SOWL TOKEN™

WHITE PAPER

Created By:
The EarlyBird Mobile App

Developed By:
Wrallett Technologies

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ABSTRACT

With the tremendous growth over the last 10 years in the world of technology, there have been two primary leaders in the field that continue to grow at record levels year after year: Apps & Virtual Learning. The explosive growth of the Google Play Store as well as the Apple App Store (in addition to several others, including the Amazon Appstore) has led to a world where apps control everything from how we consume entertainment, purchase retail items, and even how we educate our youth. The app market was a $365 billion dollar industry in 2018 and is growing and projected to be a $935 billion dollar industry in the United States alone by the end of the year 2023[1]. We do not need to look further than the most popular companies in the world - Google, which owns leading apps including YouTube, Gmail, and Google Maps; Facebook, which owns WhatsApp and Instagram; Netflix, which has one of the most-watched entertainment platforms on the planet; along with Amazon, which is said to surpass the largest retailer in the U.S., Walmart, Inc., by 2025[2] given the rapidly rising e-commerce momentum that we see in our world. **These are all apps**. Apps account for how we spend the majority of our day, either playing games such as Candy Crush Saga or Hitman Sniper, managing our money with apps like Chime or Robinhood, and managing everything we do with apps like Evernote. It's undeniable - Apps make us who we are today. The problem with them, quite frankly, is that there are too many of them in certain areas, and not enough in others. We have identified that, despite the next paragraph below, the "Education" sector has one of the lowest entry rates to the app market. New entrants tend to repeat what previous entrants did, but occasionally, you will find massive disruptors who completely change the game as we know it, just like what our EarlyBird Mobile App did for Preschool/Pre-K educational games, by incorporating both Gamification and Artificial Intelligence, just to name a few features.

When it comes to Virtual Learning, we are specifically discussing how the traditional "Classroom Method" of teaching is now being done online via websites and, again - apps. When it comes to Virtual Learning, Nathan Chan, the CEO of Foundr[3], states, "there has never been a better time in history to monetize your knowledge as a side income…the fastest growing segment of the internet right now [is]—online education." While the COVID-19 pandemic did accelerate this, it was

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[1] *See* Statista's data at https://www.statista.com/statistics/269025/worldwide-mobile-app-revenue-forecast/.
[2] *See* The Retail Dive Article, "Amazon poised to overtake Walmart as largest retailer by 2025: report" by Ben Unglesbee. *From* 3 May 2021. https://www.retaildive.com/news/amazon-poised-to-overtake-walmart-as-largest-retailer-by-2025-report/599437/#:~:text=As%20e%2Dcommerce%20expands%20at,arm%20of%20Edge%20by%20Ascential.
[3] *See* Foundr Instagram post featuring Nathan Chan, December 4, 2020.

a booming trend already on the rise long before the pandemic and it will surely continue to grow rapidly afterwards. Virtual Learning is a way for children and students to be home-schooled or receive supplemental after-school education, and even gain additional resources that will prepare them to one day attend college or another form of higher-learning. As one of the fastest growing internet and mobile segments, you are seeing companies leading this charge and taking home record profits, given that people are willing to pay a premium price for convenient and safe education. You no longer need to worry about commuting, tragic school shootings, unsafe environments, or inappropriate material being taught to your children through the advent of certification programs such as the kidSAFE® Seal Program. This is also a way for students to focus without the outside distractions that traditional schooling can bring for some students. While all of this is true, we personally believe, as educators ourselves, that a balanced program that combines Virtual Learning with Traditional Learning is the best solution to ensure focused academics as well as important social, sporting, and other various interactive events. Just like apps, the Virtual Learning market is a massive one, projected to become a $374.3 billion dollar industry by the year 2026. The problem with virtual learning is that you may come across a situation where engagement is lacking. Kids are found drifting off to play on other apps rather than learning. This has led many parents to question the entire premise of virtual learning. The number one complaint of children and student users is that the platforms are either difficult to use or boring.

This summary is not complete if we do not include the main reason we are here, which is the financial phenomenon known as cryptocurrency, which is without question the fastest growing, and most popular, segment of the finance world. Cryptocurrencies are a decentralized solution to many age-old bureaucratic issues that left the poor getting poorer and the rich getting richer. Cryptos balance all of that by leveling the playing field for all parties involved. While cryptocurrencies have received somewhat of a negative image due to a few bad actors, it is important that we stress that cryptocurrencies *still* have *less* of a scandal rate than banks and large financial institutions do. Every day we hear about a new case of bank fraud, insider trading, or banks getting hacked in the way that Bitcoin, and other cryptos, cannot. We are still in the pioneer stage of cryptos, which are barely over a decade old and have truly seen their biggest explosion only over the last 4 years. Furthermore, the last 12 months have seen the biggest gains for cryptocurrencies overall. In the last 12 months alone, cryptocurrencies have generated an overwhelming amount of wealth and has created thousands of new millionaires, just with wealth from Bitcoin alone. While cryptocurrencies have largely been flocked to by the tech savvy Gen Z and

Millennial generations, we know via market research that the problem is that there has not been a token that has accommodated a massive market (or in our case massive **markets**, like Apps *and* Virtual Learning) nor have they taken the time to adequately break it down so that it doesn't sound so complicated. While some tokens are focused on real estate and other physical goods, they are rare and tough to access, which is completely the opposite of what the cryptocurrency market is supposed to represent - Democracy via Decentralization, vis a vi, fair access to all.

For instance, the following quotes and facts below indicate the growth we have seen in the cryptocurrency world in just the past few years:

Wall Street Journal, May 8, 2021[4]:
"Cryptocurrencies now equal the value of U.S. dollars in circulation…Conventional valuation is also useless for cryptocurrencies which earn no interest, rent, or dividends. Instead, advocates claim digital currencies will displace the fiat currencies issued by central banks (like the United States Federal Reserve) as a transaction medium and store of value."

Fortune, May 13, 2021[5]:
"Crypto has the potential to be as revolutionary and widely adopted as the internet," claims the prospectus of crypto exchange Coinbase Global, Inc. Additionally, "Cryptocurrencies as of April 29, 2021 were worth more than $2 trillion, according to Coindesk, an information service, roughly equivalent to all U.S. dollars in circulation."

As it relates to educating our youth, the following quotes and facts indicate the direction in which virtual learning is headed:

Sesame Street | October 23, 2019 | FromTheGrapevine.com[6]

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[4] *See* The Wall Street Journal article, "What Happens To Stocks and Cryptocurrencies when the Fed Stops Raining Money?" 8 May 2021*. From* https://www.wsj.com/articles/what-happens-to-stocks-and-cryptocurrencies-when-the-fed-stops-raining-money-11620446420.
[5] *See* the Fortune article, "Is Bitcoin worth the energy and environmental costs?" by Robert Hacket. 13 May 2021. *From* https://fortune.com/2021/05/13/crypto-price-bitcoin-cost-elon-musk-tesla-energy-environment/.
[6] *See* From The Grapevine article, "5 facts about 'Sesame Street' backed by science" by Benyamin Cohen. 23 October 2019. *From* fromthegrapevine.com/arts/sesame-street-50-anniversary-science-research-study#:~:text=It's%20just%20as%20good%20as%20a%20preschool%20education&text=By%20watching%20the%20program%2C%20children,focuses%20on%20reading%20and%20math.

As of 2019, "By watching the program, children are 14 percent more likely to be in the appropriate grade level for their age – especially for those in disadvantaged areas. That's likely due to the high volume of academic content on the show, which particularly focuses on reading and math." -*From the Grapevine*

New York Post | April 23, 2021 | "Street Smart" by Zachary Kussin[7]
"Street Gang: How We Got to Sesame Street", the documentary in select theatres nationwide was inspired by a Michael Davis book, and explores how a group of "rebels" had the wild idea to educate kids through the democratizing medium of TV – and create a world inspired by the civil rights movement that still resonates nearly 52 years later."

Sesame Street originally focused their aim toward children in disadvantaged areas, in a primarily inner-city community of minority demographics. The show includes social aspects, race (as they introduce many kids of a variety of ethnicities, cultures, and abilities on the show), all the way through James Earl Jones being the first person to teach the Alphabet on Sesame Street.

We are very pleased to say that this all has changed today with the creation of the SOWL Token, which is supported by the Pre-K/Preschool breakout hit – EarlyBird, which is blowing up on Google Play and the Apple App Store as we write this.

This is:

The SOWL Token

A Token in a Class of its Own.

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[7] *See* the NY Post article, "How a 'Gang' of rebels and civil rights activists created 'Sesame Street' by Zachary Kussin. 23 April 2021. *From* https://nypost.com/2021/04/23/the-civil-rights-rebels-that-created-sesame-street/.

1.0 - Market Analysis & Additional Background Information

It is important to understand that while the cryptocommunity is growing at an astronomical rate, so is the virtual learning sector. When you combine the two of these by tokenizing the newest revolutionary mobile application, EarlyBird, a desired market is created. In the information stated below, you will find facts and intel regarding the token platform, virtual learning sector, and any problems we could foresee, while having solid and firm solutions in Section 2.0.

1.1 - Market Environment

The SOWL Token Platform is designed as a blockchain-based decentralized global education service platform which facilitates the distribution of educational content and the completion of educational service transactions through its digital cryptocurrency named, SOWL. In this open ecosystem, the participants from different countries and languages all over the world can access a wide variety of videos, games, and tests surrounding various content areas in education on our mobile app, EarlyBird, as well as the high-tech special features like our own patent-pending Artificial Intelligence and Augmented Reality, and even Video Tutoring. The SOWL Token has introduced the revolutionary education mobile app to countries world-wide in an effort to enhance education on a virtual and high-tech platform that is easily accessible and provides an equal playing field for all.

There is undeniable evidence that the virtual learning market is a boom town. There is also no evidence to the contrary that there is no end in sight for its continued growth. With the migration to 5G globally, virtual learning companies, such as ourselves, are making great strides to integrate more dynamic technologies into education. This makes education more fun, more interactive, and more engaging. This is what truly keeps children and adolescents alike learning and thriving! These technologies include 3D gamification systems that integrate HD and 3D video games that solve real-world learning problems.

For example, we are adding voice recognition that allows young children to learn how to properly annunciate their words in their respective and chosen language in an upcoming 2.0 release in the Fall of 2021 for EarlyBird's upcoming Level 13: Reading. We already have included levels that allow for "Emotions" and facial expressions to be drawn by hand/finger on a

smartphone, "Manners" to be learned by earning high scores from a game where you earn points by speaking to parental figures in a polite way, and "Learning Your Parents' Names" by drawing the name with a race car around a racetrack on the side of a mountain! Furthermore, we have Artificial Intelligence and Augmented Reality special features, both of which are ripe for growth with the increase in availability of 5G.

More than just the availability of 5G continues to propel the virtual learning market forward into such a ripe market environment. Those other main factors include: The COVID-19 pandemic and customization. The pandemic has forced the virtual learning market directly into our faces. Some parents did not like the change at all, and that is understandable. But it did show us the way children and young adults (henceforth called "kids" or "students") are consuming educational content online. It shows that engagement rates, while they do vary, indicate that kids who are stimulated with interactive online educational material retain more information and they do so at a faster rate. That last statement says everything if you closely follow it - the key is *how* stimulated the student's mind actually is. The way to stimulate the mind is through high-tech interactive processes, all of which are the hallmarks of the EarlyBird Mobile App, and can easily be verified in this product.

The next factor comes down to the fact that kids learn better when virtual learning is more tailored to them and their needs. Our Artificial Intelligence processes alone have the capability to answer over 78.9% of all academic questions regularly asked by children ages 2 through 12! Our AI machine-learning algorithm, which is displayed through our SuperOwl, "Saffron", also doubles as a Patent-Pending Virtual Tutor system that has both audio and text-based inputs and audio and text-based outputs with a playback feature, and is already the solution to one of the keys of customization. Think about the possibilities as Saffron continues to learn! Think about how children will have safe access to a plethora of knowledge and will be constantly stimulated as working with Saffron *actually* has the display of a high-tech (but easy-to-use) text messaging system. Yes, gaining knowledge is as simple as sending a text with an educational question via fingers/thumb or voice. This system is already complete and is only growing. Think about that concept alone before we even delve into the aspect of the cryptocurrency. This is all before we've even launched.

Additionally, we solve customization via the fact that 40% of our levels have customized inputs so that the learning is specific to that child and their family. Lastly, we have the final key of

customization in that our Augmented Reality system takes the students' direct environment around them and transforms it into an object discovery fun-zone, where learning comes to life! Again, ***these are the assets we already own, have built, and are patent-pending***. This has a major impact for your success with the SOWL Token.

1.2 - Main Problems

While it has already been well-documented above and in many media and academia articles that the Virtual Learning Industry is rapidly rising and that there is not a shortage of demand at all, the industry, and this project itself, are facing three (3) unique problems, all of which are **solved** via the creation of what we have already built *and* combining it with a cryptocurrency. This is *why* we have decided to go this highly-complex cryptocurrency route with our virtual learning mobile app and overall system, because it contributes directly to the aid of **two of the three** problems. The last problem is solved by the incredible GUI (Graphical User Interface) that we have built. Allow us to explain:

a. Problem 1:

While the amount of competitors in the App Education market are lower than the majority of App Market segments, we still do have an excessively high advertising cost associated for online education. The reason for this isn't the amount of competitors. It is because the competitors in the space have set very high, and in many cases outrageous, prices for their services. This makes each potential kid user (or more than likely a parent user looking for their child) look deeper into what they are actually getting for that price. This pushes up the online ad spend bidding for specific keywords through the roof. We recently had two competitors for our EarlyBird Mobile App project that actually set up a massive advertising campaign against us ***before we even launched***. Simply seeing the huge community we were building on social media was enough to scare them into creating a marketing campaign around just the search term "earlybird". This means that we, if we thought conventionally, would need to launch a costly counter-keyword-bidding-campaign to stay competitive. The barriers to entry for competitors are high in this area, as you need to have high-quality and safe content. We approached this market from a highly-disruptive standpoint by introducing Gamification, AI, AR, and Video Tutoring, which no other company is doing, yet we were still met with this problem.

b. Problem 2:

Our second issue is actually indigenous to just our virtual learning app, meaning that only we suffer from this problem. Given that we went the high-tech route mentioned above, this translates to a much better UX (User Experience) for the student, but it does lead to higher server costs for us. We estimate this increase to be approximately 8% higher than average competitors in the virtual learning space. While this is certainly not an insurmountable problem, it is one we want to highlight because profit margins matter, and they matter a great deal to investors and us alike. The cost of being a high-tech disruptor includes higher server costs and that is a price we already anticipated, but in the spirit of fair and full disclosure, we are letting this be known to the community. Given the fact that we are currently the low-cost leader in the marketplace for our product EarlyBird, this leads to further shrinking margins as well. While on the surface this appears negative, do not fear: We will address our dynamic solution to all three of these problems in an upcoming section.

c. Problem 3:

Our last issue deals with the child-users themselves. The primary complaint from parents is that their child is constantly distracted from actual learning and will switch to other mobile apps, such as YouTube or the hit game Among Us, as opposed to doing their schoolwork. That is one of the major disadvantages of allowing a child the flexibility to learn on their smartphone, where they may have unrestricted (or semi-restricted in the event of parental controls) access to the IoT (Internet of Things), where they can access nearly anything that will entertain them, otherwise keeping them from learning. When surveying the students themselves, their primary complaint is that the reason they drift off to other games or apps is because the virtual learning apps "aren't fun" and don't engage them. The vast majority aren't dynamically interactive, nor customized. They offer partial solutions. Please keep in mind the predominant software for virtual learning exists merely to support the traditional learning market. Think about the dynamics of that! The virtual learning market aimed to upend the stodgy traditional learning market, *but what actually happened is* the virtual learning market became just as stodgy as the traditional learning market. At least that's how the majority of students see it. They are the users. That is what matters. Sure, SaaS (Software-as-a-Service) for school systems who are trying to make teachers' jobs easier, appease Teacher Unions, and streamline operations, offers a huge growth potential for software developers to throw on their

"I'm Now An Educator" hats and rake in huge financial gains, but it doesn't help the users. In fact, it's discouraging them. It's discouraging parents. It's also discouraging teachers who are constantly trying to keep up with the next "big thing" in virtual learning, semester by semester, transitioning from platforms like "Blackboard" to "Schoology", letting the core curriculum lag. It's actually a vicious cycle that is occurring and it all flows back to the main problem listed in the second sentence of this paragraph - kids aren't happy with what they are learning—it's boring—so they are going elsewhere on their phone, which means they aren't learning. Again, that leaves all parties involved (kids, parents, teachers, school systems) unsatisfied or unfulfilled, and in the case of software developers—overpaid.

In sum, we have a market competitor driving up ad costs issue, an internal financial margin issue, and an issue with our kid users' attention spans. While all are important, all have been solved. Please continue reading for more information on our dynamic cryptocurrency-integrated solution.

2.0 - SOWL Token's Challenges, Solutions, & Revenue Generation

In this section, we pride ourselves on the transparency we are providing when it comes to stating the challenges we may face, while also introducing solutions we have already thought of. The SOWL Token is one that is so one-of-its-kind in regards to the booming marketplace, so addressing any challenges is not only proactive, but it gives us the opportunity to give members of our cryptocommunity peace of mind in knowing we have already developed solutions to these challenges, if they arise.

