



# 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

