

Boid Launch

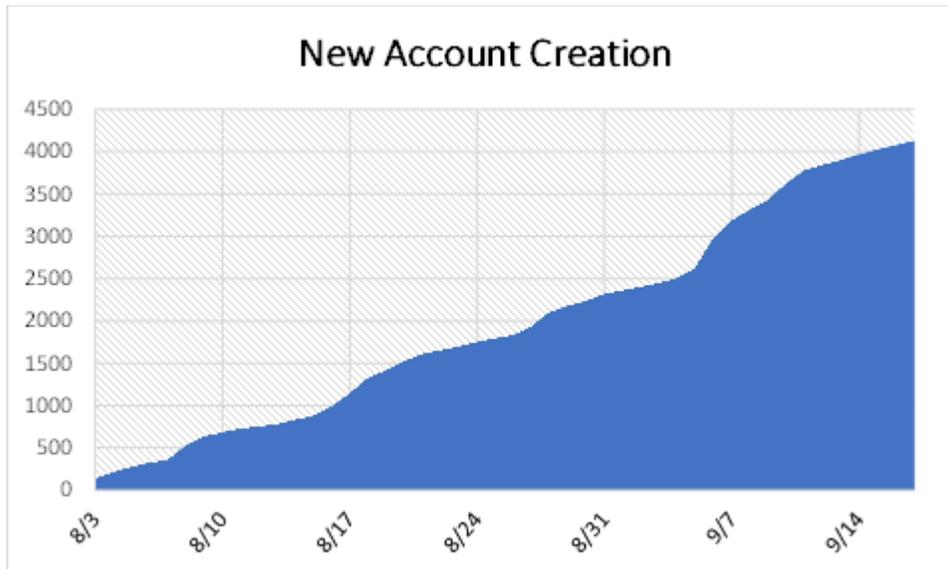
Boid.com

Boid's mission is to democratize the adoption of distributed computing and blockchain technologies by allowing anyone to contribute with their devices spare computing resources, generating rewards for themselves or their preferred charity in a social and cooperative community.

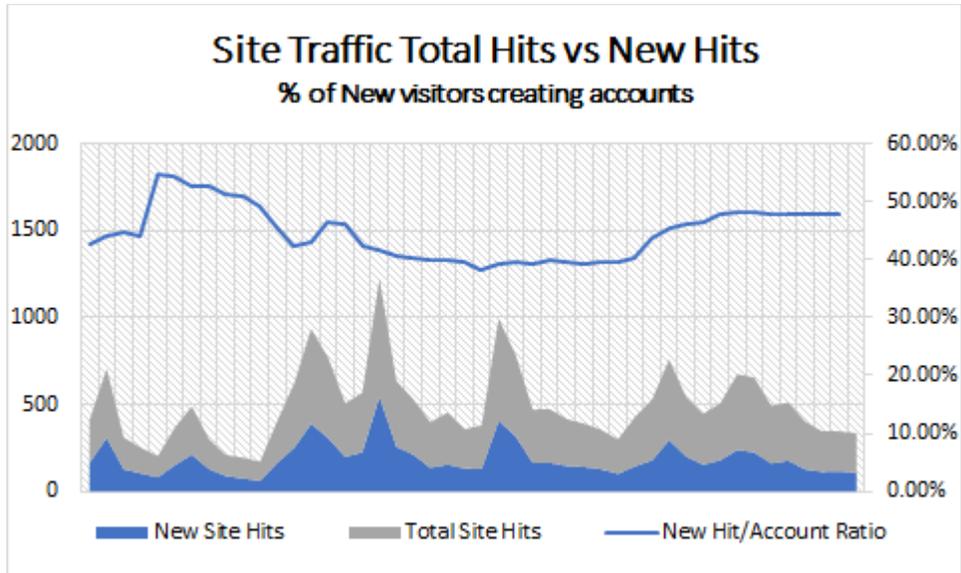
Boid members act as a part of a "social supercomputer" which will allow them to contribute computing resources to distributed computing projects, cryptocurrency mining, and distributed storage projects. With communities, teams, leaderboards and special competitions, Boid makes it fun and competitive to contribute computing power.