2.1 - Challenges

At this point in your reading, you have seen the primary advantages of:

- The overall App Industry
- The overall Virtual Learning Industry
- The highlights of the SOWL Token

While we have discussed the three main problems that drove us to create The EarlyBird Mobile App, as well as the SOWL Token, it is important to remember the true challenges that we are facing as we embark on this venture. Our challenges are as follows:

a. **Challenge 1: The Overview**

1) The three aforementioned problems focusing on:

a. Our market/competitors (ad cost increases)

b. Our internal cost issue given our high-tech nature (server price increase of 8% higher than competitors)

c. The "distraction dynamic" of child-users who are growingly increasingly bored with current virtual learning solutions

2) Development of the EarlyBird Mobile App and its expansion of levels, content areas, and "SpecTech" features

Our primary challenge here is ensuring the expansion of our levels, content areas, and "SpecTech" systems continue at a consistent rate for various age groups and aligned for various countries around the world so that all users can have a customized and tailored user experience that is unique and effective for learning. This expansion will require having a team of individuals that are not only able to expand the content in a variety of subject areas, but provide multiple different versions of the content area as it differs in certain areas of the world. In addition, it will be required of us to have individuals that work on the expansion of the following:

a. Having a number of "Levels" with every educational topic representing a separate level number (i.e. - Level 1 = Math; Level 2 = Reading, etc.);

b. Having the "SpecTech" of AI, AR, and Video Tutoring

Nonetheless, it is important for us to consider the fact that we have to keep a precise technological framework, variable design elements, and a back-end that links all of the data together so that we can see what areas of the world are benefitting from our expansion of

culturally unique and specific content, while tracking specific learning needs and/or special areas of interest for students of various ages around the world.

3) Developing this entire virtual learning system into a cryptocurrency token

Again, another tremendous challenge. The reason being, is that we are one of the first, if not the first, to tokenize a virtual learning mobile app as a utility token to benefit the "Hodlers" (holders) from the growth of our network. This is a highly unconventional approach to tokenization and thus remains a major challenge. In order for this to make practical sense to a cryptocurrency user, we broke this down into several separate components to ensure a clear understanding of each.

4) Developing the cryptocurrency community

The cryptocurrency world is used to coins, new payment processors, and value storage methods as the primary seller of what makes a crypto grow. Tokenization on the other hand is a much newer concept. While it has its many advantages to being a "coin" that we will discuss later, the challenge here is to convince the cryptocurrency world that is already set in their ways about what makes a coin great and what they are comfortable with. The challenge is finding ways to convince the cryptocurrency world to take a chance on the a token that bridges the three industries together: Apps, Virtual Learning, and Cryptocurrency.

5) Sales & Marketing

Given the SOWL utility token has a virtual learning mobile application with high-tech features supporting it, it is crucial to scale effectively and perform efficiently. This means our sales and marketing teams must consist of top-notch business development professionals and marketing experts who have industry-specific know-how to out-perform competitors.

2.2 - What is the SOWL Token?

The EarlyBird Mobile Application created the SOWL Token as a BEP-20 token that is built in partnership with Binance, the largest crypto exchange in the world, with $500 million in daily

trading volume as of early 2019. This is all made possible by the industry leading tokenization system called the Binance Smart Chain.

It is important here to note the difference between a "coin" and a "token." A coin is a cryptocurrency that has developed its own blockchain network. A token is a cryptocurrency that utilizes an existing blockchain network. That is why SOWL is a token—because we are using Binance's blockchain network. Given the vast amount of technology development we already have to do in regards to the development of our virtual learning network, we made the determination that we needed to focus on our core competency as a mobile app development company and software developer, and leave the blockchain technology to our partner blockchain network (and global leader) - Binance. Additionally, they were the first blockchain to offer token creation services.

The reason we made this decision is because the tokenization of our utility token to satisfy the cryptocurrency world that wants a taste of a real revenue-generating asset does not require starting with our own blockchain network. By simply tokenizing the digital asset into a utility token that benefits all of the holders, we give our cryptocommunity the best of both worlds - Cryptos & Real Assets, as well as two powerful tech segments: Apps & Virtual Learning.

2.3 - Our Solutions

As you can see from both sections 1.2 (Main Problems) and 2.1 (Challenges), the SOWL Token is not without its fair share of risks. It is important that all of these are addressed from a solution-oriented viewpoint in this section. Additionally, we will be providing a much deeper overview as to what we have created already, what we are going to create, and how it solves several major problems in the financial world as a whole.

2.3.1 - Addressing 1.2 Main Problems

We are going to solve these in the order they were addressed to make following this document as easy as possible:

a. Problem #1: Market Competition Driving Up Advertising Costs

Solution: As we alluded to in a previous section, we believe that while the combination of a Virtual Learning network into a cryptocurrency is a highly unconventional approach, it is actually the solution that none of our competitors have, because all of them lack the innovative standards we use a benchmark for in our daily operations. One of the most crucial elements of a cryptocurrency network is the community. The community is your lifeblood. With reward systems and democratizing token chess moves, it is seen that we have formed the perfect token, for a perfectly motivated community of people - all of whose lives have been touched by education. Not a single person alive has not been touched by education. The vast majority of the world values a quality education, especially for their children.

By creating a community of token holders that not only get rewards from interacting with the app that generates the underlying value for the token, it also creates an immediate incentive. Additionally, by making the token a utility, we get to see furthermore how token holders become users and how users become token holders.

Think about it like this: *1) If a token holder's kid is using the app to learn, 2) The SOWL Token network makes money, 3) Which adds value to the token, 4) Which increases its price, 5) Which benefits the token holder.*

1) If a token holder's kid is using the app to learn...

2) The SOWL Token network makes money...

3) Which adds value to the token...

4) Which increases its price...

5) Which benefits the token holder...

This is the biggest win/win for our network. You gain wealth simply by helping children learn. It doesn't get any easier to understand than that!

So, as it may be apparent now, we won't need to spend as much on advertising or marketing when our cryptocommunity will be:

1. Having their children utilize the app, which is making money for everyone involved in our network, including themselves.

2. Promoting the app because of the rewards that we have built into the program, including AirDrops, as well as the fact that when you or your child

plays the virtual learning app, your child will earn you tokens! *Yes! Game play is a token generator!* The more you play and **learn**, the more tokens you generate = **an increase in wealth for you and/or you and your child**! Simply open version 1.3 of the EarlyBird Mobile App (coming August 2021) and you will see our "Watch Play Learn (WPL) Token Meter" located at the top of every aspect of the app. Educate & Elevate™!

3. Promoting the app because the more revenue the app generates, the more cash from profit that is sent to the "Liquidity Fund" (which increases the value of the token and therefore the price), and the more cash from profit that is sent to the "Growth Fund" (which keeps the app building, growing, and marketing; thereby making better product upgrades, increasing user experience, generating more revenue, and generating more growth).

4. Promoting the app because it is a charitable and philanthropic endeavor that is helping to end food insecurity around the world via **No Kid Hungry**.

b. *Problem #2: Our High-Tech Features Increase Our Server Costs By 8%*

Solution: As it can clearly be seen from how we have addressed Problem #1, the massive savings we are generating from the marketing campaign allows us to easily incorporate this increased cost into our financial statements without even putting a dent in the bottom line.

It's simple: Our marketing budget shrinks from 30% to 10% given the solution to "Problem #1" (above), which saves us 20%. Our increase in server costs compared to competitors is 8%. That is actually a net gain of 12%.

We Are Better Off Than Our Competitors By 12%!

c. *Problem #3: Students Distracted By Boring Virtual Learning Programs*

Solution: As you have already read, our Gamification model and "SpecTech" features of AI, AR, and Video Tutoring keep children engaged from the moment they log on. Even registration isn't

required until the children win games and wish to collect their "BirdBucks™" or other prizes. We designed our system to be engaging from the beginning to completely eliminate this problem.

2.3.2 - Addressing 2.1 Remaining Challenges

As you can see from Section 2.1, the first challenge is simply a recap of Section 1.2 so we could localize all issues into one place. In this section, we will be stating the solutions we have created to the remaining "Challenges," which are #2, #3, #4, #5. The solutions are as follows:

b. **Challenge 2: Continued development of a high-tech virtual learning mobile app that focuses primarily on children ages 1 to 8**

Solution: While we do have a primary advantage over other ICOs in that our mobile app, EarlyBird is already developed, the primary challenge is continuing to grow the "Levels" and "SpecTech" so that we continue to maximize the LTV (Life Time Value) of existing users, but also generate enough powerful educational content that a potential user won't question if they can live without this app. We solved this problem via the creation of our Board's Innovation Committee, which is comprised of two departments (you guessed it): the Levels Department, and the SpecTech Department. The primary focus of each of these divisions is to rapidly create new content that continues to touch the boundaries of cutting-edge technology. For example, currently, our Levels department is developing five (5) new levels including: Reading, Writing, and Math. For our Reading level, we are incorporating sensitive audio recognition that will ensure the child is properly saying a word (annunciation) in order for the "green check mark" and "BirdBucks™" to be awarded for saying a sentence or word correctly. Talk about an exciting way to create a high-tech child genius! We are not just satisfied with creating an app with a few basic activities to keep a child occupied. We are educating our youth to be the best versions of themselves they can possibly be.

Below, we have addressed many other mini-challenges associated with the app itself and the subsequent solutions. We did this to ensure that we are providing a complete overview to the reader of all of the subsequent challenges and logic that went into some of the primary challenges. These other mini-challenges and solutions are as follows:

- Making an app necessary and viral

Our belief, as long-time app developers, is that your app must possess "Virality" and be a "Need" in order for it to be consistently used and to stay on the user's smartphone or tablet. Every major component, from our AI answers, our AR objects that are discovered, and our educational video game scores (and much more) are 100% shareable onto not just every social network that the parent is a part of, but also via text and email. This allows a parent to truly show off their child, leading more parents to want to do the same. We are needed in the fact that a parent has both a want and a need for their child to learn. The question is: which app has the best resources? We have ensured through our Levels and SpecTech that the answer is: Us.

- Get off Mommy's smartphone!

We understand the dynamics of how children of this age range (1 to 8) use their parents smartphone, which is why we made this app, upon launch, available for iPad and Android tablets as well, which gives us access to more than 90% of all smartphone users worldwide. Most developers would have waited until the smartphone version was perfected until they rolled out the tablet version, given massive sizing differentials and pixilation resurfacing issues. We did not. We did our research early on (pre-development) and we went directly into a dual-development mode where we had 4 teams: Android Smartphone, Android Tablet, iOS Smartphone, and iPad. This gives us a primary advantage to appealing to the millions of families that have already purchased tablets for their young children. Also, given the fact that all of our twelve (12) Levels have HD and 3D video games, children actually play much better on a tablet, which is something we are very proud of, given that we were proactive in this dual-development.

- Truly being global

Additionally, another component of the challenge is making the app truly global by translating the app into our target goal of 32 languages. Focusing on ESL (English as a Second Language) is a strong marketing focus for us, but we need more than that to thrive in a global environment. This is why we have partnered with Lingo24 and actual local partners in Brazil, the Philippines, and Japan that will be in charge of translating the app word-for-word and ensuring that the translation and learning content is perfect for that specific country and surrounding region. Unlike most apps that use "Google Translate", we are not satisfied with anything short of perfection. We have taken these strides to ensure that every word a child learns is the right word. Every number is used in the right context. Every sentence has proper syntax when translated. It is about

much more than simply learning the material for us: We ensure the children *retain* the information so that it is with them for life. That is the hallmark of any successful virtual learning (or traditional learning) entity.

- Being an education app for young children has strict standards on the App Stores

This has its many headaches because both Google Play and the Apple App Store have very tough standards. Again, with our proactive nature, and as educators, we rigorously studied these guidelines to ensure full compliance. Additionally, our Content Development team is comprised of educators who take the content from our Innovation Committee and ensures that it passes every standard possible as it relates to what is known as the national "Common Core" state standards, used in traditional educational curriculum in almost all of the 50 United States. Lastly, we have taken our compliance a step further by becoming "KidSAFE®" certified, which means that an independent body has reviewed and audited our work and deemed it appropriate and FTC compliant, on top of the App Stores' due diligence. We truly pulled out all of the stops as it relates to perfect compliance.

c. Challenge 3: Developing a virtual learning app into a cryptocurrency token

Solution: Clearly this is something that has never been done before - taking an app and turning it into a cryptocurrency. This didn't stop us from innovating to get it done.

As a matter of fact, we developed a phrase that we are creating as an NFT artwork piece called "AAC" which stands for: Also A Crypto. This is a phrase we will make commonplace in this cryptocurrency world. How? It's simple: It makes *more* sense to create a crypto token that is based on a *real asset* than it does simply to create a gimmick-related coin or a coin as a payment processor in a crowded space! We contribute real cash flow to the liquidity of the token, thereby increasing its value without any doubts. As long as our app shows profit, our token holders are guaranteed to show profit and an increase in value. Why? Because having an app the generates revenue (50%/HALF of which is the smart contract pledged to the cryptocommunity/token holders/potentially you), that also possesses high-tech features that is consumable by the ever-growing population in this world, that is also collateralized via the Intellectual Property, **just makes sense**.

Assets & Revenue are rare for the majority of cryptocurrencies, but they are needed in order to legitimize cryptos. We have just solved the equation. We have provided the missing pieces.

Moreover, you get paid to learn! A child and/or their parent literally gets incentivized by earning tokens via game play using our "WPL Digital Meter™". We took our projected 38% profit margin and cut it in half (19%), so everyone wins and the token gains liquidity!

d. Challenge 4: Developing the cryptocurrency community

Solution: As we alluded to in challenge three (3), the crypto world is used to obscure coins and methods of processing payments faster and more transparently. We love that, too. We are long-time cryptocurrency community members, investors, and advocates. We also truly believe that tokenization is the future of taking physical assets and technological assets (like an app) and turning it into a token that can be traded on an exchange. The token itself is supported by the real or intellectual property that the token represents (in this case, a children's virtual learning app). The token also gains value, not just from a number of incredible provisions that we have pledged to on the smart contract, but more importantly, **from the profit the app generates**.

Think about this: If Instagram was a cryptocurrency token...would you buy it? What about Snapchat? What about Robinhood? These are amongst the most popular *apps* in the world. They make tons of revenue. Instagram is highly-profitable according to Facebook, Inc. (its Owner). They have vast patent resources just like we do, which makes their IP assets amongst the most valuable in the world! For the record: Our EarlyBird Mobile App already has three (3) Patents Pending and one (1) Registered Trademark.

I'm sure you get it now: Apps make better cryptocurrency tokens than the vast majority of the 5,000+ tokens that are currently in the crypto industry (only about 2,000 of them are active as there is a 46% failure rate in the ICO space). This brings us back to the concept of developing a strong cryptocurrency community. If your community can easily understand how the crypto makes money and adds value, will they support it more or less? Obviously *more*! If your community can see that if they share the app to other parents (or to adults period if they have no kids) and those parents or adults use the app and the app makes more money, thereby making the token holder

more money, will they share it more or less? Obviously *more*! If your child can earn tokens that could go towards their college fund in the future by learning more, would a parent likely become a token holder and encourage their child to "Educate & Elevate™" at the same time? Obviously, the answer is **YES**!

Well, this is *exactly* what we have *created* with the SOWL Token! This has *never* been done before and that is also going to make this token *more* valuable!

Furthermore, our parent company is in the process of attempting to patent the entire process of turning an app into a token! **YES!** These are the types of innovative benchmarks we have already set, and we are not going to stop setting them! This is why we will develop a strong community of loyal followers and leaders who will promote our app and the strong initiatives that support early childhood education to the maximum extent possible.

It is easy to see now exactly how we will save on those advertising costs mentioned in "Problem 1," isn't it? This makes sense! It also makes cents!

To emphasize the "Educate & Elevate™" component one more time will further solidify how strong our community will grow. The fact that we have also made our token a utility token that benefits the children of the SOWL Token Holders is another powerful way that we are not only able to make our crypto make sense, but to develop a powerful community. The more their child learns, the more they and their child earns. If you have a child who is a super-learner, they will not only be a member of our "EarlyBird Child Genius Club™" and earn that distinct honor that will be shared all over our social media platforms (which already has over 10k followers and will be at 100k by the end of 2021), but they will be super-earners, gaining more tokens that will aid in the parents' current wealth and even the child's future college fund if the parent chooses to allocate it as such! A family that makes learning fun (our app does that), and is incentivized by using our app (our app and token *both* do that), is a happy family that grows and builds together!

e. Challenge 5: Sales & Marketing of our children's virtual learning mobile app

Solution: Given the number of competitors in this space that offer boring activities and have nowhere near the level of engagement or technology that our EarlyBird App (and subsequently the SOWL Token) possesses, it is still a crowded space. That is why we spent so much time in both "Problem 1" and "Challenge 4" discussing how the community will take a heavy load off of our marketing campaign, saving us approximately 20% by our conservative financial projections. With that said, our 10% marketing budget will still be highly aggressive, given that it is 10% of a rapidly-growing app that is generating more income because of this model, than its competitors. Please do not forget that. Yes, the community is doing a lot of the heavy lifting by contributing to the marketing, which means being a viral phenomenon is the ultimate goal. The goal is easily achievable because the more the community shares, the more their children learn, and the higher the token value goes. This leads to a very successful ICO based on similar marketing models. Again, this means the app is making more revenue, so our 10% reduced marketing budget is still *higher* than our competitors' 30% marketing budget. How? **Because we are generating more revenue**!

