



BELA

With this plan, we can make a **far-reaching, long-term** investment in our community's future

After the swap deadline, we were left holding about 8.49 million Bela. Our team debated many options for what to do with this leftover Bela. Ultimately, we believe that a mix of investing it back into our community members and burning a share of the leftover is the best path forward. We will be breaking down the leftover Bela in the following ways:

- Giving out to Belacam Users: 5,000,000
- Bounties: 491,483
- Belacam Hack Insurance: 1,500,000
- Burn: 1,500,000

Giving out to Belacam Users

The Bela given out to Belacam users is a way for us to put Bela back in the hands of our community members — likely over the course of a few years — and drive viral adoption for Belacam that we could not achieve otherwise. It's no secret that when main use-cases for utility tokens do well, the token's community members benefit as well.

We are modeling this program after the sign-up bonuses and referral program that Elon Musk helped craft at Paypal. Belacam users get paid a little upon signup, and then they get paid generously when they refer friends. This strategy helped propel Paypal to 100,000 users in their first month, and we believe it can do the same for Belacam this year.

In designing the referral system, our mission is to make it so generous and lucrative that our top referrers are outearning their day job pay rates, all while working from their home computers. That is the kind of community-first empowerment that is driving our decisions this year, which leads us to our bounty program.

Bounties

While bounties are often associated with early-stage marketing, Bela is the first token to run a bounty program 4.5 years after its initial launch. In the past, we have appreciated the good-will and volunteerism of our community members, and we always will. However, this extra Bela allows us to give an economic incentive to complete Bela-supportive tasks.

Our bounties are designed to be meaningful and community-centered. Instead of paying \$.05 for a retweet here and there, we are able to allocate larger fund packages to more helpful bounties, like Youtube guides, Medium articles, and a Belacam bug bounty program. The bounty program will be released in the next couple of days.

Belacam Hack Insurance

The Belacam hack insurance is Bela that is set aside to help reimburse Belacam user funds if a hack ever occurs. This Bela is essentially burned — it will never enter the market supply unless we need to reimburse users for a loss-of-funds hack in the system, which we don't expect to happen. We invest a great portion of



our time and funds to assure that users' funds are safe on the platform. Regardless, we are happy to provide some peace of mind on funds security to Belacam users.

Burning Bela

We don't want to set aside more than the community needs for the next few years, so 1,500,000 leftover Bela has been burned. This removes it from the supply of Bela, which increases Bela's scarcity. The supply will be reduced back to approximately 41,000,000, the initial starting amount after the token swap.

How Giving Bela out Decreases the Real Bela Supply

Running the swap process, we saw that the average (mean) amount of Bela that each Bela holder has is around 14,000 Bela. This means that today, for each new person to join the Bela community, about 14,000 can be expected to be bought and potentially removed from the markets and exchanges. This decreases the purchasable supply of Bela and decreases sell pressure.

When we burn 100 Bela, that 100 Bela is forever removed from the supply. That has its benefits. However, when we give out 100 Bela to draw in 5 new users, whether through bounties or through Belacam, we can expect up to 70,000 Bela to be removed from the markets ($14,000 * 5 = 70,000$). This is a rough estimate, but it shows the domino effect that is created by this program.

Accountability

Accountability is a crucial step in this entire process, and we are fortunate that the fund breakdown and distribution can be tracked on the blockchain. The Belacam Hack insurance fund will sit in one wallet that can be externally tracked by anyone at anytime. The 1,500,000 Bela that will be burned has been sent to the following burn address on June 10th: `0x00000000000000000000000000000000dead`. Bounties will be run and distributed through <http://Bountycow.com>, which is a site that we have built solely to track and process bounties. The funds given out to Belacam users and supporters will require more addresses and smaller transactions, so the team will provide the community with regular updates and stats on Bela given out as signup bonuses, through the referral program, and through whatever other bonuses or community distribution channels we continue to devise.

By using the leftover Bela for these outlined purposes, we can make a far-reaching, long-term investment in our community's future.