

# **SOWL Token: The World's First "Learn 2 Earn" Game In Crypto!**

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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<sup>1</sup>. 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; Meta, which owns Facebook, 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, given the rapidly rising e-commerce momentum that we see in our world<sup>2</sup>. Apps account for how we spend the majority of our day, whether we're spending our downtime playing games, tracking our money and spending habits, connecting with loved ones and staying up to date with news on social media platforms and news outlets, or managing anything and everything else, it's undeniable - apps make us who we are today. However, when it comes to the Education and Virtual Learning

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<sup>1</sup> See Statista's data at <https://www.statista.com/statistics/269025/worldwide-mobile-app-revenue-forecast/>.

<sup>2</sup> 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.>

sector, we see there is an opportunity create a massive disruption for the better and to do that, we must understand that adding a gaming element to learning is one that will not only increase retention rates of users, but allow for enjoyment to come with the territory. As shared in Medical News Today, research shows that gaming truly does enhance our learning abilities and strengthens our memory, stating, “The [gaming] study’s findings are likely to be significant not only for young people, but also for older generations, because reduction in memory is linked to changes in the hippocampus.”<sup>3</sup>

In knowing this information, our team has created the SOWL Token: The World’s First “Learn 2 Earn” Game In Crypto! The trifecta of apps, gaming, and cryptocurrency have all come together to create what will be the world’s most innovative decentralized platform through our mobile app that is already created, EarlyBird – eLearning for Kids and our coinciding BEP-20 utility token, the SOWL Token. Going beyond the implementation of our patent-pending Artificial Intelligence, Augmented Reality, and Gamification features, we are confident that building and expanding our decentralized infrastructure within our app through the creation of the SOWL Token is what the world needs to elevate and exceed the expectations of what virtual learning can do and will do. The features implemented in the mobile app will allow users to earn SOWL Tokens through gaming; however, these games all have an educational concept being taught in the process, so the “Learn 2 Earn” method is one that will change the world of education, gaming, and cryptocurrency across the world as we know it.

### **Purpose**

A tokenized world is one that allows virtual education to reach new heights, especially as it relates to adding an element of gaming. With the creation of the SOWL Token, the EarlyBird app has the ability to expand beyond a young and limited demographic by providing access and content for

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<sup>3</sup> See <https://www.medicalnewstoday.com/articles/319614#Gaming-trains-the-hippocampus>

everyone all over the world at any age range and ability level. In addition to educational resources being provided in various levels with a wide array of content, the creation of this utility token also allows for equal access to gaming, which in return allows for equal abilities to earn cryptocurrency through game play. Therefore, the SOWL Token's decentralized infrastructure is one that provides solutions for a limited world of educational resources by providing an equal playing field for accessing said resources and supporting the platform in which these resources are provided on, all while enjoying time independently, with family, or with friends, through game play. The "Learn 2 Earn" structure is not only incentivizing users and token holders, but also educating our world.

So why add the element of cryptocurrency? Aside from wanting to provide a decentralized platform for worldwide users to receive incentives, the following quotes and facts below indicate the growth we have seen in the world of cryptocurrency in just the past few years:

*Wall Street Journal, May 8, 2021:*

"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:*

"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."

*Sesame Street | October 23, 2019 | FromTheGrapevine.com*

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*

"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."

The world of cryptocurrency and blockchain technological advances are only just beginning to show the world-changing capabilities they have, and the need for education, particularly virtual education options are not going away. We will always have an audience (students), and always have a need (learning), so the creation of the SOWL Token as a BEP-20 token on the Binance Blockchain is one that will provide endless educational resources and services to the world through blockchain technology that is only growing stronger and improving every day. The Binance Blockchain was chosen for our token because of its low gas fees and accessibility, which is a factor the SOWL Token took into consideration. Exposure and access to education is extremely important to our mission and creating our token on a blockchain that allows for this made us confident with the decisions and steps we have taken thus far in this long journey ahead of us to provide what will be the largest decentralized educational infrastructure for student learners and educators of all ages, all over the world, with the common goal to grow together through teaching and learning various skills.

### **Tokenomics**

Our token has been created as a BEP-20 Utility Token on the Binance Smart Chain with a token supply of 100 Billion Tokens. 20% of the Token Supply will be burned and the token distribution model is as follows: 5% To our Ecosystem, 5% to Exchanges 15% to our Private Sales and 55% to our Presale and LP. The Token Features implemented into our project are as follows:

12% Total for Buys and Sells as it relates to Transaction Taxes in the following categories - 1% to Charity, 6% to Redistribution to our Token Holders, 3% to Development, and 2% to Marketing.