Think of it like this:

What is 30% of $100,000 = $30,000.

Right? Yes. That's our competitors' revenue ($100,000, which is very typical for an app in the virtual learning space) and their 30% ($30,000) marketing budget.

What is 10% of $1,000,000 = $100,000. Right? Yes. That is OUR revenue ($1,000,000; although our projections are much higher; this is still just a highly realistic and simple math example to provide) and our 10% ($100,000) marketing budget.

This means that we are *outspending* our competitors by more than 300% when it comes to **marketing**! We are spending more than them and still allocating less. That is not only the power of a strong cryptocurrency community, but also the power of the highly "Budget-Efficient™" marketing model, where, amongst many cost-saving marketing tactics, "Micro-Influencers" (people on social media with anywhere from 1,000 to 1 million followers, but have high engagement and cost 700% less than celebrities on average) create another viral component to app marketing. Again, Micro-

Influencers and our cryptocommunity are just **two** of our **six** Sales & Marketing strategy tactics that will lead to our hyper-growth. The rest are being preserved to protect the trade secrets of our company. Not only have we solved the problem - but we've also changed the game. Welcome to the team!

2.4 - Revenue Streams

We have included our baseline Revenue Plan & Monetization Model in the Appendix as Figure 2. Given that our mobile app, EarlyBird, is done and active, it is clear to see that this revenue plan and the corresponding methods of monetizing work very efficiently.

A synopsis of the our five (5) revenue streams are:

a. SaaS - This is specific to customizing our "Levels" to match the curriculum of individual school systems who wish to use the EarlyBird Mobile App as a Software As A Service (SaaS) to be used directly in their classroom or designated learning environments and communities. So you get the fun, interaction, and engagement of our app directly in the classroom!

b. Advertising - This comes in the form of video ads and interstitials that are placed in various places. They are specifically designed to not interfere with learning and are all appropriate for the age groups that are viewing them as outlined in our agreements with our ad partner companies including Unity Ads and Google AdMob.

c. In-App Purchases - As with most apps, we have a "Freemium" model. The first two "Levels" are free, and the first 20 minutes of "SpecTech" usage is free. After that, the user pays a small nominal fee (Levels are each only $1!) to utilize the app and continue their education.

d. Subscriptions - For parents or students who wish to purchase recurring subscriptions to save money by going with our monthly or yearly models, we offer subscription packages. These are a consistent cash flow source to the company, and they save the parents of our users' money at the same time.

e. Products & Merchandise - In addition to our mobile application, EarlyBird plans to expand in the form of offering both different types of merchandise for families, as well as a physical Saffron the SuperOwl figure that serves the same purpose as it does in the mobile app, only this time it comes in the form of our SuperOwl, which is not only fun and resembles a toy for children, but is quite literally "Artificial Intelligence On-the-Go" for a child, making it so that they always have the opportunity to learn when they bring Saffron along with them.

3.0 - Technology

Given that the SOWL Token is a merger between the **three** hottest sectors in technology: Apps, Virtual Learning, and Cryptocurrency (FinTech), it is important that we provide non-technical users and technical users the underpinnings of how we are making all of these technologies work together in complete harmony in order to achieve economic consonance. Given that our underlying technologies are very proprietary in many cases, we will speak at a high-level, but we will be specific enough that a technical user that is a potential token holder will understand everything easily. We are willing to speak to whales who require more detail on a case-by-case basis by setting up a Zoom Conference Call with our CEO and our CTO (Chief Technology Officer). If you fit this criteria and would like to set up a call, please email **support@yourclass.org**.

3.1 - App & Virtual Learning Technology

As mentioned previously, we are highly-experienced advanced technology app developers with one of its two primary owner's first app being created back in 2011, which was when the App Store was in its infancy. We have a decade of experience and over 30 years of combined experience on our team. We have worked on projects ranging from Music Social Networks to Facial Recognition for Women's Social Networks to Meme Generators to Talent Connectors to Shoes to Cannabis and now back to a Private Social Network project and an Online Casino. We have worked in every sector. This has led to hiring diverse members, as well as our Day 1 employees learning and growing with every project. There is not a technology that we don't have experience in, nor a project we won't tackle. Lastly, our Development Network gives us access to an even-wider range of talented software engineers. From Blockchain to Virtual Reality - we can build it.

With that said, as it relates to the specific EarlyBird Mobile App that is currently in both the Google Play and Apple App Store, we developed the entire program using the award-winning Unity platform. Unity is a global leader in gaming software. They are, without question, the leader in gaming. What makes our decision to use Unity for *everything* on the app unique is that only 25% of each level and 0% of our SpecTech features are actual games. We did this because we know that, based on extensive research, young children respond better to Unity's flow and responsiveness and, when incorporated with our great design layout, creates a phenomenal UX (User Experience) for our young child users.

This decision came with many perils. Developing entirely in Unity required us to make many changes. Many Unity developers are in **shock** about what we are able to create entirely in Unity. We are in the process of growing our relationship with Unity Technologies, Inc. itself by joining their Unity Ads program that will specifically generate appropriate ads for our young student users. If you want to create a game in Unity - great! It's the best. But if you are creating a robust and dynamic app, you will need engineers (like ours) who have an entrepreneurial and high-tech nature to get the job done. We were only able to accomplish this great feat by working with numerous multi-functional APIs that work on some platforms and not others, including Unity. In our search for similar APIs that did not work with Unity directly, we sought out open-source APIs that we modified to suit our needs on Unity.

For the record, there are four components to every "Level" that we call:

1. Watch (an educational video)
2. Play (an HD & 3D video game)
3. Test (a test on the subject of that level, such as the "Alphabet") &
4. Win (a prize that comes in the form of BirdBucks™ or working with our future Brand Partners such as McDonalds and Amazon to win Happy Meals and toy discounts, respectively. *Also, please note that now prizes will include SOWL Tokens that will generate wealth for the parent and child alike!*)

In addition to the Unity platform, in order to make all of the functions listed above work cohesively, we used a combination of several front-end, back-end, and DevOps programming

languages and systems to create our highly-unique model. These languages and systems include (but are not limited to): Python, Flutter, React Native, Java, JavaScript, and Node.js.

3.1.1 – EarlyBird's "SpecTech"

To recap, we currently have two "SpecTech" features, with a third one under construction. The two SpecTech features that are currently developed and fully operational are: Artificial Intelligence and Augmented Reality. The one SpecTech feature that is under construction to create new enhancements and features is Video Tutoring.

For our Artificial Intelligence system, we elected to build a Virtual Tutor. This is a system that, much like Amazon's Alexa, can answer questions in an audio format and written in text in a chat form as well. Our patent pending system is a "Dual Input/Output" system where you can speak in audio and get back both audio and visual. It literally looks like you are texting (similar to a ChatBot) and speaking with someone at the same time. We also coded a unique playback feature so as this "conversation" between our child users and "Saffron" (that is our AI system's name) is occurring, they can scroll back to a previous question and hit the play button and hear the answer again. We incorporated this feature so that users don't have to ask the same question twice and to heighten the user experience as well. No other AI system is built like ours. No other system has dual input/output (audio and typing are the inputs; audio and visual in a text bubble display are the outputs back from "Saffron").

"Saffron" is the SuperOwl. She is what makes the front image on the coin as described in the Appendix. Saffron is backed by a "Machine-Learning Algorithm" that is highly proprietary and accounts for a much larger than average 18-page Provisional Patent Application.

Saffron is also integral and integrated into our AR (Augmented Reality) system. Right now our AR system functions in a cool way where a child can point the phone at an object, scan it, and then have Saffron pop up with some cool facts about what it is. This is a super cool feature for young children who are trying to learn what the world is! But our AR 2.0 system due out in October 2021 will include embedded objects that don't exist in their physical surroundings. Children will see images like a T-Rex or a popular sports figure who we partner with or even a rare coin pop up in their environment through their camera lens on their respective device. This will allow a child to

truly expand their horizons and learn more from the world around them. Similar to Pokémon Go's AR system, the child just has to scan around their house, yard, or location to find items (real or embedded) to learn more about them. Once they touch the EarlyBird shield icon, Saffron pops up and gives them the fun facts they need to know to grow smarter!

Our Video Tutoring system is under construction but is approximately 85% completed. We are making final changes to the pricing of it (only $1 per minute!) and to the scheduling system. The video display will operate much like FaceTime, except that the child will be working with a licensed educator who will be able to answer any of their questions to help them with the *app* or *even their homework*! Our Video Tutoring system is so special because it creates the "Live" link between children and traditional educators. This is more proof that we are dedicated to a long-term collaboration with the traditional learning market. Even though our technology is highly capable of disrupting it, we know that the real value to our shareholders and token holders will be in the form of partnerships. This will also give children a social advantage in life as well; something we care about deeply.

3.2 - Blockchain & Cryptocurrency Technology

The SOWL Token is a BEP-20 token that is created in partnership with the Binance Smart Chain. Binance is the world's largest cryptocurrency and is the 1st cryptocurrency that created a method for tokenizing. Each token allows for a fork to be formed on their blockchain and the smart contract can be modified using the programming language, Solidity, to fit the exact needs of the token creators and their community. Binance does use a "Proof-of-Work" model. Binance's developers and engineers are taking the platform to new heights by hard forking specific areas that allow for progressive new changes to be made on their blockchain network. Our reason for using a BEP-20 smart contract is due to the fact that our underlying smart contract possesses some incredibly important features that **no other tokens have.** In order to maximize the benefits of the **eleven** features we are making available to our token holders, we had to use the BEP-20 integration in order to ensure our smart contract was as robust and automated as possible.

For newcomers to the blockchain industry, please understand that there are "coins" (Assets created by building their own blockchain from scratch) and "tokens" (Assets created by building on the back of existing blockchain network, such as what SOWL is doing with Binance). Asset

tokenization, which is what EarlyBird is doing by creating the SOWL Token, is one of the most notable mentions that draws even more attention towards blockchain technology. Tokenization will play a transformative role in asset management for years to come. It holds the potential to truly democratize countless markets, while making them safer and more fair to everyone. It levels the playing field for investors, while cutting out the middle man, and also makes transactions quicker, clearer, and faster.

It is a fact that you can issue a blockchain token (like SOWL) as a digital representation of *any* tradeable asset. We just happen to be **the first** actual app that has **done it**. So if you have an app that is based on virtual learning/education (like we do) and you incentivize your community *and users* alike to use the app to learn, play, have fun, and earn money (in the form of tokens that grow in value) - How can you be stopped? That is my challenge to you. Show us how a group of invested cryptocommunity token holders will let a high-quality app that **serves a great purpose,** in that it **educates children**, fail? When playing on and using the app generates revenue (see 2.4 Revenue Streams) in multiple ways, seriously: *How can this highly popular blockchain-supported project fail?* Only two ways: If the app underperforms and management refuses to improve it (we have a 4.9 Star Rating on Google Play) *or* if the cryptocurrency community doesn't help us promote it (but why would they not promote an app that is helping them make money? Remember: The model is built where the more they promote, the more rewards they get. The more they play, the more tokens they get. Again, the more their children learn, the more tokens/money they make).

THIS IS THE FUTURE. THIS IS THE SOWL TOKEN.

One last point as it relates to the DeFi blockchain and crypto that we want to state to ensure all readers have a clear understanding:

While EarlyBird is a Mobile App, it is **not** considered a **dApp**. There is a major difference. A dApp is a decentralized application that is locked in place and is tough (or impossible) to modify. Our app requires the development of new content and for content to be modified in order to ensure educational compliance. We have a statement policy about this topic. To obtain it, please email **support@yourclass.org**.

3.2.1 - Transactions

Transactions will be available through "Trust Wallet" which is Binance's official crypto wallet. This is a free client-side interface that helps you interact with the Binance blockchain. This is a user-friendly, open-source platform that allows clients to generate wallets, interact with smart contracts, and more.

The Trust Wallet puts the Binance blockchain at your fingertips and was created by people who are not only enthused by the cryptocurrency world, but are beyond experienced and knowledgeable in this sector. They provide the most secure, intuitive, and aesthetically-pleasing wallet to BEP-20 tokens, with access to their dedicated team at all times.

The Trust Wallet is a full-fledged mobile app that is available to access on an iOS or Android device.

Additionally, we will be utilizing MetaMask as well as the Binance Chain Wallet, which are software cryptocurrency wallets used to interact with the Binance blockchain. These allow users to access their Binance wallet through a browser extension or mobile app, which can then be used to interact with decentralized applications.

3.2.2 - Exchanges

The exchange we plan to initially have the SOWL Token on is PancakeSwap, while making it our end goal to reach larger exchanges like Coinbase, Kraken, and Binance.

3.3 - Blockchain and Smart Contract Audit

For transparency and the belief that we should share this process with our current and future cryptocommunity members, we will be utilizing the services of the top performing Smart Contract Auditing and Blockchain security firm, CertiK, who dedicates their resources to the development of Binance blockchain applications and software. It offers Blockchain Security and Binance Smart Contract Audits for the best of the best up and coming tokens, which is why ensuring that we work with the best of the best is one of our top priorities.

With a team of 15 highly-qualified, researchers, officers, scientists, and business developers, we are confident that CertiK is the most effective and highly-qualified company we could work with to ensure all compliance and protocol is met with the development of our blockchain and smart contract for the SOWL Token.

4.0 - The SOWL Token, Token Economics, Valuation & Pricing

This is, quite possibly, the perfect token that also possesses the perfect strategy to ensure long-term value to cryptocommunity members. We will let you read the below sections to see if you agree. We think you will. We know for a fact that we've changed the entire cryptocurrency market by tokenizing it with a mobile app. Who would have ever thought that could happen? **We did**. That is why our token holders will reap the long-term rewards of our innovation.

4.1 - SOWL Token (Specifics)

We are the first cryptocurrency token that has **eleven (11)** features. Yes, 11 features! The features are outlined below:

> 1. Decentralized - It is a BEP-20 Token that is built off the highly reputable and established Binance Smart Chain. Given the highly complex model you will see, we have also adapted the highly-specific tokenomics into our smart contract as well. This is where it all comes together on the decentralized blockchain's powerfully transparent distributed ledger system.

Open Ecosystem + Different Countries using EarlyBird in Different Languages + New Enhancements

BEP-20 Token with a Binance Smart Contract
=
The SOWL Token featured on the Binance Smart Chain

2. Deflationary - We have the ability to burn tokens, based on transaction volume. This decreases our supply over time, which based on deflationary economics, will create a strong rise in the price of each token.

Burning one of the tokens from the 20% allocated to be burned will continue driving the value of the token up, benefitting our long-term token holders.

3. Distributive - Half of the 8% "Transaction Tax" we charge early exiters gets re-distributed to our long-term "Hodlers". Just hold and earn more tokens! It's that easy! No better reward for seeing our vision than that!
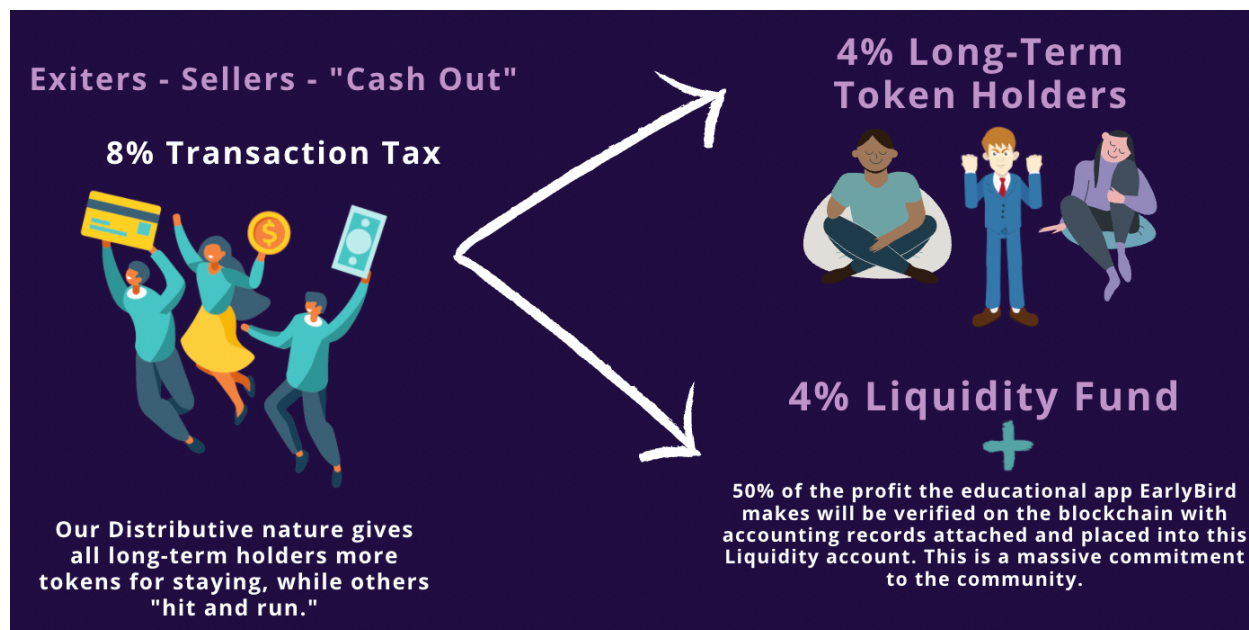
4. Double Liquidity - We are committed to ensuring the short-term and long-term increase in real underlying value behind this project. This is too powerful of a project to be shortsighted. To put our money where our mouth is, we have created the crypto world's first double liquidity protocol. Our first protocol is based on the "Transaction Tax" where the other half (4%) over every single transaction will be set aside into the "Liquidity Account". Our second protocol is one definitely never before seen in a cryptocurrency, which is that 50% of the profit that the educational app EarlyBird makes will be verified on the blockchain with accounting records attached and placed into the account as well. This is a *massive* commitment to the community.