The First 45 Days

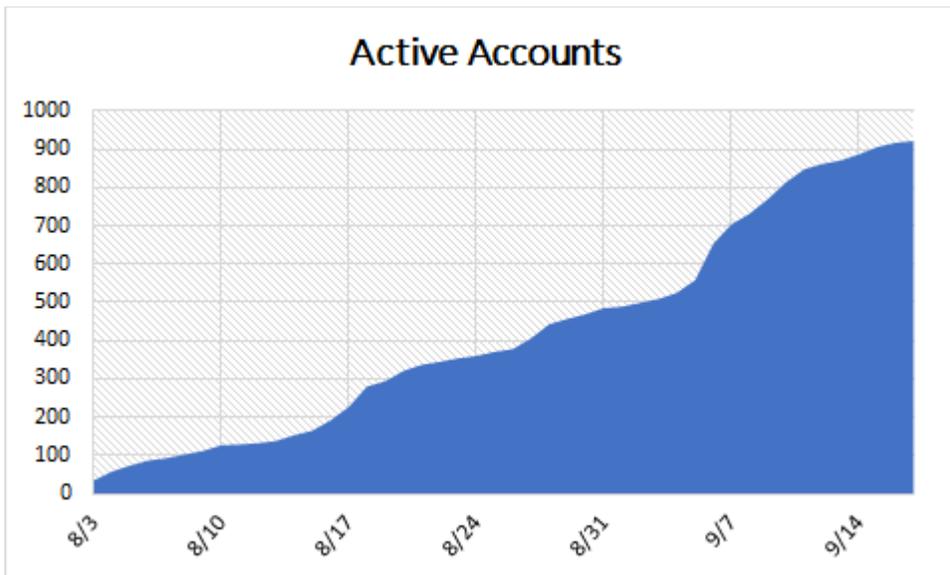
Boid Alpha launched on August 3rd with a pre-registered email contact list of ~1,300. After the launch a user would need to log in at Boid.com to create an account by entering an email address and password. New user account creation has exceeded 4,100 and grows at an average rate of 90 per day.



The new account growth is fed by traffic coming from Boid.com. We have actively monitored the traffic at Boid.com and continue to manage multiple channels to drive additional traffic to the site. The boid.com traffic and account conversion rates are being closely monitored.



A new user needs to download the native Windows/MacOS application or utilize the in browser mining functionality to generate Boid Power and actively contribute to the platform. The number of currently active users has exceeded 900 as of 9/15 (active user is an account with >0 Boid Power generated by devices on the account as of the reporting date).



Boid Teams

At launch, all users were placed on Team Boid VIP. The team concept allows brands, charities, communities or other organizations to create a single account that is designated as team leader. All users who join the platform using the team leaders invite link are placed on that leader's team. As members of a team invite others they are actively recruiting for the team that they are presently on.

Teams will be able to run individual contests, promotions and receive a monthly pool of bonus tokens to be distributed to members. As the Boid platform matures, team leaders will be responsible for staking BOID tokens as part of Boid supernodes, providing important infrastructure and oracle data into the network while ensuring transparency and security for network participants.

Effective August 28th the first external team was created for the eosDAC organization. On September 4th Trybe.One (a rapidly growing crypto currency and blockchain knowledge community) launched a team and quickly grew to over 800 team members. EOS New York (a top 5 Block Producer in EOS) and EOS Detroit (a Block Producer Candidate) launched teams the week of Sept. 10th. EOS New York established a designated Telegram channel for their team and it quickly grew to over 75 members. EOS Detroit (a block producer candidate) launched teams the week of September 10th. As of Sept. 15th the number of confirmed (non-Boid teams) is 7, with multiple other team candidates in the pipeline (Boid VIP Korean and BlockWorld Expo Team are Boid experimental teams).

Top Teams		
1	 Boid VIPs	240181
2	 Trybe	157583
3	 Boid VIPs Korean	50269
4	 eosDAC	36688
5	 EOSNewYork	32685
6	 EOS Detroit	4205
7	 Large Seafaring Mammal	3414
8	 BlockWorld	0

In conjunction with the growth of users and teams on the platform Boid's social media and chat presence has increased significantly. The Boid community is very engaged across Twitter, Discord, Telegram and various content driven sites like Trybe.one, Steemit and Reddit. Many blockchain communities are driven by hype and price speculation. We like to note that the Boid community discussions focus around the competitive team aspects of Boid and providing essential feedback about performance of the alpha software.