Additionally, the features of the project include a fully-transparent and doxxed founder, Megan Hallett, who is a former educator and curriculum writer from the United States, Anti-Whale measures to ensure that chart stability is exists to create fair and equal opportunities, anti-rug pull measures, which include KYC Verification for our team members, and the support of our mobile app, EarlyBird – eLearning for Kids.

### **Solutions**

The creation of the SOWL Token will solve many problems in the world of education and virtual learning. With the online education industry already being worth over \$300, there are still areas to be improved upon and filled and those solutions can be found through a cryptocurrency token and decentralized platform that the SOWL Token will bring. Blockchain driven online education can solve the following:

- The creation of decentralized and tamperproof student record keeping
- A common currency across various educational platforms
- A new wave of online educational platforms similar to Udemy and Coursera that harness our technology
- Fair attribution to educational content creators, which creates safe and anti-plagiarism measures

### **Roadmap**

When it comes to building a token that is set to revolutionize the world of education, it absolutely must be something that is built slowly and gradually through taking the proper measures and steps needed. This BEP20 token is not one that is intended to go “viral” for a few

weeks and disappear. Rather, this token is just the very first step of many for the entire SOWL network. Below is the roadmap we have developed so that we can achieve the goals we know will change the world of decentralized education worldwide for any and all learners and educators:

- In Q4 of 2021, we have accomplished the following:
  - Website Relaunch
  - First 3 Press Releases
  - First 3 Video AMAs
  - Hire Leading Marketing Agency
  - Launch V3 Token
  - Film Commercial
  - Hire Advisors 1-4
  - Finalize Private Sales
  
- In Q1 of 2022, we plan to accomplish the following:
  - Finalize Presale
  - ICO Launch mid-January 2022
  - Launch SOWL Gallery (NFT Marketplace)
  - Start Development Work On SOWL Blockchain
  - Start Development Work on SOWL Wallet
  - Start Development of our SOWL Ecommerce Platform
  - Start Development Work on SOWL Swap/Exchange
  - Create EarlyBird Version 2.0 (“Learn 2 Earn”, Game & System Upgrades)
  
- In Q2 of 2022, we plan to accomplish the following:
  - Launch of SOWL Blockchain w/ Eco-Initiatives (Biomass, Wind, Solar) for Minting & Transactions
  - Mining
  - Launch of SOWL Wallet
  - Add 3 More Celebrity Influencers
  
- In Q3 of 2022, we plan to accomplish the following:
  - Launch of SOWL Swap/Exchange
  - Launch of EarlyBird Desktop Version
  - Launch of EarlyBird Radio
  
- In Q4 of 2022, we plan to accomplish the following:
  - Launch of EarlyBird Mall (eCommerce Platform)
  - Partnership with 5 Leading Retailers for TOKEN\$ (Retail Space)
  - Launch of EarlyBird Sports

While this roadmap is subject to change and evolve based on the progress of the SOWL Token, it will always remain ambitious, as our team is committed to making this project their life's purpose and will always strive to find new and innovative ways to implement the "Learn 2 Earn" model into our mobile app and entire decentralized educational infrastructure.

### **Conclusion**

The SOWL Token team is committed to tokenizing the world of virtual education by incorporating incentivized game play. Not only is this enriching the impressionable minds of children that are learning new educational content for the first time, but the expansion of our EarlyBird – eLearning for Kids mobile app will provide accessible educational resources for people of all ages worldwide. This project is one that is not only personal to the SOWL Token team, but is one that they expect to have an extremely long lifespan.

There are many factors here that our team believes to be certain: education is not a trend that will go viral for a few weeks, the blockchain and world of cryptocurrency has shown worldwide stability, and incentivized game play that allows the earning of cryptocurrency is on the rise. These factors in conjunction with one another create the SOWL Token: The World's First "Learn 2 Earn" Game In Crypto! We thank you for taking the time to read about our project and look forward to providing a project that shows a great mission, purpose, and ability by creating a decentralized educational infrastructure for all.

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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.

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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.

### **Statement**

The SOWL Token is designed to be a blockchain-based decentralized cryptocurrency token powered by the profits of the mobile application EarlyBird – eLearning for Kids, 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 Smart Chain as a BEP-20 utility token. On this mobile application EarlyBird – eLearning for Kids, 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, with the intentions of implementing our “Learn 2 Earn” feature in v2 of the mobile app, where user content will be expanded to a wider variety of ages, demographics, content, and allow for the ability to earn SOWL Tokens through educational game play.

**The Official Website of our project: [www.sowltoken.com](http://www.sowltoken.com)**

**The Official Telegram Community group link is: <https://t.me/sowltoken>**

**Our Smart Contract Address: 0xf626e1e30de2b532741e6d4de9d7f5fe201c3f31**

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.**

**Revised Date: January 6, 2022**