THAT MEANS HALF OF EVERYTHING WE MAKE GOES TO YOU!

As the liquidity/cash in the account grows, that means you have a **real** underlying value that is fully supporting the value of the cryptocurrency. It is literally better than fiat, and more similar to gold in that it has a real underlying value supporting it. No other token or

coin has this amazing and democratic double liquidity protocol.

In both of these ways, the smart contract will transfer the aforementioned liquidity events into a "Liquidity Account" that is set up as a trust and cannot be accessed until the year 2041 (20 years from the day of the ICO launch). At that time, all the funds that are in the account will be distributed in the form of a dividend based on the pro-rata share of total tokens that each holder has. This a very liquid/cash-filled thank you from us to you. After that distribution, the fund will start over, using the same exact process, unless the community consensus is to keep the liquidity account going indefinitely, which we will all vote on.

5. Democratic - All token members will get to vote on important matters like Board of Directors selections (**Half** of the Board Members will be voted on by the community), Community Board (like a City Council) Member selection (**All** of the Board Members here will be voted on by the community), and the selection of a Marketing company that will be in charge of running large campaigns to keep EarlyBird growing and will *also* be **half** voted on by the community token holders! To democratize the process even more fairly, we require that the Marketing company must be a minority-owned company, with acknowledgements being made to those that are SOWL Token Holding Companies. It truly doesn't get any more fair, balanced, or democratic than this!

6. Fixed Supply - 100 Billion Tokens. Combine this fixed supply with our deflationary protocol, and you have a token that is destined for greatness. You can't make more of it = a Commodity like gold. *Plus*, we are deflating the value of it to ensure that the price will continue to rise.

7. Founder Transparency - Unlike most startup tokens that have *no years* in business or experience at all for that matter, this token is developed by and built on the back of our highly experienced CEO, Megan Hallett. Check out her bio at www.wrallett.com/about-us as well. Furthermore, the business(es) that she operates have been in existence for 3 years, and she is a Cecil County Maryland Small Business Grant Winner, who has a Dun & Bradstreet PayDex Score of 80, with absolutely stellar financial metrics to support it!

Stable and experienced; Everything that the cryptocurrency space needs right now!

8. Charity-Supporting - We will be partnering with the charity "No Kid Hungry" which helps children battling food insecurity and provides wholesome meals to children before and after school to end this terrible cycle of child hunger. It is one of our primary goals that we become this charity's largest donors, which is why we plan to distribute 8% of our token supply to "No Kid Hungry" and other child-related chartities. You get to be a part of that same philanthropic beauty by being involved with the SOWL Token.

9. Utility Token - While it is a stable and secure token, it is NOT a security. It is a Utility Token. Having access to SOWL Tokens gives your child the ability to obtain access to:

    a. Free Levels!

    b. Free SpecTech Features!

    c. "First Student Advantage #1" - As our levels and SpecTech features expand, your child will be put first in line for early access. Again, this is only supplementary to a child's traditional schooling, but with this type of fun and engaging learning atmosphere we have built, you will easily see that we have a technological masterpiece on our hands as it relates to education! Check out EarlyBird right now in the Google Play and Apple App Stores to see for yourself!

    d. "First Student Advantage #2" - We will be growing our Support Community over time. With that, we anticipate having scheduling delays as it relates to our already popular Video Tutoring feature. By being a SOWL Token holder, you are guaranteeing that your child will be put first in line as it relates to scheduling a video tutoring session with one of our licensed educators!

10. Rewards - Clearly, we pride ourselves on being a very giving cryptocurrency, and that certainly does not slack up when we get to rewarding our community! From AirDrops to a social media sharing Bounty Program to the fact that when your child *plays* our educational games, they are racking up the "Digital Learning Meter" to earn tokens for you! Yes, it literally pays to learn now! Lastly, we are incorporating a Social Media Influencer and "Micro-Influencer" rewards campaign so that you are getting paid for every referral you

make! Positive members breed more positive members! Given that education touches *everyone's* life in one way or another, there is no cryptocurrency that makes more sense than this! Let's build a community that involves both making money and helping children learn: the ultimate **WIN/WIN**!
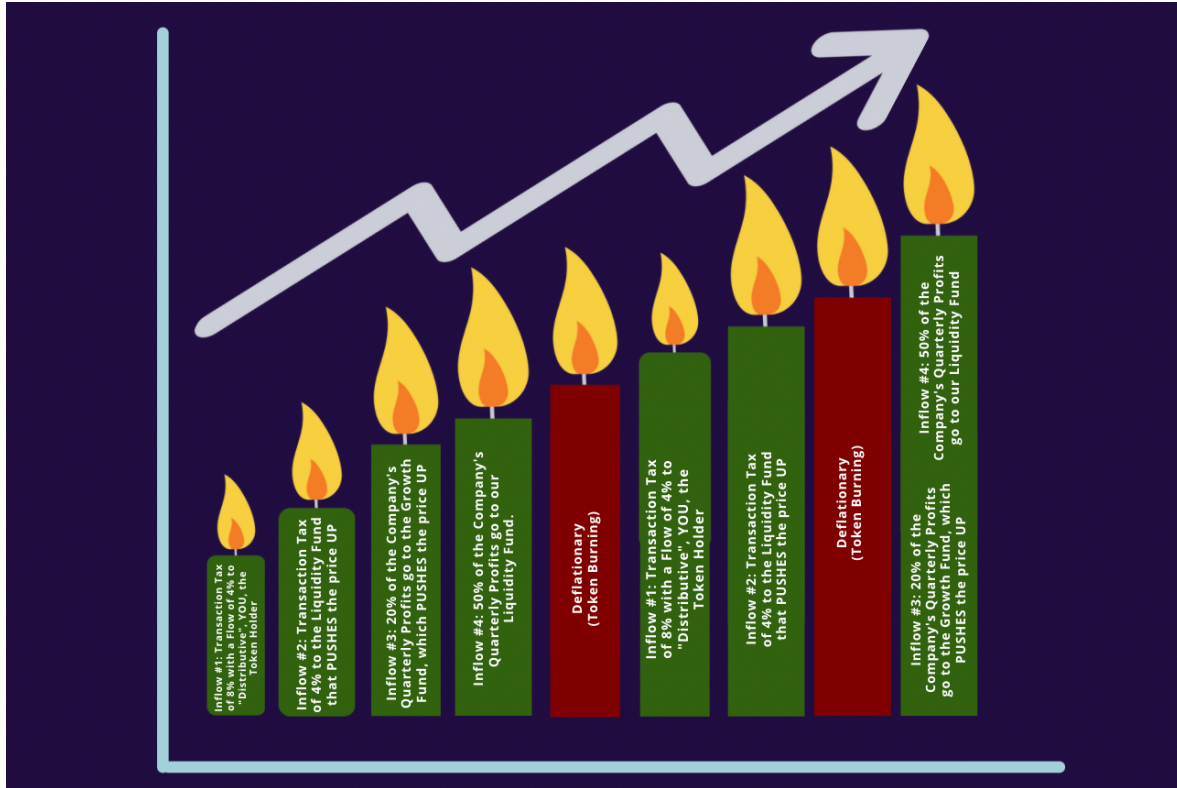
11. 100% Supported by a Real High-Tech Children's Education App - Something tangible! Something that is already helping young children! Something that you can share and easily state – ***this is <u>why</u> and <u>how</u>***! So many organizations are creating cryptocurrencies with no real value & with nothing supporting it. Nothing, other than buying and selling those cryptos, makes them move. We are different. We boldly connect Education & Tokenization at the same time as boldly connecting a real Mobile Application with the Blockchain. No one is doing this, except you now!

As you can see from the above, the specifics of this token are nothing short of **perfect**. A cryptocurrency like SOWL would not have been available in years prior to this. It took the evolution of the industry in order to see what cryptocurrency industries were embracing before we could tokenize a mobile app. Now that we have done it, we have paved the way for others (unless our Intellectual Property attorney confirms what we are planning, which is to patent or copyright the process). Even if the rare chance happens that we do get our formula copywritten or patented, we *will* license it as another revenue stream for our parent company and majority owner, which guarantees that this additional revenue stream will *also* be **half**-pledged as another liquidity event to the SOWL cryptocommunity.

We have built this **Innovative 11 Model™** as it relates to tokenizing a mobile app so that there is something to appease every type of cryptocurrency investor, all packaged into one easy formula. We are a utility token that provides unbelievable benefits in the form of "Free Levels" with additional in-app purchases, "Free SpecTech" features with additional in-app purchases or subscriptions (weekly and monthly and eventually yearly), as well as a "First Student" advantage program, where a child will be put into our Beta testing program (if you wish) so that they have early access to all of our latest features. We have numerous rewards including our 8 AirDrops planned by 2022 and we have Bounty Programs that allow for you to earn tokens in **two ways**:

a. You earn tokens for sharing the **crypto** itself to friends and family on social media, and,

b. You earn tokens for sharing the **app** itself to your friends and family! Because we are both an app and a crypto, we have a dual-assurance that you get rewarded for promoting both.

Furthermore, our Distributive nature gives all long-term holders more tokens by staying, while others try to "hit and run." Our Deflationary aspect ensures that we are constantly in an increasing pattern. This will be discussed more in Section 4.2. We provide Democratic voting rights to our community to ensure you all have a say in our growth! You benefit financially from helping young children learn and grow! Does it get any better than that? To make all of this even more realistic are our Double Liquidity features. This is the *proof* of the cash inflows to both a "**Growth Fund**" (20% of this fund is split and half of the 20% (10% of the Growth Fund) goes towards our Marketing & Product Development dollars to ensure we always have funds to keep growing and the other half (10% of the Growth Fund) goes towards the SOWL Crypto SPAC for acquisitions of other companies) and our "**Liquidity Fund**" (that holds half/4% of the Transaction Tax so there is constantly value going in *plus* 50% of our profit/free cash flow from the app's operations!). This puts constant value into the token, thereby increasing the price. Not only is *half* a huge commitment from the company, but it's also more than just a "commitment" - it's a guarantee that is coded into our smart contract. This is one of the main reasons we used the BEP-20 token so that we could transfer the *whole* values, including equitable profit-sharing. The smart contract just became a lot smarter with the choice of the BEP-20 token, and we are on the cutting-edge of that blockchain technology growth.

Inflow #1: Transaction Tax of 8% with Flow of 4% to "Distributive", YOU, the Token Holder

Inflow #2: Transaction Tax of 4% to the Liquidity Fund that PUSHES the price UP

Inflow #3: 20% of the Company's Quarterly Profits go to the Growth Fund, which PUSHES the price UP

Inflow #4: 50% of the Company's Quarterly Profits go to our Liquidity Fund.

Deflationary (Token Burning)

Inflow #1: Transaction Tax of 8% with a Flow of 4% to "Distributive", YOU, the Token Holder

Inflow #2: Transaction Tax of 4% to the Liquidity Fund that PUSHES the price UP

Deflationary (Token Burning)

Inflow #3: 20% of the Company's Quarterly Profits go to the Growth Fund, which PUSHES the price UP

Inflow #4: 50% of the Company's Quarterly Profits go to our Liquidity Fund

4.2 - SOWL Token Economics- "Tokenomics"

While this section is mainly to discuss the underlying economics behind the token itself, we want to ensure we discuss the whole concept of "deflationary economics" so that you can see that one of our biggest value-adding components of the SOWL token is the fact that it is a "Deflationary Crypto." A Deflationary Cryptocurrency is a crypto that's total supply gradually, and strategically-timed, decreases over time. Economically speaking, this is perfect for a mobile app, especially ours - EarlyBird. How? It's easy:

Once we make EarlyBird a household name for kid-centric virtual learning globally, we won't need to keep issuing as many tokens to raise capital, as it will gradually decrease as brand popularity and brand loyalty take over. Yes, we know it is a requirement to keep improving the product (the app) rapidly and to keep marketing to stay above the marketing of competitors (new or old). But our counter to this is that gradually, we will be generating enough free cash flow (and subsequent growth) to sustain *without outside investors*. We will do this strategically, conservatively, and gradually. So, using the deflationary model also ensures that current investors are not diluted. Prices will remain growing strong and stable, giving token holders a **real reason** for

holding for the long-term. Our massive commitment in the form of our **Innovative 11 Model™** is complimented by the fact that "Hodlers" (token holders) will be seeing this rise in price and will stay committed to us. Thus, deflationary economics proves valid in this case. In principle, this ever-shrinking supply will lead to an increase in prices in the long run. The deflation takes place by the fact that we are burning a portion of tokens when necessary. It is not a steep price to pay when you consider the stability. Also, think about it in terms of how this could be a parent's fund for their child's higher education/college tuition. No, it's not a steep price at all. In fact. it's the best thing to do.

Also, to further clarify the underlying economics, we want to address our two "Funds" that are locked in via our smart contract. These are the **Liquidity Fund** and the **Growth Fund**. As the Liquidity Fund and the Growth Fund grow in value, the SOWL Token becomes more tangibly valuable because **actual cash** is supporting the token. The more cash that supports the token, the *higher* it will go. Basic economics will keep the app rising, the more liquid/cash-based it is, which subsequently keeps the value/price of the token rising.

As the Growth Fund increases, so does EarlyBird's ability to add more Levels and SpecTech features, including Virtual Reality. This rapid expansion we set to conquer the Global Children eLearning market at every single level, shows that with our never-ending population growth in the world, we will always have more users to education, which means the growth for the SOWL token **never ends**. We can always add more users, we can always add more content to our Levels, we can always increase our SpecTech features so that we stay on the cutting edge of technology. Our mission is that EarlyBird is in every country and on the phones of children (or their parents) ages 1 to 8. We know that our app is especially useful for children ages 1 to 4 given that, as of right now, we are focusing primarily on early childhood development topics within our vast levels. The world is constantly producing more children. With this never-ending cycle of population growth, technology growth, and user growth, it is quite easy to see how large the market capitalization of the SOWL Token will be.

Furthermore, we have lowered marketing costs due to the incentives provided by both the cryptocommunity, speculators, and influencers alike. Getting everyone involved in educating our youth is actually a much easier concept than you might think. Education has touched all of our lives. Seeing a kid reading the alphabet is one of the *cutest* things you could ever see. It's a monumental

moment that makes parents cry. It is very clear to see how this is not only an amazing concept for a cryptocurrency, but also how the profit margins will be higher, given the lowered marketing costs. It is important to mention this again in this section because you want to get your mind thinking about numbers and the economics of *how* this really works and how amazing and *simple* this model is. We are looking for committed people to become members of our cryptocommunity. If you've made it this far, you are likely who we are looking for.

Finally, we want to touch on a major variable that many of you are not likely considering when thinking of the financial and economic makeup of the SOWL crypto. The true power of the economics is that the hardest part is done: **We've already built the mobile app**! You benefit from our early hustle and hard work to build an iconic virtual learning system for kids.

4.3 - SOWL Token Supply & Distribution

In the world of cryptocurrency, it is critical for there to be a community understanding of what the supply is and what it is allocated to. Given the fact that we have many variables in play here, the best way for us to break this down is to first break down the variables of supply, and then break down the variables of distribution so that you can get a clear vision of exactly *how* everything works, both numerically and in a % basis.

