

## The Definitive Web3 Address for Horses

As the global economy shifts toward RWA (Real World Asset) tokenization, the bridge between physical assets and the blockchain requires a singular, authoritative address. .com was for information; w3.horse is for settlement.

### Category thesis

Equine RWA and pedigree on-chain.

### High-value use cases

- Pedigree & lineage
- Ownership shares
- Performance records
- Insurance rails
- Transport & stabling
- Marketplace trust

### Ideal acquirer profile

- Category-leading brands modernizing trust and ownership primitives
- Marketplaces seeking provenance and authenticity rails
- Membership and community operators
- Builders launching tokenized commerce and loyalty systems

### Market authority anchors (publicly reported)

- AI.com — reported \$70,000,000 (2025; disclosed 2026)
- CarInsurance.com — \$49,700,000 (2010)
- Insurance.com — \$35,600,000 (2010; business/site included)
- Voice.com — \$30,000,000 (2019)
- Gold.com — \$8,515,000 (2024)
- Diamond.com — \$7,500,000 (2006)

### Confidential acquisition process

- Confidential inquiry → NDA (optional) → proof-of-funds
- Price guidance provided to qualified buyers
- Transaction via escrow (preferred) and verified transfer process
- Immediate handover of domain + associated assets upon settlement