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INTRODUCTION

Introducing BOZZ

Bozz has a vision to build transformative tools and experiences for businesses and consumers. Utilising AI and Machine Learning Bozz is building a suite of innovative products for business, web3 and the gaming sector.

\$bozz the native cryptocurrency of BOZZ is trading on the open market and will provide various forms of utility across the BOZZ product suite.

Depending on the needs of BOZZ applications, customers and general market demand, BOZZ may in due course explore the development of a new EVM based L2 chain.



Market Summary

The cryptocurrency market landscape

POWER OF UTILITY

The crypto space has promised the transition from market demand driven by speculation to user adoption for several years. The reality is the projects with most demand driven usage are either focussed on crypto related utility such as oracles, wallets, smart contracts and faster, cheaper transactions or enterprise focussed protocols which in reality find utility in blockchain rather than the cryptocurrencies themselves. There is a need for projects who truly bridge the gap between the somewhat inward looking world of cryptocurrency and the average internet user who is only interested in getting their needs and wants met. The focus of BOZZ particularly in the web3 and gaming space is to provide compelling user experiences that attract users from both the web2 and web3 domains.

THE AGE OF AI

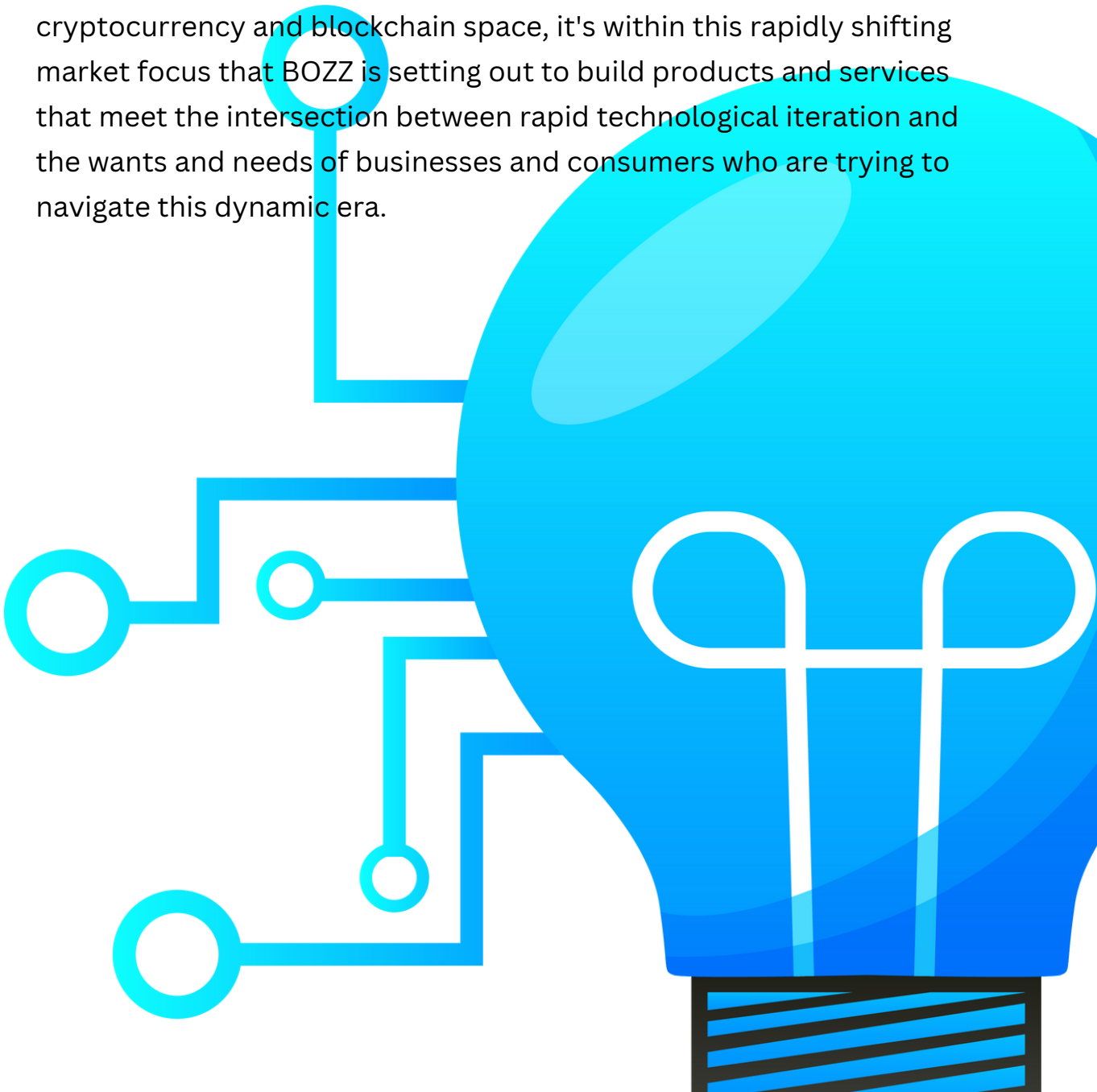
AI, once confined to the realms of academia and niche industries, is now exploding into the mainstream consciousness, captivating the collective imagination. This collective sense of rapid change leads rise to fears and hopes, as society grapples with the profound implications of this transformative technology.