The variables of the supply are as follows:

Max Token Supply	= 100,000,000,000	One-Hundred Billion SOWL Tokens
Burned Tokens	= 20,000,000,000	Twenty Billion SOWL Tokens
Total Token Supply	= 80,000,000,000	Eighty Billion SOWL Tokens

The variables of the token distribution, which are expressed in a % format, and based on the above supply variables, are as follows:

1. Company	= 27.5%	EarlyBird Digital, Inc. [Executives (75%) &

		Shareholders (20% & Team Members (5%)]
2. Investors/Community	= 27.5%	As promised, it is always EQUAL to the Company; 50/50 still applies here
3. Community Rewards	= 7%	Includes: Bounty, AirDrops
4. Educate & Elevate™	= 14%	For the Children, Parents, and Community Members who wish to Educate & Elevate™
5. Influencers	= 11%	Includes: Influencer Bounty & Milestone Incentives
6. Charity	= 8%	Includes: No Kid Hungry & Other Children-Related Charities
7. Exchange Listing Fees	= 5%	Set aside to cover the listing fees of major exchanges such as Binance and Kraken
	= 100%	
8. *Burned Tokens	= 20%	Note: This is based off the Max Total Supply, while the 11 key features are based off of Total Token Supply. We included this so that you could see that we did in fact account for the Burned Tokens and how they fit into our equation compared to other cryptocurrencies.
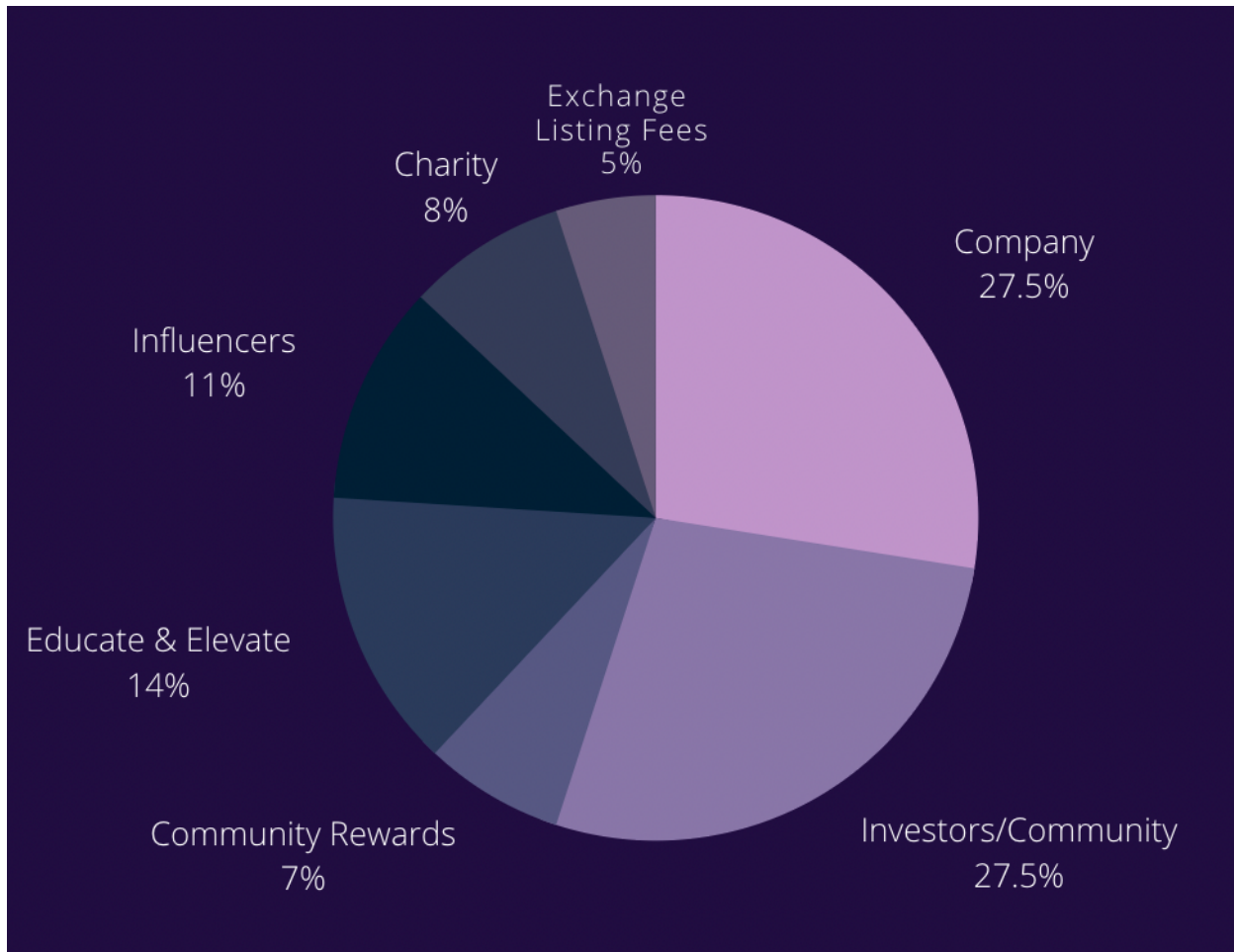
There is a 9th area to factor in, which are the tokens that are based on the "Distributive" part of our model. These are the 4% of tokens (from the 8% Transaction Tax) that are redistributed to existing token holders. Given that turnover with cryptos is a major factor (and many times a major issue), we are doing everything we can to mitigate market cap turnover/token turnover. We cannot properly factor these in other than showing that 8% of *whoever sells* (including the Company), will be hit with this Transaction Tax and the rest of the community holders will be awarded simply for holding.

As you can see, we have an extensive and highly-detailed distribution strategy that leaves **no component** unthought-of. We have an allocation for every single aspect that could affect our business operations. When you read the vast majority of the white papers that exist today, this component is left largely to chance. We are experienced business executives. We leave nothing to chance, and we take no risks. Just like with the **Innovative 11 Model™** mentioned earlier in this

white paper, we now have another 9 aspects that have carefully and meticulously been thought through to ensure everyone in the SOWL Token Network is properly accounted for and compensated.

In addition to the above, here are a few additional principles for the management process:

1. At the ICO Launch, we will create a Distribution Chart that shows the percentages of tokens that have *actually* been allocated so that you can fact-check our above distribution chart and corresponding percentages to ensure, without any question, that we are doing everything right on target.

2. We have a strong emphasis on our control of the token supply. We are strong believers that the "Token Supply Policy" and "Monetary Policy" (such as that issued by Central Banks around the world, including the U.S. Federal Reserve) are identical. Token Supply Policy = Monetary Policy. This is why we have implemented a way to control the supply via Burned Tokens. Remember, *we* make the decision on when to pull the lever on burned tokens. If rampant buying or selling puts the long-term stability of the SOWL Token in question, we will exercise our authority over this option quickly. We will, of course, reach out to our community via social media, including Twitter, Instagram, and Telegram in order to gauge your opinion. Just as with everything in the blockchain, we don't mind reaching a (manual) "Community Consensus". We are highly democratic in our approach to this entire process.

3. What we have created is one of the most balanced approaches to distribution/allocation in cryptocurrency history. We challenge you to find another coin with a better distribution strategy in terms of fairness to everyone involved in the network.

4.4 – TOKEN$ - The World's First Defi SCRAP™

TOKEN$ is a DeFi "SCRAP™", which stands for: Smart Contract Retail Autonomous Protocol, which empowers SOWL Token holders to use their tokens to make payments for everyday items

ranging from "Toys-to-Tuition" and beyond to all items you would see offered by retailers both live and online. This includes TVs, cars, furniture, and groceries. Literally everything a retailer, such as Amazon or Walmart, offers! Given that it is a DeFi, it does not involve an intermediary bank or financial institution. The SOWL Cryptocurrency holders pay the retailers directly using their SOWL Hyper-Wallet™. Let's break down each part of this and its importance:

DeFi = Decentralized Finance. This is the fastest-growing segment of Financial Technology (aka- "FinTech"), given that it eliminates the need for an intermediary, such as a bank or financial institution, such as a credit card processor.

SCRAP™ = Smart Contract Retail Autonomous Protocol. This is a trademarked term created and owned by Wrallett Technologies Crypto Labs, whereby IF a token holder chooses their "Crypto-Use™" to be "Purchase" (as opposed to "Investment"), they are charged a 2% "Retail Purchase Tax" of 2%. This 2% Retail Purchase Tax goes DIRECTLY to the retailer to pay for any of the items the retailer is selling! The transaction is processed through the Binance Smart Chain Network, given that this was the system that the SOWL Token was deployed on. This also means the retailer is now incentivized to accept cryptocurrency as they are getting PAID to accept it!

This further means that the retailer is able to ELIMINATE a MAJOR COST of credit card processing for a TOKEN$ purchase, given that Binance processes the transaction, as it is an autonomous blockchain protocol developed in a smart contract.

When looking at how this works, it is important to first note the Smart Contract is an entirely automated blockchain process that will handle all of this work automatically! It was already pre-programmed to handle ALL "Purchase" transactions this way.

First, the wallet owner/the user simply has to select under the NEW "Crypto-Use™" dropdown the "Purchase" option, as opposed to the standard "Investment" option. The Investment option is the ONLY option that existed for cryptocurrencies UNTIL NOW! Second, the user will have their purchase deducted from their wallet, in addition to being charged a small 2% tax (the Retail Purchase Tax), given that they can NOW use their crypto for average everyday purposes and purchases. Third, the retailer will receive the payment, plus the 2% tax as a BONUS for accepting

the wallet owner/user's payment. This gives them a FINANCIAL INCENTIVE to accept cryptocurrency as a form of payment.

The SOWL Token is the FIRST cryptocurrency that utilizes the TOKEN$ system! Wrallett Technologies Crypto Labs will be licensing this technology out to other new tokens that are deemed as a good fit for this model. We will specifically only partner with new coins or tokens that CARE about their users: No shitcoins. No meme coins. Only REAL COINS and TOKENS will have TOKEN$ integrated into their Smart Contracts.

So, why would a user/person pay a retailer an additional 2% to make a purchase with their cryptocurrency? This is very easy to address. Right now, centralized finance (banks & credit card companies) are overcharging people int he U.S. and across the world an EXCESSIVE amount of fees. 2% is TINY when you compare it to the average 8.75% a person is charged for withdrawing money from an ATM (National Average is $1.75 for a $20 cash withdrawal) or the 4.5% the average American is being charged in banking fees and other random financial fees throughout the year. This equates to more than $560 (on average) the average person LOSES to the CENTRALIZED financial system EVERY YEAR! So...2% is a SMALL PRICE TO PAY. It is FAIR. It is SMALL. It allows for YOU (the user) to use your cryptocurrency for WHAT YOU WANT! It allows the RETAILER to eliminate a COST and make more REVENUE by simply accepting TOKEN$ as a payment method.

One of the best parts about this is that the cryptocurrency can grow in value! Sure, while it can lose value as well, the cryptocurrency market is a rapidly-growing market that saw over 250% in growth on average in the year 2020 alone! Considering the average "Savings Account" is paying less than 0.5% (HALF OF 1 PERCENT), there is potentially a significant benefit to having some of your wealth in cryptocurrency.

The biggest issue that people had, until TOKEN$, is that they had no way to use their cryptocurrency for average, everyday purchases. Furthermore, retailers had no reason to accept the cryptocurrency. Now they do. TOKEN$ has made it all possible with a very simple and equally beneficial decentralized platform. We have given the power back to the people and the businesses and retailers they love!

4.5 – The SOWL Crypto SPAC

Given that the entire premise of this project's long-term viability deals with the profit that is made by the EarlyBird Mobile App, it is critical that we state that a diminishing marginal utility (DMU) will occur at one point over the next 2 to 3 years. This means that while we can take the app from 12 "Levels" now to perhaps 50 levels later, as well as adding in Video Tutoring and even Virtual Reality, there will be a part where we have covered all educational topics for children. This will possibly lead to stagnant or slow growth. This is why we have decided to allocate our "Growth Fund" into two parts. As mentioned previously the Growth Fund is a Profit-Fund Protocol we have embedded into our Smart Contract that ensures that 20% of all profits go into the Growth Fund to pay for Marketing & Development. We have decided now to split this into two separate parts of 10% each. 10% of the 20% in the Growth Fund will stay with Marketing & Development for the app to ensure proper product-market fit is achieved and we remain hyper-competitive. The other 10% of the 20% in the Growth Fund will be to build a Mergers & Acquisitions (M&A) based SPAC (Special Purpose Acquisition Company).

The purpose of the SPAC is for EarlyBird Digital, Inc. to buy **entire companies** in the children education and kid-centric transaction business industries. This will allow us to increase our growth, given that the companies we acquire via this SPAC (called The SOWL Crypto SPAC, the world's first eLearning cryptocurrency SPAC) will all funnel into the 50% profit-sharing to support the underlying value of the token, allow for more distributions to the community if a majority consensus agrees on this, and allows for possible dividends even. The more we grow, the more profit we make, the more the token value grows, the more everyone benefits. By adding this SPAC acquisition strategy, we can create a dynamic and rapidly-growing empire that is not solely reliant on the EarlyBird Mobile App itself. This turbo-charges our growth and adds more value to the token!

The goal is to get the token's market capitalization so high that we can acquire major kid-centric companies such as ABC Mouse and Kiddopia, which are other apps in our Virtual Learning industry. As we grow larger into the multi-billion-dollar market-cap range we can acquire well household names such as Nickelodeon/Nick Jr. and the internationally famous Byju's Kid's Learning App. This is the most dynamic growth strategy ever created for a cryptocurrency. This causes a built-in reason for **why** a holder wants to buy and hold.

Growth Fund (1)

Profit Share (4)

Growth Fund (6)

Profit Share (9)

Growth Fund (10)

1. The more the Growth Fund Increases...
2. More spent on the App's Marketing & Development...
3. This Increases the Company's Profits...
4. 50% Profit Share to the Liquidity Fund to Boost the Token Price Higher AND 20% Profit Share to Growth Fund to Help with Marketing & Development (10%) and our SPAC to buy companies...
5. Again, Token Price Grows Because of Real Profits and Real Underlying Liquidity Supporting Our Crypto...
6. More Profits = Higher Growth Fund...
7. We Use the 10% SPAC Allocation and Make Acquisitions/Buy Companies In Our Industry (Or Related/Horizontal and Vertical)...
8. These New Companies We Buy = More Growth + More Profit Diversity So We Aren't Dependent Solely on the EarlyBird App...
9. 50% Quarterly Profit Sharing Continues = Higher Liquidity Fund + Higher Growth Fund...
10. Token Price Grows More...

This is the most sustainable back-end Tokenomics structure ever created. It ensures that, by our two main protocols - Growth Fund and Liquidity Fund via Profit-Share (not to mention Liquidity Fund via Transaction Tax AND Transaction Tax Re-Distribution to Existing Token Holders) - that the token will not stop growing. We will relentlessly search for low-valuation, high-growth, high-profitability companies that we can incorporate the SOWL Token transaction in to for seamless and rapid growth.

If we bought a company similar to Toys-R-Us, we could incorporate the kid's Educate & Elevate™ token rewards (and their wallet that their parent holds for the child) into the transaction network allowing a child to pay for toys and clothes with the SOWL Token. This further enhances the transaction volume, and given we have a fixed supply of only 80 billion net tokens (after burn), this will also contribute to an increase in price. This is just one example. The sky is the limit.

This ensures a diversity in growth as well to ensure that we are never reliant on just **one** profit source (the EarlyBird Mobile App). This also allows for windfall profits in the event that one of our SPAC portfolio companies may be purchased back from us. SPACs are the fastest growing

financial market segment next to cryptocurrency. Now, we have *four* (4) of the **hottest five** (5) industries all rolled innovatively into one powerful token. Apps, Virtual Learning, Cryptocurrency, and SPACs.

4.6 - SOWL Token Valuation

We utilized a proprietary version of the Empirical Asset Pricing Model, given that we have found in our vast research that it is impossible for a person or company to adopt a model outside of the Empirical Asset Pricing Model that has come close to valuing cryptocurrencies. Cryptocurrencies are, in fact, a new asset class because they are tradeable on exchanges. We cannot discount that factor. We utilized this model in conjunction with an estimation procedure that was conducted via a two-stage regression approach. We assumed a basic linear stochastic discount factor (SDF), given that it is commonplace in financial literature and well advocated for by both economists and mathematicians. Please keep in mind this important aspect of cryptocurrency valuation as an imperfect science: Cryptos have little exposure to a great deal of variables that affect the stock markets, as well as other macroeconomic factors. The main factor that affects cryptocurrencies, such as the SOWL Token, is **momentum**. This includes the momentum behind press releases that show positive forward direction for the crypto, although it is possibly pump news. Also, this includes the momentum of exchange trading activity for a specific cryptocurrency and others similarly situated. Finally, it includes the momentum of the average network volume (ANV). Combined, this collective momentum, or lack thereof, is what makes or breaks the majority of cryptocurrencies.

It is critical to remember, again, that EarlyBird, the actual mobile app that is currently being used by thousands of users around the world, is generating revenue already. Yes, it is the beta version, but it is a very strong beta version that is integrated with some of the most unique technological features a virtual learning app has ever seen. In summary, when you tie in *all* of the above aspects, and twist it with the fact that it is now a part of the fastest growing FinTech (Financial Technology) sector on the planet - Cryptocurrencies - you have a model of innovation that has never been achieved before. A model of innovation that will be copied by thousands of future apps. A model of innovation that only comes around once in a generation. **This is what the SOWL Token represents!**

The final valuation figure is provided at the bottom of Section 4.5 below. It can only be provided in full when combined with the Section 4.5 initial ICO price, which is why it is being presented there, and all of the facts of how we reached this conclusion are shown above (in conjunction with the below).

4.7 - SOWL Token ICO Pricing

Given the aforementioned aspects of both token supply, distribution, previous investments, the EarlyBird Mobile App itself, as well as mathematical formulas that combine token velocity with liquidity events, we have been able to successfully arrive at a realistic and accurate starting point for the SOWL Token ICO.

To be more specific regarding the items in the previous paragraph that came after the "as well as", we wanted to take a moment to delve into the intricacies of each of these aspects so that you, the reader, can follow along with how we arrived at the below ICO price.

First, we ran through a series of formulas first regarding Token Velocity (a calculated measurement that is necessary to understand before successfully launching an ICO) and made various assumptions and projections to ensure that we accounted for every aspect. Additionally, we were conservative in selecting the "minimal velocity" for the starting formula. The first formula for token velocity we used is:

> **V (Velocity) = TTV (Total Transaction Volume) / (divided by) ANV (Average Network Volume)**

Based on the above, the formula can be rewritten to find the ANV, therefore:

> **ANV = TTV / V**

This means that the average network value is equal to the velocity divided by the total transaction value. Velocity is typically an annual measurement. If transactions aren't happening, this means there is no liquidity, therefore V = 0. This means that the crypto will continue to trade at a discounted rate. Please note: There must be some minimal velocity for a token to reach its **full**

value. That is *precisely* why we have designed the SOWL Token to be stable, steady, deflationary, and doubly liquid - because it keeps the value continuously increasing.

