Rollups are an existential threat to Bitcoin.
- DeFi has already come to Bitcoin, and an architecture like Kontor's is the safest path forward.
- For DeFi on Bitcoin you need a gas currency (KOR) in addition to a unit of account (BTC).
- One **hill to die on**: if press prints one sentence about Kontor, it should say what?
  - Kontor is *good for Bitcoin* and makes BTC more valuable.

### 3.) Who We're For (audiences & jobs)

- Primary audience segments (top 3) and the **job-to-be-done** for each.
  - Speculators/infra providers
  - Devs
  - Asset issuers
- Their current **alternatives** and why those feel "good enough."
  - Alkanes: because it (a) exists and (b) is extremely 'Bitcoin-native'.
  - Ordinals/Runes/Bitcoin: because it (they) make a virtue out of a necessity and posit that you shouldn't want to do anything beyond what it (they) support.
  - Arweave: because (a) the inadequacies of the system have never surfaced; and (b) good surrounding infra + protocol invariants make it very cheap and very fast. And costs are often subsidized by infra.
- Trigger moments that make them **switch**.
  - Financial incentives (alpha).
  - Wanting to build *real applications* on Bitcoin.
  - Arweave's inherent weaknesses become manifest.
- Top 3 **objections** each segment will raise (price, trust, complexity, ideology, lock-in, "not L2," etc.).
  - Alkanes

- KOR
- 'New lang'(?)
- Can't use Runes in Kontor.
- Runes/Ordinals
  - KOR
  - Off-chain data storage
  - The general sophistication of the system
- Arweave
  - Price
  - Speed
  - ???

#### 4.) What Kontor Is / Is Not (guardrails)

- Choose exact phrasing: "Metaprotocol," "Sovereign rollup," "Asset layer," "Bitcoin appchain," other. Why?
  - **Bitcoin Metaprotocol. We're on-chain. We build on Bitcoin. We extend Bitcoin's functionality.**
- Complete the line: "Kontor is **not** a rollup/sidechain because \_\_\_\_."
  - **Rollups/sidechains are (1) off-chain, and (2) compete with Bitcoin.**
- What **must never be claimed?** (e.g., not "L2," no "put everything on-chain," etc.)
  - **We shouldn't talk about the "Kontor network" or "Kontor nodes"? Could be confusing. (We probably have to talk about "storage nodes" though.) KOR will *replace* BTC.**
- What **must always be said** in the first two paragraphs?
  - **Kontor is synergistic with the rest of the Bitcoin ecosystem. Kontor integrates with Bitcoin. Kontor is not a sidechain—there is no separate Kontor network.**

#### 5.) Architecture & Truths (for credible messaging)

- Settlement: **what lands on Bitcoin** vs what lives off-chain? Why does that matter?
  - Stateful data lives on-chain (i.e. smart contracts and their associated invocations and state transitions, and proofs-of-retrievability for files), and stateless data lives off-chain (i.e. files themselves). It matters because it provides for cheaper, massively more scalable data storage while not needlessly externalizing costs to the whole Bitcoin network. You're using the Bitcoin blockchain only where it's necessary for the functioning of the protocol, and by extending Bitcoin's functionality in a symbiotic way, you're "giving something back" to Bitcoin.
- Security model in a sentence (who/what do I trust, when?).
  - You don't trust anyone, as such. A control-theoretic economic model provides the game-theoretic guarantee of perpetual file storage.
- Data stance: "you don't actually want data on-chain because \_\_\_\_" (finish the thought).
  - It's expensive, unscalable and has massive externalized costs that will make other Bitcoiners hate you—it hurts Bitcoin.
- Performance claim we can stand behind **now** (e.g., "N Kontor tx per 1 BTC tx").
  - A multiple of the number of BTC txs/block. 1 proof of retrievability per month per file for 1 billion files.
- Dev experience: SDKs, node, language—**what's the 'hello asset' path** and time to first success?

## 6.) Value Proposition by Persona (benefit > feature)

For each of 3 priority personas, answer:

- **Pain** today (concrete).
  - **Devs: It's hard to build smart contracts on Bitcoin. (Alkanes sux)**
  - **Asset Issuers: No DeFi support on Bitcoin (per above). Also I am a Bitcoiner and proud of it but everyone hates me because my JPEGs are bloating the blockchain, which hurts my self-esteem.**
  - **Infra: File storage secured by Bitcoin**

- **Outcome** Kontor enables (measurable if possible).
  - **Devs:** It's easy and practical to build real dApps on Bitcoin.
  - **Asset Issuers:** Real DeFi contracts that achieve feature-parity with Ethereum and Solana ecosystems.
  - **Infra:** Earn KOR for storing files
- **Feature that makes it true** (one line).
  - **Devs:** Next-generation WebAssembly-based smart contract framework (Sigil).
  - **Asset Issuers:** Sigil
  - **Infra:** Robust file persistence protocol
- **Proof** we can show this quarter (demo, pilot, benchmark, partner logo).
  - **Devs:** Language docs + tutorials.
  - **Asset Issuers:** Example contracts forthcoming
  - **Infra:** Kontor Economic Model

## 7.) Competitive Frames

Top 5 names we'll be compared to (e.g., Stacks, Liquid, RSK, Merlin/BOB, Cosmos-style appchains, Taproot Wizards, LZ/Wormhole).