2,730 Followers



995 Server Members



560 Members (English and Korean Channels)

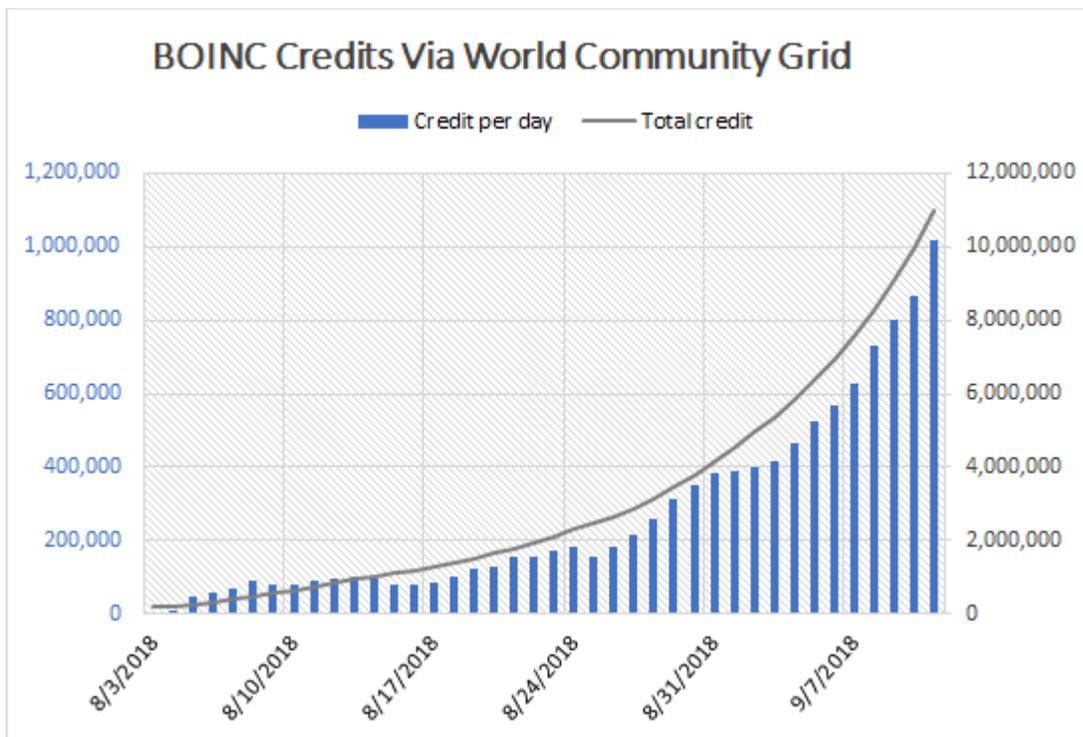
BOLD Token

On August 15th, we created the BOLD EOS token, and started to airdrop the tokens to the EOS community. Currently the token is listed at the big.one, dexeos, newdex, meet.one, Bitpie, Tokenbank with more exchanges and wallets announcing support soon. Users who participate in the Boid alpha are able to mine for the BOLDs using their computing resources. Additional utility functions, including staking and account upgrades, will be rolling out soon.

Scientific Computing

Boid's daily contribution to World Community Grid's [Mapping Cancer Markers](#) research project is growing rapidly and just reached a major milestone. Boid is already in the Top 10 when it comes to credits earned per day over all World Community Grid projects.

Over the past 5 weeks, using their computers' spare processing power, Boid users have processed and returned over 100,000 cancer research-related work units and are now completing about 10,000 units every day. Each of these completed units aids efforts to detect cancer earlier and design more effective cancer treatments. Combined, Boid users have contributed 43 years of computer time to this project!



What's Next

User Growth: As we begin to accumulate live data about the new user acquisition funnel we are able to refine the process and optimize the percentage of users that progress through each phase:

Website Hit → Account Creation → Application Download/Adding Devices → Contributing Resources

Continuing to measure and modify user engagements throughout this process will be crucial prior to shifting additional resources toward large scale customer acquisition efforts.

Development: The next major item to be introduced on the platform is GPU mining. The introduction of GPU mining will 10x the profitability per watt of the Boid app for users with the right hardware. GPU support will coincide with the onboarding of PC gaming specific communities who have the prerequisite hardware.

Charity Pools: This functionality will roll out along with the GPU mining functionality. Charity Pools will allow users to delegate a percentage of their earnings towards a featured charity. We currently have partnerships two non-profits. Users will compete on the Charity Pool leaderboard based on their contribution.

Whitepaper v1: The first version of the whitepaper will describe the overall vision of the platform, including some specific details of our platform roadmap through 2020.