We then factored in the Burniske definition for Token Velocity math to fact check our previous estimations. This formula is:

M(V) = P(Q)	M = The size of the asset
	V = Velocity
	P = Price
	Q = Quantity

Our major factor here, and perhaps our biggest eureka moment was realizing that V (Velocity) will increase when liquidity events (transaction taxes and the app's 50% profit-sharing protocol) happen and the liquidity in said events support the underlying asset, (the token) making it more valuable, thereby increasing the price.

This means that our quarterly profit sharing of 50% will have a tremendous positive and upward impact on the price of the SOWL Token.

This will lead to the aforementioned momentum and velocity factors increasing by what we estimate is 20x the normal transaction volume on the days that the quarterly profit sharing of 50% is announced. Now of course this depends on the *amount* of the profit-sharing. If the amount is $100 *vs.* $100,000, it will have a major impact. But based on our conservative financial projections, we were still able to make accurate estimates that the average quarterly profit-sharing factor will be in the range of $20,000 to $250,000 in the first two years (2022 and 2023), and then $450,000 to $2,750,000 in the two years following (2024 and 2025). Of course these estimates are highly conservative. The majority of our financial modeling experts and consultants could not agree on such conservative figures, given our *current* downloads and user growth.

Given these events have the potential to increase the normal transaction volume by over 2,000% its standard average, we will need to activate our deflationary policy control measure ("burning tokens") during this time to ensure the token holders don't get taken for a ride and then dropped off too quickly. We are *fully* in control of the token burn lever. We have set aside 20% of

the tokens to be burned and it is up to us when the vast majority of them are burned. We are controlling this aspect for precisely this reason. Could we have all of it to go parabolic (moonshot)? Yes, perhaps. But remember, long-term success is the goal. Imagine where this token will be in five years when we have full market dominance globally as the leading virtual learning children's application on the planet? #MoonshotBound

As we continued with our mathematical formula to arrive at both price and valuation, we were compelled to utilize the Burniske definition, where "Valuations" typically solve for "M" (again, this is the asset base size) by rearranging the equation:

M = P(Q) / V

Determining M in the above equation is also one of the key determining factors in how we were able to accurately project the Total Token Supply. With that said, to solve for token price, one must first calculate for M, by working out the size of the market in dollars [P(Q)] and dividing it by V (Velocity) and finally divide M by the # of coins in the supply.

This led us to the Buterin definition of:

M(C) = T(H)	**M = Total supply of coins**
	C = Price of the coin (or 1/P) [With "P" being the "Price Level"]
	T = Transaction Volume (the economic value of transactions per a given time period)
	H = 1/V (the time that a token holder actually holds a coin before using it to make a transaction)

It is very important to note here that we made the assumption, based on favorable token economics, that SOWL token holders will hold *longer* and make less transactions because of the incentives we've provided. It is important now to state that our end goal (see our Conclusion in

Section 6.0 for more) is for the SOWL token cryptocurrency to be **the premiere** transaction token for purchasing *anything* child-related, from toys to tuition at Harvard. This will, of course, change the dynamics of the token's turnover rate. We estimate that implementation of increasing its use as a transaction token to take place in our third year (2024). While that will change the charting dynamics quite drastically, all of it will be nothing short of positive for our SOWL token holders. It will put upward pressure on the token price (you have to love it when the price of your token increases), and the existing holders will benefit from the Transaction Tax for users who are exiting by making a transaction. Both positives.

Back to the aforementioned Buterin formula (as this is our final step). To solve for token price, one must solve for C by rearranging the formula as:

$$C = T(H) / M$$

In either definition, one can see that the velocity of the coin is inversely proportional to the value of the token. The longer people "Hodl" = The higher price each token increases to. With that said, we can now conclude the Valuation and ICO pricing components as it relates to the aforementioned statement at the beginning of this section regarding the math formulas that came after the "as well as" statement mentioned above. Again, the below is derived with the math formulas as well as everything prior in this white paper.

Based on this white paper in its entirety, we have clearly arrived at the below price and valuation:

SOWL Token ICO Price = $0.0005	**SOWL Token Opening Valuation = [80 billion x $0.0005] = 40,000,000**

*__Please note__: While we did utilize both the Buterin and Burinske financial models referenced in the above sections, we also made consistent projections that aligned us to what our pre-IPO valuation was to ensure an absolutely fair balance between our existing shareholders. We ran numerous financial model projections to ensure that this starting token supply, distribution, price, and valuation were in complete economic harmony with one another.

5.0 - The Roadmap

What is The SOWL Token?

      SOWL is a token cryptocurrency that is centrally-focused on developing the world's first global virtual learning system.

      In the development of this global virtual learning system, SOWL will decrease the massive deficit of dynamic youth education resources to minorities and underdeveloped countries, increase the availability of high-tech, content-rich, creatively engaging content via gamification, and fun virtual learning resources to young children worldwide. Simultaneously, SOWL will enhance the wealth of token owners at the exact same time.

How is SOWL going to make that happen?

      While our goal appears (and is) incredibly ambitious, it is actually a very simple process in how we can leverage existing platforms to achieve this goal. We break this down in the following steps:

Step One: Finalize all BizDev Operations for the product, the EarlyBird Mobile App, to ensure its capabilities in the App Stores are not only functional, but available worldwide for users

- Ensure all bugs or glitches are attended to and resolved for optimum user experience
- Full implementation of customized videos specific to EarlyBird's virtual learning enhancement platform
- Team of licensed teachers prepared and scheduled to work appropriate times for Video Tutoring sessions scheduled by parents for their children

Step Two: Tokenization & Capital Raising

- Utilizing our complete product, the EarlyBird Mobile App as proof of the functionality of this product and its ability to serve a purpose and generate revenue
- Begin the ICO process
- Map out the ICO process to take roughly 9 months from May 15, 2021
- Working with our Capital Raising Team to fund the ICO process
- Allow for this entire process to be documented and publicized to not only give full transparency to the public, but garner community-wide support and attention, as both a welcoming environment and as a form of marketing

Step Three: Development and Launch of New Levels Specific to Content Area, Various Countries and Cultures, and Enhanced "SpecTech" Features

- Enhance and grow these features on a grand level to reach children worldwide with our team
- Translate and adapt the app to be compatible in 32 different languages
- Make content culturally-specific to various areas of the world
- Provide learning opportunities for children in various areas of the world, particularly those who are in underdeveloped countries that have new and upcoming availability to technology
- Enhance the "SpecTech" features by implementing random objects that are built into the camera's view to teach children world-wide about objects they may never otherwise see in their area of the world, allowing for more cultural awareness and learning opportunities

Step Four: Integrate Accounting Software into the Blockchain Smart Contract

- Implement accounting software that accounts for the app's expansion and ability to grow at a rapid rate based on the user growth and multiple streams of revenue

- We are taking this route not only to show complete transparency to the entire community by documenting every step of the process, but also to teach others about the process, considering the fact that our token and product are education-based
- Utilize this opportunity to remind the community that this is a real asset that is being used, known as our "AAC"—Also A Crypto.
- Taking this opportunity to establish trust within our community, particularly with those who are new to the cryptocommunity and are eager to learn about the process and how the SOWL Token can benefit everyone involved and beyond

Step Five: Build a World-Class Marketing Team to Promote the EarlyBird Mobile App as not only a product in the App Stores, but also as an SaaS, while Simultaneously Growing our Marketing Team to Promote the SOWL Token Alongside the Growth of the Product (the EarlyBird Mobile App) itself.

- This process is a 4-Way Team that is led in the following directions: Marketing for the App Stores, Marketing for SaaS, Marketing the SOWL Token itself, and marketing the reason behind the SOWL Token and its ability to help those involved and beyond worldwide
- Each of these committees in our 4-Way Team will be led by a specialist that is skilled in that particular area and has the credentials to prove their abilities, but are also able to teach others in the process so that our entire team can grow together and learn from every opportunity and process
- Once these teams are developed and established, they will run on auto-pilot, having a specific schedule of tasks and goals to achieve that will become natural and become simpler as the process continues to show that these traditional operations will in fact become more innovative
- This is where Token Maximization will occur as we will not only have the team in Step Four integrating the software, but we will also have the Marketing Team creating the exposure for the SOWL Token itself

- The ICO process itself is projected to take 9 months and over the next 3 years of time, we expect this process to run smoothly and cohesively with the 4-Way Team

5.1 - The Timeline:

The following chart indicates the order in which we will accomplish the following tasks and milestones that are all integral parts of making both the EarlyBird Mobile App and the SOWL Token an ultimate success.

Event	Estimated Projected Deadline
Create Social Media Accounts for the SOWL Token on Twitter, Instagram, Facebook, and Telegram	**Completed by the end of May 2021**
SOWL Token & Smart Contract Creation via Binance Smart Chain	**Completed by the end of July 2021**
EarlyBird Video Tutoring Relaunch with New Enhancements and Features	**Completed by the end of September 2021**
Sign a PR & Marketing Agency for ICO Promotion	**Completed by the end of August 2021**
SOWL Token Celebrity Endorsement Announcements, inclusive of three (3) SOWL Token Giveaways of 1 Billion SOWL Tokens each to: **-NFL Athlete** **-WNBA Athlete** **-Movie Star with features in Netflix Original Movies**	**Completed by the end of September 2021**
Official SOWL Token ICO Launch	**Completed by the end of October 2021**
Begin Campaign to Partner with the following Exchange - PancakeSwap	**Completed by the end of October 2021**

SOWL Token AirDrop #1	**Completed by the end of November 2021**
Quarterly Profit-Sharing Report #1	**Completed by the end of March 2022**
First Token Burn	**Completed by the end of March 2022**
EarlyBird Mall Full Launch with Implementation of a full e-Commerce platform including toys, clothes, and other merchandise	**Completed by the end of April 2022**
Implementation of the EarlyBird Video Embedded Objects in the Augmented Reality Special Feature	**Completed by the end of May 2022**
Successfully Translate EarlyBird in 32 different languages to be more accessible worldwide	**Completed by the end of May 2022**
SOWL Token AirDrop #2	**Completed by the end of June 2022**
Quarterly Profit-Sharing Report #2	**Completed by the end of June 2022**
EarlyBird Radio Launch for music and songs designed for children, exclusively with lyrics related to learning in various content areas	**Completed by the end of June 2022**
Partnership with the following Major Exchanges – Coinbase, Kraken, Binance)	**Completed by the end of July 2022**
EarlyBird Interactive Sports System, where technology interacts and aids with physical education and fitness (think *Wii Sports*, but with a heavy focus on education)	**Completed by the end of August 2022**
Introduction of EarlyBird's Virtual Reality System	**Completed by the end of September 2022**

Quarterly Profit-Sharing Report #3	Completed by the end of September 2022
EarlyBird Desktop Version made available for Microsoft and Apple Desktop Computers	Completed by the end of October 2022
Quarterly Profit-Sharing Report #4	Completed by the end of December 2022

6.0 - Conclusion

There are several critical factors that make the SOWL Token an actual crypto-force to be recognized. While that sounds like a powerful statement, it is because of the fact that the elements in and around it make it a powerful token—perhaps a token that can change the lives of millions of people, especially millions of children around the world. In order to have a better understanding of the aforementioned elements, we would like to break down the elements that create this perfect weather for a prime ICO for the SOWL Token. These elements are found throughout the entire document, but we have recapped them here for direct clarity. The elements are as follows:

The EarlyBird Mobile App:

We cannot emphasize this fact enough - when you have a strong app with powerful profit potential, the sky is already the limit when it comes to the general finance market. You see stories every day of "unicorns" (companies, generally apps or technology companies, that reach a billion-dollar valuation are called "unicorns") that receive tens of millions of dollars in funding at super high valuations/market capitalizations. Numerous apps, have had successful Initial Public Offerings (IPO) as well, reaching valuations between $800 million (King, Inc., maker of Candy Crush Saga) to over $146 billion (DoorDash). Most recently, we have seen the massive IPO of Coinbase Global, Inc. where it reached, by the end of its first day of trading, an $86 billion dollar valuation. Coinbase, as you may be aware, is one of the leading cryptocurrency exchanges in the world. This is proof that the market as a whole of an "App" (which Coinbase is, and also has a website) and "Cryptos" do work in harmony, and in that they do so at eye-popping market capitalizations/valuations. The people in early at Coinbase include rapper Nas, and NBA superstar Kevin Durant. Nas invested

$500,000 in Coinbase in 2017. At the IPO, he made approximately $100,000,000 (one-hundred million dollars). Kevin Durant invested $250,000 in Coinbase around the same time, and he made approximately $50,000,000 (fifty million dollars). The smart people in this world know that apps and cryptocurrency are the future.

While we have stated this several times already, it is important to remember that the EarlyBird Mobile App is already built. It already has three (3) patents pending and one (1) registered trademark, all registered with the United States Patent & Trademark Office. This is incredibly important because it provides both instant legitimacy and instant value to the SOWL Token. Remember, the EarlyBird App is the SOWL Token. They are one in the same.

We simply took the EarlyBird Mobile App and tokenized it, thereby making it a cryptocurrency.

Given that the EarlyBird Mobile App is the underlying asset that this utility token is based off of, it provides to the experienced investor a sense of relief that you are not investing in a coin (or token) that has no value, or one that is merely conceptual. That is not at all the case with the SOWL Token. We worked for 10 months to build the EarlyBird App and financed the project using grants from the Cecil County, Maryland government, substantial personal investments, and a small seed round in the form of stock that went to friends and family members. We did this because we knew that launching a coin to become an app would cause a lot of fear or disbelief. The fact that we built the app first, and that it is up and running in the Google Play Store and the Apple App Store can make people breathe a sigh of relief. Why? Because the asset is built. We have the framework fully operational. We are showing the app's ability to grow daily. *So why make it a cryptocurrency?* Because now it is time to take this amazing concept to the next level and **turbo-charge** our profits by achieving product-market fit: the most important thing an app can achieve. We are in a high-profit, ever-growing market. Children are being born every day and in only one year from their birth, they become potential users of EarlyBird. While there are competitors in the space, *none* of them have anything remotely close to what we are doing. We created a technological masterpiece all embedded within the award-winning Unity platform. The entire app looks and feels like a game, *but* you are **learning** the entire time! Now, you are *earning*, too.

The Token Structure:

Our token structure is one for the record books. While it does increase our up-front costs because the development of the smart contract in Solidity (our programming language with the Binance Smart Chain) will need to be done by a highly-experienced consultant that we have already chosen, it is still nothing short of legendary. It protects everyone involved. It is fairly distributed. It has long-term viability. It prevents unfair whale advantages. It is a utility in that the token holders can utilize the EarlyBird Mobile App with numerous free benefits and our "First Student" advantage as new levels and features are created.

The main emphasis now is that with the **Innovative 11 Model™** in place, we simply need to focus exhaustively on achieving product-market fit for the EarlyBird Mobile App itself. This will rapidly increase the price of the token, thereby making early investors a very attractive Return on Investment. It truly is that simple. With the token structure this automated and set up beautifully for all parties involved, you can easily turn your attention to increasing the value of the underlying asset - the EarlyBird Mobile App itself. This means spending extensively on product/app development to add Levels and SpecTech features, in addition to spending strongly on marketing, while at the same time allowing our cryptocurrency community to make the app go viral. The token structure provides the reasoning for *why* the community members would want to spend a few extra minutes a day to share and promote. Additionally, because it involves educating young children, there is a *moral* benefit to this cryptocurrency that very few others have. It is truly the **right** thing to do on many different levels.

For the avoidance of doubt, we are going to be hiring an internationally-respected 3rd party audit company to verify the token and smart contract from a security standpoint. The token structure is comprehensive and therefore a proper security audit and smart contract audit is needed. We are doing this not only because it is standard, but because it is an added level of comfort to the cryptocommunity members. This same audit company will also do routine audits in the future to ensure continued compliance. For transparency and the belief that we should share this process with our current and future cryptocommunity members, we will be utilizing the services of the top performing Smart Contract Auditing and Blockchain security firm, CertiK, who dedicates their resources to the development of Binance blockchain applications and software. It offers

Blockchain Security and Binance Smart Contract Audits for the best of the best up and coming tokens, which is why ensuring that we work with the best of the best is one of our top priorities.

The Token Economics:

As you can see from the corresponding topic in Section 4.0, the math behind this is formulaic artwork. The price is low enough that everyone can get involved, either retail or institutional. The valuation is meaningful and is spot on with a conservative Venture Capital app valuation. As the app grows in users, the token grows in price. This is because more users are coming on, spending more money on the app, thereby putting more money into the Liquidity Fund and Growth Fund, which increases the value and price of the token, by basic economic principles. So, more users = higher SOWL token price. Given that we have provided an initial starting valuation that is very conservative, it allows for a great early mover advantage to participants of the ICO. The collective token economic environment we have created allows for a blend of the high-powered 1,000%+ returns gained by only high-powered Venture Capital firms when they invest in apps, to be received by the average every day retail investors as well. (By retail we mean a person, not a company.)