Fears that AI's unprecedented growth could lead to widespread job displacement, the erosion of privacy and autonomy and the existential worry of AI surpassing human intelligence with the potential loss of individual autonomy looming large in the public psyche.



However, amidst these fears, there are also profound hopes. AI holds the promise of alleviating human suffering, solving complex societal challenges, and enhancing our overall quality of life. BOZZ is building with a vision to harness the power of AI and machine learning to enhance and amplify human potential and create meaningful and inspiring experiences within the B2B and B2C domains.

AI inevitably will become an increasingly dominant narrative within the cryptocurrency and blockchain space, it's within this rapidly shifting market focus that BOZZ is setting out to build products and services that meet the intersection between rapid technological iteration and the wants and needs of businesses and consumers who are trying to navigate this dynamic era.





Bozz Applications

Initial development focus

BOZZ TALK

Bozz Talk focuses on real time text and audio communication between multiple participants with no shared common language. Significant progress has been made in this field which Bozz is building on and extending to create dynamic AI and ML assisted conversational environments. The various applications of Bozz Talk in business and consumer applications are incredibly interesting and exciting. Initially Bozz Talk will be used to enhance the user experience and commercial reach of other products in the Bozz product suite.

BOZZ BUSINESS

Bozz Business assists entrepreneurs and business owners from startups to established corporations to develop or redefine a comprehensive business plan, clarify an actual marketing strategy, know how to position themselves competitively, and develop evocative go-to-market messaging with storytelling methodologies. Bozz Business dramatically reduces the time currently spent working on the business so that teams can get down to business. Guided by Bozz to feed all relevant information into the platform, businesses benefit from real time, up-to-date investor-ready business plans, marketing strategies and go-to-market plans. The impact that Bozz Business will have on business competitiveness and deployment speeds cannot be overstated.

Bozz is currently working with select organisations in alpha stage testing.



BOZZ TRAIN

Bozz Train helps organisations and individuals optimise their communication intelligence and messaging. Bozz Train plugins for industry standard platforms like Google Meet, Microsoft Teams and Zoom enable individuals and teams to be scored against the proprietary BOZZ AI / ML enhanced speech intelligence framework and guided in real time through a levelling up process. Bozz Train helps teams optimise their communication skills and organisational messaging effectiveness.

BOZZ GAMING

Bozz Gaming brings viral web3 gamification to the highly popular and growing gaming sector. Bozz can't disclose details of what is planned yet in the interests of competitive advantage but it should be noted that Bozz is not building games nor is \$bozz going to be used as a P2E token.

BOZZ GIFT

Bozz Gift will be a video channel where a portion of Bozz profits are used to impact people and communities in need. Inspired by the YouTuber Mr Beast, Bozz Gift will be a feel good high energy channel that makes a difference in the world. Naturally Bozz Gift will give profile to Bozz and is a creative way to market outside of traditional pay for clicks promotion strategies typically employed by businesses and projects.



BOZZI ECOSYSTEM

The Bozzi Ecosystem enables third party applications to monetise in a new way. Bozzi will be a separate third party app ecosystem with its own token. Applications benefit from the Bozzi Revenue Engine and a gamification infrastructure that introduces real fiat inflows creating a sustainable hybrid revenue model.

The conceptualisation of the Bozzi Ecosystem stems from experience of the Kin Ecosystem which sought to reach millions of mainstream users through the integration of Kin in multiple third party applications.

With experience on the Bozz team of early participation and building within the Kin Ecosystem Bozz understands the success of Kin in bringing millions of users tangentially into the crypto space through exposure to using and earning kin, and the failures primarily due to flawed over inflationary tokenomic dynamics. Kin at its peak had millions of active users across a diverse range of applications with significant trading volumes.