- For each: **1-line contrast** that doesn't insult them and won't age poorly.

Examples:

- **Stacks/RSK/Liquid:** great ecosystems; require **pegs/external trust**. Kontor anchors on Bitcoin.
- **Merlin/BOB:** rollup scale; different **trust boundary**. Kontor stays **Bitcoin-native**.
- **Ordinals/Runes:** simple/cultural; Kontor adds **state + rules**.
- **Arweave:** bulk storage; Kontor adds **Bitcoin-anchored persistence for asset workflows**.
- Which **frame** helps us most?

- "Asset-centric vs compute-centric"
- "Bitcoin-secured vs external trust"
- "Productized cryptography vs DIY primitives"
- Pick two and explain why.

## 8.) Proof Pack (what we can publish)

- Benchmarks we can release in the next 30/60/90 days (TPS equivalents, costs/op, finality, issuance flows).
- Case studies/pilots we can name (even small).
- Credible **third-party validators** (audits, researchers, advisors).
- Minimal viable **roadmap artifacts** we can show (SDK repo, hello-world, testnet faucet, block explorer, docs).

## 9.) Lexicon Choices (words matter)

- Preferred **definition line** for our chosen category term (10–15 words).
- Words to **avoid** (e.g., "L2," "sidechain," "infinite scale," "gasless," etc.).
- Two **everyday analogies** we're comfortable using (e.g., "asset rails, not world computer"; "Fedwire vs spreadsheets").
- Short **talk-track** to answer: "If it's not all on-chain, how do I trust it?"

## 10.) Token Points/Airdrop (if applicable to messaging)

- Relationship between **Horizon points** and **KOR** (purpose, not just mechanics).
  - This creates an obvious positive feedback loop and also allows us to ensure that it is not 'free'.
- Is KOR **utility, governance, both, neither**? What utility can we communicate **without** regulatory landmines?
  - It is squarely a utility coin at this point. It's possible that in the future it will become a governance coin.
- **Who should qualify** for airdrops/points (behaviours we want to incentivize)?
  - We want to copy Magic Eden's strategy whereby KOR airdrop is proportional to **lifetime** earned points.

- Hard **disclaimers** we'll always include; claims we will never touch.

### 11.) Ecosystem Map (credibility via company we keep)

- Priority **integration targets** (wallets, exchanges, bridges, indexers, marketplaces).
- Existing or likely **design partners** (names we can reference).
- Where do we **start** (Ordinals/NFTs, RWAs, gaming items, creator assets, on-chain loyalty) and why?

### 12.) Narrative Arcs (tell it so people care)

- "Why Bitcoin, why now?"—what changed in the last 12–18 months?
- The **before** → **after** story for: (a) devs, (b) asset issuers, (c) Bitcoin community.
- Three **story pillars** (e.g., Asset-native design; Bitcoin-level assurances; Productized crypto).
- What's our **villain**? (Complexity, fragility of tokenomics, compute-maximalism, parasitic scaling?)
- Signature **demo moment** that makes the penny drop in 90 seconds.

### 13.) Tone, Voice, Personality

- 5 adjectives we **are** (e.g., principled, precise, pragmatic, bitcoin-aligned, inventive).
- 3 adjectives we **are not** (e.g., crusading, hypey, meme-maxi—unless we intentionally are).
- Founders' public voice: how technical vs accessible? Any **red-lines**?
- How much **memetic energy** do we want (e.g., MikeinSpace-style) vs sober institutional voice?

### 14.) Risk, Compliance, Reality Checks

- Claims that **legal/compliance** will not clear.
- Geographies we'll **avoid targeting** in comms (if any).
- Crisis lines: If X happens (e.g., Bitcoin fee spike, competitor PR, critical bug), what do we **say**?

## 15.) Go-to-Market & Moments

- Near-term sequence (you hinted): **Announce Kontor** → **Share SDK & node** → **Announce testnet** → **Launch testnet** → **Announce airdrop** → (Maybe) **Announce ICO** → **Launch mainnet**.

For each step: what's the **headline**, the **artifact** (repo, demo, doc), and the **call-to-action**?

- Which **community venues** matter (Bitcoin-first, dev-first, RWA, creator, exchanges)?
- One **flagship asset** or partner we can rally the story around.

## 16.) Success Metrics (brand that compounds)

- 90-day KPIs we'll actually ship (e.g., SDK downloads, "hello-asset" completions, testnet tx, design-partner count, docs NPS).
- What would make us say: "the narrative is landing"?