When you want to look at the additional growth the token can receive, look no further than how the token can be used for actual transactions. As you saw from the math formulas we provided, the higher the transaction volume = higher velocity = higher SOWL token price. When you factor in how we are making a bold push to create Brand Partnerships (see 2.4 – Revenue Streams) with Fortune 500 companies including Disney, McDonalds, and Amazon, you can also see how we could work with those partners (who are already embracing cryptocurrency) to use the SOWL token to pay for specific items, especially through the introduction of TOKEN$- The World's First Defi SCRAP™ (Smart Contract Retail Autonomous Protocol) that empowers token holders to make payments on everyday purchases with a 2% retail tax that goes directly to the retailer and boosts their bottom line—technology that we have developed for SOWL and future tokens! Additionally, when you consider our push to lobby Universities and Colleges across the globe to accept the SOWL token as a payment for tuition, you have yet another massive transactional event that will increase the token price, increase the popularity, expand brand loyalty, and change a child and family's life at the exact same time. It doesn't get any better than that.

Combination of Three of the Top 5 Fastest Growing Industries:

When you combine the world of apps, virtual learning, and cryptocurrency in a highly innovative way, you are bound for success. It's a can't-miss opportunity helping children. Education is a fundamental component of life. This uniquely positions both the EarlyBird App and the SOWL Token alike for explosive growth. We are at the highly popular intersection of three of the top 5 fastest growing segments of technology. This is where Disney Boulevard meets Rodeo Drive and touches Altruism Way at the same time. We positioned ourselves this way based on our beliefs as a company. We put the investors in the same position because after reading this white paper, we strongly believe you will share an identical vision of the future with us.

Current Crypto Domination in the World:

Every day you are seeing more and more people and global institutions join the cryptocurrency space. A recent April 20, 2021 Wall Street Journal article[8], *Barron's Guide To Wealth* feature entitled, "Diving Into Bitcoin", discussed how mainstream companies such as PayPal, Goldman Sachs, Morgan Stanley, Square, Visa, Mastercard, and the United States' oldest bank - Bank of New York Mellon - are all investing billions to be in the cryptocurrency space. Legendary Hedge Fund managers Paul Tudor Jones and Stanley Druckenmiller have invested as well. They all know it is the future. Are you going to let the new gold rush pass you by? Are you going to sit idly by as people make billions *and* help children globally and do nothing? The choice is yours.

Sesame Street:

Lastly, we wanted to discuss an April 2021 New York Post article entitled, "Street Smart"[9], that discussed the history of Sesame Street. This was a group of rebels who wanted to educate low-income and minority children by using television. Their success is legendary and almost every country around the world still broadcasts Sesame Street. As the world changes into a more digital

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[8] *See* the Wall Street Journal article, "Bitcoin is Making a Splash. What to Know Before You Test the Crypto Waters." by Daren Fonda. 11 April 2021. *From* https://www.barrons.com/articles/companies-are-diving-into-bitcoin-what-to-know-before-you-invest-51618003535.
[9] *See* the New York Post article, "How a 'Gang' of rebels and civil rights activists created Sesame Street" by Zachary Kussin. 23 April 2021. *From* https://nypost.com/2021/04/23/the-civil-rights-rebels-that-created-sesame-street/.

realm with apps abound, and as cryptocurrency takes over the world, we are pioneering the new way to educate children via smartphones. We are the new rebels. You can be too.

Thank you for taking this journey with us.

The SOWL Token

7.0 - Risks, Disclaimers, & Notices

IMPORTANT NOTICE

NOTHING IN THIS WHITE PAPER CONSTITUTES LEGAL, FINANCIAL, BUSINESS OR TAX ADVICE AND YOU SHOULD CONSULT YOUR OWN LEGAL, FINANCIAL, TAX OR OTHER PROFESSIONAL ADVISER BEFORE ENGAGING IN ANY ACTIVITY IN CONNECTION HEREWITH. NEITHER THE COMPANY, ANY OF THE PROJECT TEAM MEMBERS WHO HAVE WORKED ON THE SOWL TOKEN PLATFORM (AS DEFINED HEREIN) OR PROJECT TO DEVELOP THE SOWL TOKEN PLATFORM IN ANY WAY WHATSOEVER (THE SOWL TOKEN TEAM) NOR ANY SERVICE PROVIDER SHALL BE

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This white paper does not constitute any offer by the Company or the SOWL Token team to sell any SOWL Tokens (as defined herein) nor shall it or any part of it nor the fact of its presentation form the basis of, or be relied upon in connection with, any contract or investment decision. Nothing contained in this white paper is or may be relied upon as a promise, representation or undertaking as to the future performance of the SOWL Token Platform. The agreement between the Company (or its affiliate) and you, in relation to any sale and purchase of SOWL Token is to be governed by only the separate terms and conditions of such agreement.

By accessing this white paper or any part thereof, you represent and warrant to the Company, its affiliates and the SOWL Token team as follows:

    (a) you acknowledge, understand and agree that SOWL Tokens may have no value, there is no guarantee or representation of value or liquidity for SOWL Tokens, and the SOWL Token is not for speculative investment;

    (b) none of the Company, its affiliates, and/or the SOWL Token team members

shall be responsible for or liable for the value of SOWL Token, the transferability and/or liquidity of the SOWL Token and/or the availability of any market for SOWL Tokens through third parties or otherwise;

(c) in any decision to purchase any SOWL Tokens, you have not relied on any statement set out in this White Paper;

(d) you will and shall at your own expense ensure compliance with all laws, regulatory requirements and restrictions applicable to you (as the case may be); and

(e) you acknowledge, understand and agree that you are not eligible to purchase any SOWL Tokens if you are a citizen, national, resident (tax or otherwise), domiciliary and/or green card holder of a geographic area or country (i) where it is likely that the sale of SOWL Tokens would be construed as the sale of a security (howsoever named) or investment product and/or (ii) in which access to or participation in the SOWL Token sale or the SOWL Token Platform is prohibited by applicable law, decree, regulation, treaty, or administrative act, and/or (including without limitation the United States of America, Canada, New Zealand, People's Republic of China and the Republic of Korea).

The Company and the SOWL Token team do not and do not purport to make, and hereby disclaims, all representations, warranties or undertaking to any entity or person (including without limitation warranties as to the accuracy, completeness, timeliness or reliability of the contents of this white paper or any other materials published by the Company). To the maximum extent permitted by law, the Company, its related entities and service providers shall not be liable for any liability (including, without limitation, any liability arising from default or negligence on the part of any of them) for any loss whatsoever arising from the use of this white paper or any other materials published, or its contents or otherwise arising in connection with the same. Prospective purchasers of SOWL Tokens should carefully consider and evaluate all risks and uncertainties (including financial and legal risks and uncertainties) associated with the SOWL Token sale, the Company and the SOWL team.

All contributions will be applied towards the Company's objects, including without limitation promoting the research, design and development of, and advocacy for the development of

blockchain technology to create a global decentralized education platform focused on facilitating the utilization and provision of educational resources, the enhancement of gamification systems, the use of incentivized learning, and the use of patent-pending technology in the forms of artificial intelligence, augmented reality, and video tutoring services for children around the world in a variety of age ranges.

The information set out in this white paper is for community discussion only and is not legally binding. The agreement for sale and purchase of the SOWL Token and/or continued holding of SOWL Tokens shall be governed by a separate set of Terms and Conditions or Token Purchase Agreement (as the case may be) setting out the terms of such purchase and/or continued holding of the SOWL Token (the Terms and Conditions), which shall be separately provided to you or made available at **http://www.yourclass.org**. In the event of any inconsistencies between the Terms and Conditions and this white paper, the Terms and Conditions shall prevail.

No regulatory authority has examined or approved of any of the information set out in this white paper. No such action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction. The publication, distribution or dissemination of this white paper does not imply that the applicable laws, regulatory requirements or rules have been complied with.

All statements contained in this white paper, statements made in press releases or in any place accessible by the public and oral statements that may be made by the Company and/or the SOWL Token team may constitute forward-looking statements (including statements regarding intent, belief or current expectations with respect to market conditions, business strategy and plans, financial condition, specific provisions and risk management practices). You are cautioned not to place undue reliance on these forward-looking statements given that these statements involve known and unknown risks, uncertainties and other factors that may cause the actual future results to be materially different from that described by such forward-looking statements, and no independent third party has reviewed the reasonableness of any such statements or assumptions. These forward-looking statements are applicable only as of the date of this white paper and the Company and the SOWL Token team expressly disclaims any responsibility (whether express or implied) to release any revisions to these forward-looking statements to reflect events after such date.

This white paper may be translated into a language other than English and in the event of conflict or ambiguity between the English language version and translated versions of this white paper, the English language version shall prevail. You acknowledge that you have read and understood the English language version of this white paper.

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*Please note: We ask that you thoroughly review the risks and disclaimers section next so that you can properly ascertain if this utility token is something that you believe can help your life in any way. Our intention is to provide all of the details necessary so that you can make an informed decision. We are very aware that this white paper is longer than 99% of the current white papers in the market, even Cardano's white paper. Cardano is an icon in the cryptocurrency industry. The principals behind this token have significant investments in the Cardano coin. For the record, we would have made this token on the Cardano network if Cardano's token creation system would have allowed for more flexibility to create the coin so that the features we created could be implemented. Given that this was not possible at the current time, we elected to create a BEP-20 token, which we believe is the second-best alternative.

STATEMENT

The SOWL Token is designed to be a blockchain-based decentralized cryptocurrency token powered by the profits of the mobile application EarlyBird, which is a global virtual education platform that is powered by videos, gamification, incentivized learning, and SpecTech in the forms of Artificial Intelligence, Augmented Reality, and Video Tutoring on the Binance Blockchain. On this mobile application EarlyBird, users can access a wide array of educational content designed for children ages 1-8 and tailored for children all over the world with different cultures and learning abilities.

The Official Website of our project: **www.yourclass.org**
The Official Website to learn more about the SOWL Token is: **www.yourclass.org/ico**
Our Smart Contract Address: **0xAca074a567AD61E0787dD64911a18171ecd21Cd1**

We remind users that if they choose to carry out the token operation including the purchase and recharge of SOWL Tokens, be sure to carry out on regular Exchanges to avoid any confusion or misleading information that can affect your investment negatively, by inquiring on our intelligent contracts address. Any kinds of situations, such as loss of tokens caused by a duplicate name, untrustworthy platforms including not limited to the Exchange to buy or recharge the SOWL Token, which is not from our SOWL Token project, are the responsibility of the investor as the consequences have nothing to do with our particular and authentic Exchange.

Declarant: The SOWL Token with EarlyBird Digital Inc. & Wrallett Technologies.

Date: May 19, 2021

SOWL TOKEN™

APPENDIX

A TOKEN OF KNOWLEDGE, A TOKEN OF GROWTH, A TOKEN FOR THE FUTURE OF EDUCATION

Created By:
The EarlyBird Mobile App

Developed By:
Wrallett Technologies

SOWL TOKEN

THE WORLD'S FIRST VIRTUAL LEARNING CRYPTOCURRENCY™

Given the magnitude of what we are building, we needed a physical representation of the actual "token" itself. We didn't have to do this. We did this to show our commitment and to engrave our principles into the minds of the community members. We believe the physical Bitcoin itself is nice, but it doesn't represent the true magnitude of what we are doing.

What you see above is a graphic display of both the front and back of our token, the SOWL Token. This will be available for purchase on our website, as we are certain the whales involved will want one, and hopefully more people as well. We worked with a high-end graphic designer as well as a custom jeweler to make this a reality.

The coin is 1.9 oz. of pure platinum and has 51 high-clarity amethyst bezel crystals embedded throughout the border as well as in the specific locations where the blockchain nodes are located. We spent weeks designing this from scratch with our partners. It has meticulously precise engraving throughout the entire coin.

Not one part of the surface was left untouched. This symbolizes how we have left no stone unturned in regards to tokenizing the future of virtual learning globally.

We hope you enjoy the beauty of this coin and what it represents as much as we do. It is a token of our appreciation towards the project as a whole and, without question, proves our long-term commitment is truly tangible, beautiful, and powerful, just like platinum. We know the token itself has no actual spending value; that's not the point. The point is what it represents, what it stands for, and what it means for the Future of Virtual Learning.
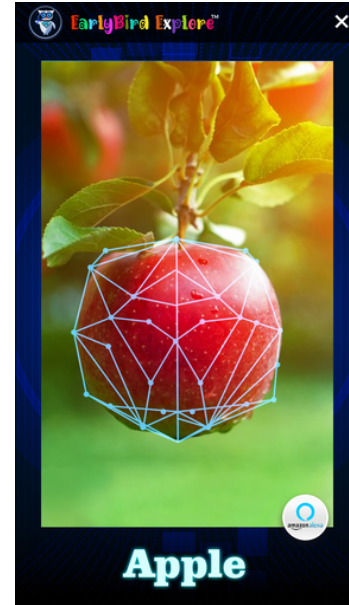
Thank you for joining us on this journey in helping to educate children and young adults globally. We are sure the same principles this token represents are the same principles shared by the members of our community.
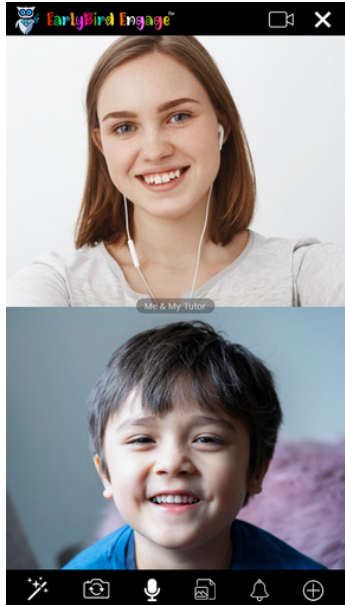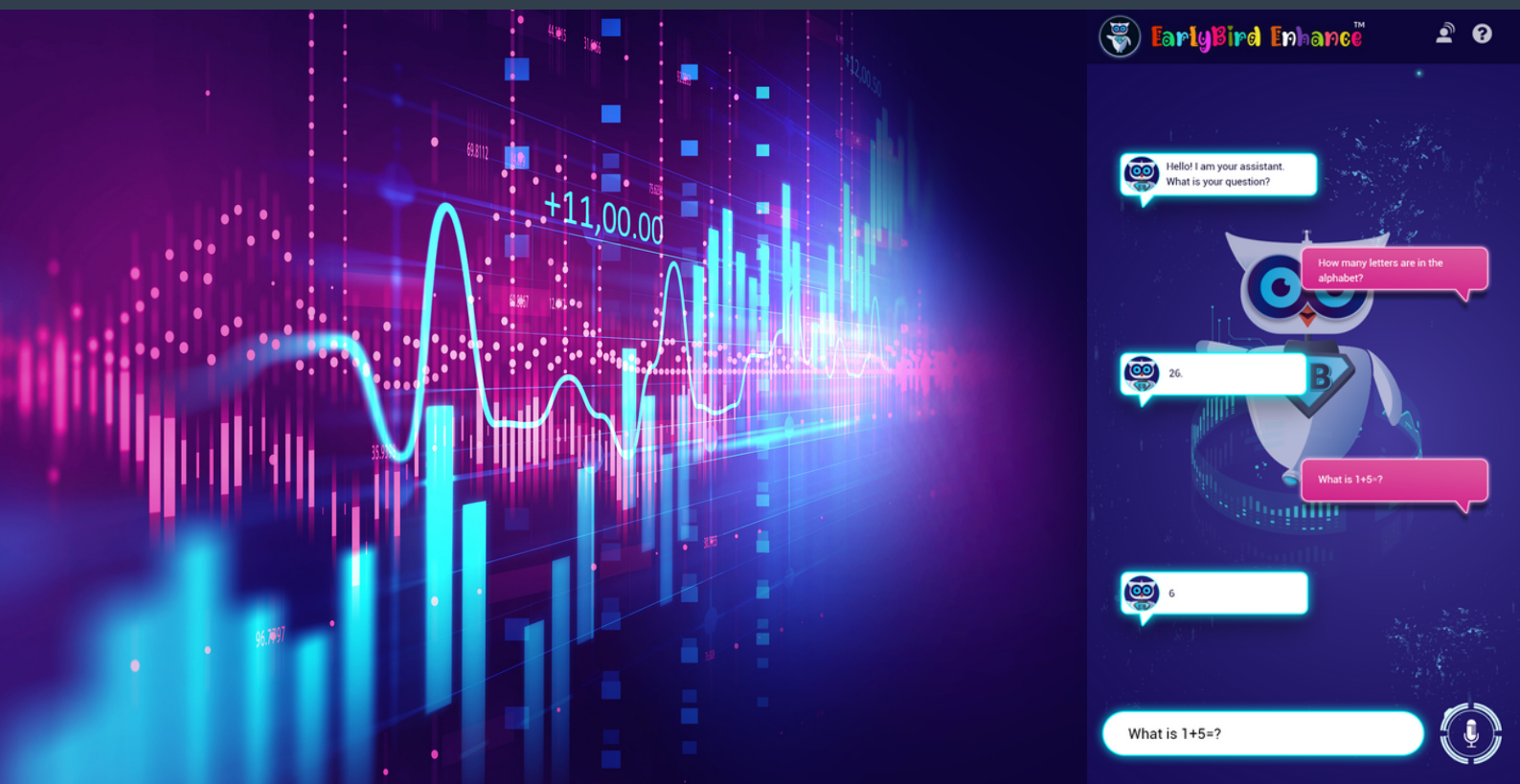
OVERVIEW

EarlyBird Digital, Inc. is a Pre-K-centric eLearning Technology Corporation based in Northern Maryland, with operations in India as well.