The Bozzi Ecosystem will have an initial governance structure made up of BOZZ and third party applications on the network with the ultimate goal of a \$bozzi community involved DAO governance model. Free to user Bozzi monetised B2C applications from BOZZ will be some of the first participants in the bozzi ecosystem alongside other third party applications already committed.

\$bozz holders will also benefit from an airdropped allocation of \$bozzi.

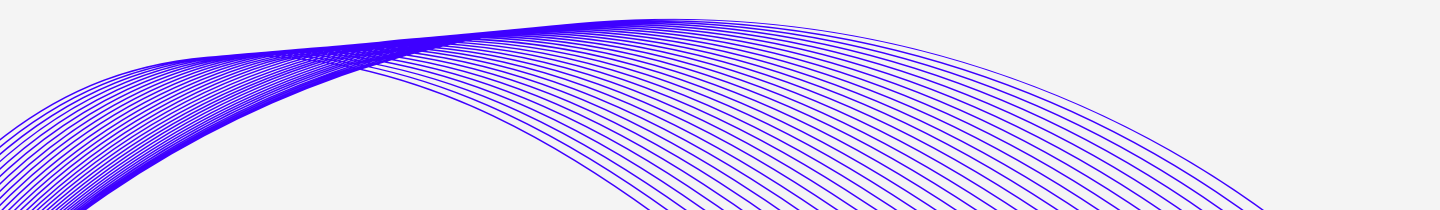
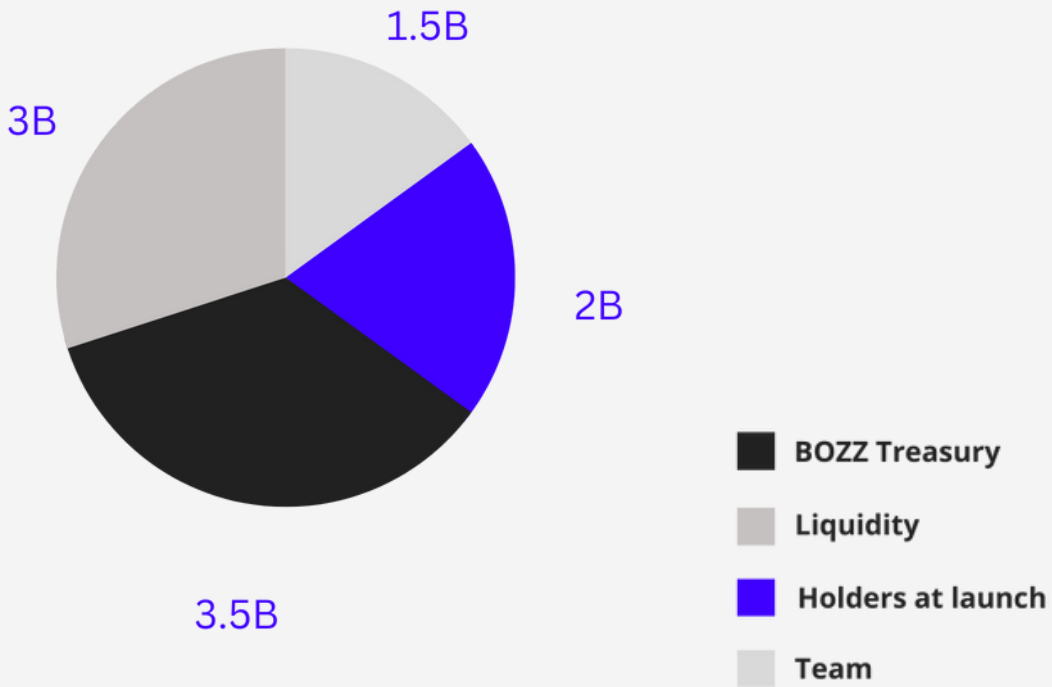




Tokenomics

Token economics

Fixed total supply of 10B tokens





TOKEN UTILITY

- Discounted B2B licenses when paid in \$bozz
- A percentage of B2B \$bozz receipts will be placed in a rolling lockup
- Significant portion of fiat revenue assigned to purchasing \$bozz to increase/maintain BOZZ treasury levels
- \$bozz to be used within BOZZ GAMING, required for participation, payment and engagement with platform features and BOZZ GAMING tools
- Airdrop of \$bozzi token to \$bozz holders
- \$bozz to be the native currency of a potential EVM based L2 protocol



Think big, think bigger.