FROM DAY 1 OF ITS LAUNCH, THE EARLYBIRD APP WILL BE MONETIZED (GENERATING REVENUE) FROM THE FOLLOWING REVENUE STREAMS:

1   Subscription | Enterprise - Working directly with the public and private school systems

2   Subscription | Individual - Working directly with parents to provide their children with home-schooling assistance during the COVID-19 pandemic, as well as supplementary education during the regular school year

3   In-App Purchases - Allowing the children who are using the app to unlock new levels and new features of the app as they grow in the learning process, which will keep the child engaged throughout the duration of their time spent on the app

4   Advertising - Working with early-stage advertising companies such as Twitter's MoPub and Google's Ad Network, as well as larger digital agencies including the world-leading digital ad agency SpotX, EarlyBird will be advertising some of the world's leading and largest brands by working with these stellar ad agencies and networks

5   "Level Partners" | Brand Partnerships - Working directly with Fortune 500 brands who want to engage with the Pre-K/Early Childhood Education market and their parents, we will align ourselves with brand partners who provide incentives to the users, as well as brand partnership revenue to EarlyBird Digital, Inc

Right out of the gate - EarlyBird has five (5) revenue streams that will position us to maximize our revenue from each individual user and enterprise (school system) that we work with. No other eLearning Technology platform is monetizing on all of these levels. We are paving the way to generate the largest revenue and subsequent profit amounts than any other eLearning company. We will be the industry leader in revenue and monetization by making our standard of excellence a benchmark throughout our sector.

REVENUE STREAM #1 - SUBSCRIPTION | ENTERPRISE

The EarlyBird™ App will be marketed primarily to the public and private school systems. This will comprise 75% of our marketing efforts and budget. The following reasons express the need for such a high percentage of our marketing efforts to be dedicated and allocated to this sector:

a. The SaaS (Software as a Service) Market - this is 1 of the top 5 most-profitable segments of the Technology Industry. Everyday, we are seeing vast advances being made to enhance the distribution of software and making it easier and easier for the end consumer to utilize software that will improve their lives.

b. Fixed & Consistent Income - EarlyBird will be able to customize each of our initial 12 Levels of eLearning in order to work with each school system's approved curriculum. The education market, whether it's in the public or private sector, varies its curriculum from district to district. By focusing on making EarlyBird customizable to the school system, we will land larger clients (the school systems themselves) that will provide us with a consistent and fixed income stream of both revenue and profit.

c. Expense Prediction - By having a customizable model that utilizes a baseline 12-Level model for curriculum-centric eLearning, it allows EarlyBird to easily manage the server costs and other fixed expenses. How? Because if we know the exact amount of new users we are getting (i.e. - students in the school system that has been signed as a client), we can ramp up our servers to not only meet the new demand, but also be provided with the predictability of usage that often makes servers so expensive.

d. Schools & Teachers Love It! - Through our early discussions with a school system in Northern Maryland, we understand that both teachers and students love the ability to follow a digital curriculum that not only has a superior design interface that children love, but that teachers are also able to easily understand when it comes to understanding where each student stands with the learning process. This provides teachers with the ability and insight to identify any potential educational accommodations that are needed for a child in the earliest stages of their learning.

We will negotiate with each school system a PPC (Price Per Child) that unlocks all of the levels and features of EarlyBird for one discounted annual price. These bulk payments will have a tremendous impact on our bottom line. Our current target goal is to get this discounted price for each child to be as low as $85.00 per year. Yes, per year! Not only will this allow us to maintain a 35%+ profit margin, but we will increase our profit margin over time with significant volume because that is incredibly cost-effective compared to other eLearning products. At an average student body of 600 Pre-K students per district, that brings us to PDR (Per District Revenue) of $50,994. By capturing even 1% of the total school system in the United States, this will bring in revenue of over $100,000,000 per year.

For these significant reasons - EarlyBird will deviate from all of our current competitors in the Pre-K eLearning space by focusing 75% of our business model going directly to the school system and allowing the school systems themselves the ability to customize their levels, making it both efficient and effective for them, and highly profitable for us.

REVENUE STREAM #2 - SUBSCRIPTION | INDIVIDUAL

In today's rapidly growing digital economy, we are absolutely dedicated to marketing directly to the end user. Unlike our enterprise subscription revenue model, where we get to the end user indirectly through the school system, this specific subscription model will be for purchase by the end user's parent, directly through the Apple App Store, the Google Play Store, and the Amazon App Store. Marketing directly to the end user, starting with this: Revenue Stream #2 (through #4), will account for 25% of our marketing efforts and budget.

The Individual Subscription model will be broken down on the following levels of pricing:

➡ **Unlock All Levels - Monthly - $8.00**

➡ **Unlock All Levels - Annual - $80.00**

➡ **Unlock Special Features - Monthly - $9.00**

➡ **Unlock Special Features - Annual - $90.00**

➡ **Unlock All Levels & Special Features | Super Premium Plan - Monthly - $14.00**

➡ **Unlock All Levels & Special Features | Super Premium Plan - Annual - $110.00**

The above pricing all represents Subscription Revenue as it relates to the end user/Individual. Again, our focus to spend 25% of our marketing efforts and budget on this model. While some may contend that 25% is too small of an amount, we want everyone to take a step back to think about the dynamics of reverse integration and assimilation that are actually in play. With the school systems in neighboring districts downloading and using EarlyBird as a part of our Enterprise model, the word will rapidly spread about how powerful of an eLearning product EarlyBird actually is.

This word-of-mouth marketing will take place in the form of App Store Reviews that will, algorithmically speaking, push EarlyBird to the top of the list in regards to the App Stores. Again, the higher the reviews, the higher it will show up when an end user/child/parent/Individual searches in the App Store for "child learning" or any variation of similar keywords. What this leads to is a strong ASO (App Store Optimization) campaign that occurs organically without the NEED for more than 25% of our marketing budget. While end user revenues (Streams #2, #3, and #4) may account for 50% of our total revenue, we only need to utilize 25% of our budget to get there.

💡 Yes, pure genius! You, as a partner, are the benefactor of this expert financial planning. We thank you for the opportunity to allow us to prove this superior business model to the world and change the course of eLearning and app marketing as a whole in the process.

REVENUE STREAM #3 - IN-APP PURCHASES

In-App Purchases are a staple in the app world. Over 85% of apps have some form of in-app purchases available. Given that EarlyBird is a dynamic platform consisting of Video, Graphic Games, Testing, and Special Features such as Augmented Reality and Artificial Intelligence, we are easily able to incorporate in-app purchases without creating a noisy user-interface or annoying the end user. Keeping a clean user-interface is the key to having a profitable and successful app.

EarlyBird follows the legendary *Freemium* approach to apps. Our first two levels, and arguably the most important, which are "Letters/Alphabet" and "Numbers/Counting", are 100% free. This allows the user enough time to engage with the app and see its incredible versatility and dynamic, yet easy-to-use interface. This is the "bait". This attracts the user into learning more about our platform and still gives them tremendous value so that they can "try before you buy".

Our In-App Purchase Options are very robust and allow for a lot of selection to keep the budget for a parent low, as we know that in today's COVID-19 pandemic-ridden economy, the majority of our population needs to be cost-conscious. With that being said, our In-App Purchases are as follows:

➡ <u>Unlock Level X</u> (3-12; Levels 1 & 2 are Free)
One-Time Charge - $1.00

➡ <u>Unlock Special Features</u> (Augmented Reality & Artificial Intelligence)
One-Time Charge - $5.00

➡ <u>Video Tutoring</u>
Every 5 Minutes Cost - $5.00
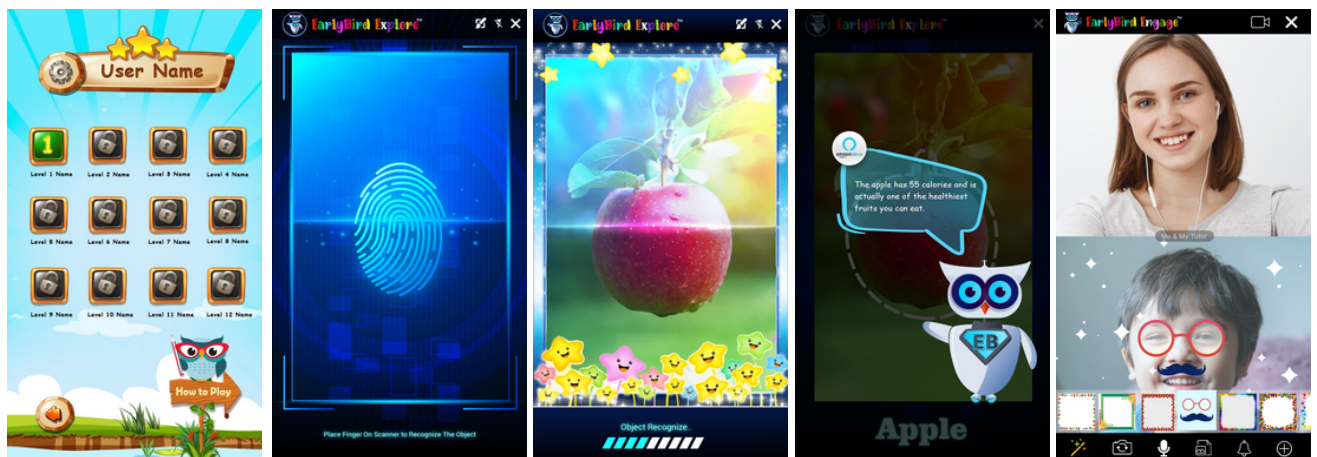
REVENUE STREAM #4 - ADVERTISING

Advertising is a stellar component of our monetization model, as it allows us the ability to generate additional revenue from clicks and impressions. Furthermore, in our earliest stages, it allows us to align our brand with more well-known advertisers, giving us digital clout with our users. We understand that users don't like ads; therefore, we will be using them sparingly. However, we will be using a combination of advertising that includes:

Banner Ads

Interstitial (Interactive)

Video Pre-Rolls
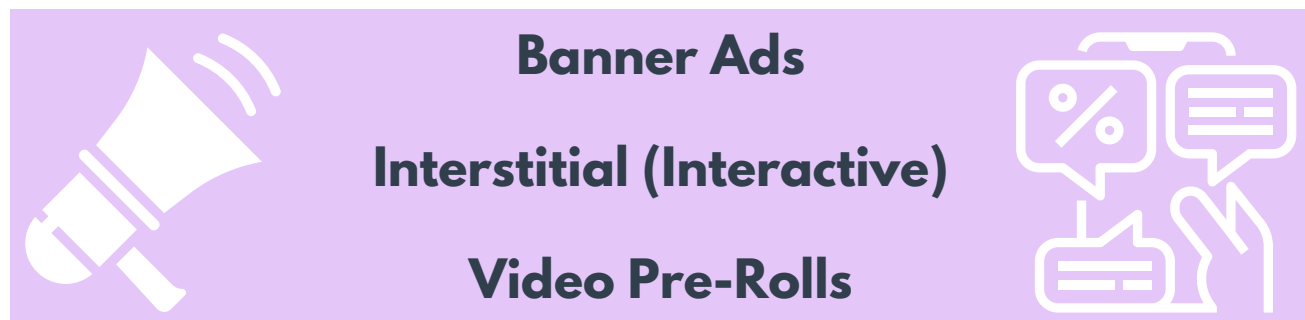
Note: If a school system purchases our program in the Subscription | Enterprise model, advertising will not be present. Advertising will be exclusively utilized in our efforts to work directly with the end user.

To further enhance our revenues, we will add a "Turn Off Ads" In-App Purchase feature that will disable all advertisements from being seen. The price for turning off the ads will be as follows:

Monthly - $3.00 | Annual - $30.00 | Lifetime - $90.00
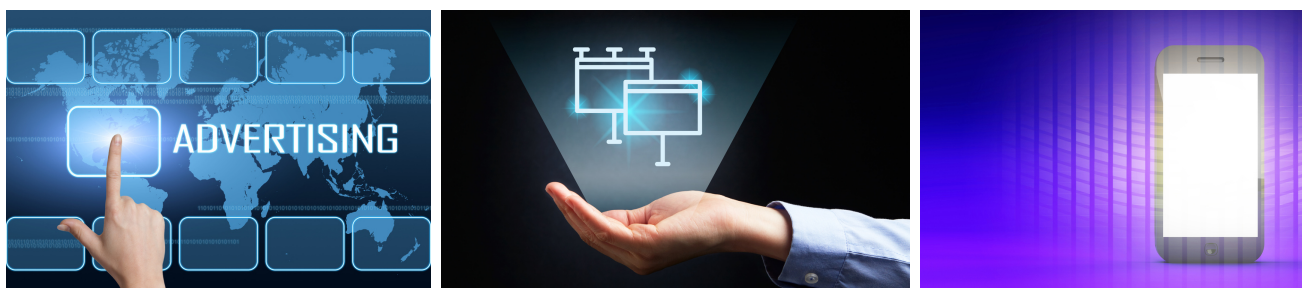
REVENUE STREAM #5 - "LEVEL PARTNERS" | BRAND PARTNERSHIPS

This is arguably our most innovative revenue stream, given that it is a core component of our "Incentivized eLearning" model that we originally based the entire company around. Given that the company has grown technologically, we can not forget that the rewards both children and parents will receive is an important facet of how we will continue to attract and retain new users. Let's be honest - everyone loves gifts and prizes. Also, companies love exposure and are willing to pay top dollar to get users in their establishment, digitally or physically. This revenue stream is our win/win/win that keeps our users happy, provides our brand partners more recognition, and gives us additional revenue with a strong profit margin.

Every level will have two partners. The brand partners will pay for the gift for either the kids or the parents for that level in exchange for our advertising their brand and logo throughout the entire level and by allowing unabated click-throughs to their company website or app. The gift will be a net cost of zero to EarlyBird, which will help keep our costs low. The revenue stream is priced seemingly low in the beginning in an effort to price for penetration and allow the market to beta test this new brand partnership model in the eLearning sector.

**There are 2 partners per level:
One for the Children & One for the Parents**

**There are 12 levels
=
24 Total Partners (signed to Annual Contracts)**

Initial Brand Partnership Pricing (Per Partner): $15,000

**Total Brand Partnership Projected Revenue =
$360,000 per year**

So not only are we providing free gifts and prizes to our users, we have also created another revenue stream with very low overhead associated to it. Changing out the coupon details and logos for our partners takes only 2 hours of programming time, which equates to less than $10,000 in development expenses per year, leaving us with a robust profit margin on this specific revenue stream.

PROJECTIONS

→ Projected # of Users: <u>5,000,000</u> (within two years)
Note: see Pitch Deck

→ % of Paying Users: <u>15%</u> (This is above the National Average of 7% to 10%, given our vast low-priced options for In-App Purchases and Subscriptions for Individuals)

→ Life Time Value (LTV) [On Average Per User]: <u>$30</u>

→ Cost Per Acquisition (CPA | Cost To Acquire a New User | Marketing): <u>$6.50</u>

→ Gross Profit Per User: <u>$23.50</u>

→ Stock Price: <u>$15</u>
Note: see Pitch Deck

→ Company Valuation: <u>$1,500,000,000 ($1.5 Billion)</u>
[$15 per share x 100,000,000 authorized shares]

The valuation is a spot on 10x multiple, which is actually a low estimate for the tech industry, where 15x to 17x is normal.

($1,500,000,000 divided by 5,000,000 users = $300 Per User | Life Time Value Per User = $30 x 10x multiplier = $300)

We have had our analysts triple check this information and we provided the above formula as proof that our math is not only correct, but shows that we are underestimating our potential valuation. We are conservative estimators to ensure that any fluctuation in prices or expenses will be easily absorbed into these projections.

EXIT STRATEGY & CONCLUSION

Our Exit Strategy is an Initial Public Offering / IPO

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Timeline: *We estimate that we will go public within 2 to 3 years of app launch. The app is slated to launch in April of 2021.*

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Proposed Ticker Symbols: *BIRD*   *or*   *KIDS*   *or*   *ELRN*

We want our ticker to be memorable and easy to remember, just like our brand name – EarlyBird™!

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Preferred Exchange: *NASDAQ*.

We are selecting the NASDAQ, given their extensive history with technology stocks and IPOs. Additionally, since the Facebook IPO debacle, they have spent over $100 million refining their technology to ensure no other errors like that ever happen again.

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IPO Price: *$5 to $15 per share*

We are highly focused on keeping our IPO lower, given our main intention is that we want the stock to be affordable to Main Street - not just Wall Street. We want the young parents of our child-centric user base to be able to get in on this revolutionary technology at a low price. Because of the increase in RobinHood and CashApp stock purchasers, we truly believe that given how HOT our technology is, that this will be a heavy-volume traded stock and well-favorited by younger day traders. Again, we want Main Street to meet Wall Street, and we know EarlyBird Digital, Inc. can make that happen!

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WHITE PAPER

"A Token of Knowledge, a Token of Growth, a Token for the Future of Education"

EarlyBird Mobile Application

SOWL™ Token

Official White Paper

EarlyBird Digital, Inc.|Wrallett Technologies

and its affiliates.

May 19, 2021