Butterfly Protocol

A Decentralized Autonomous Organization (DAO) for Publishing and More

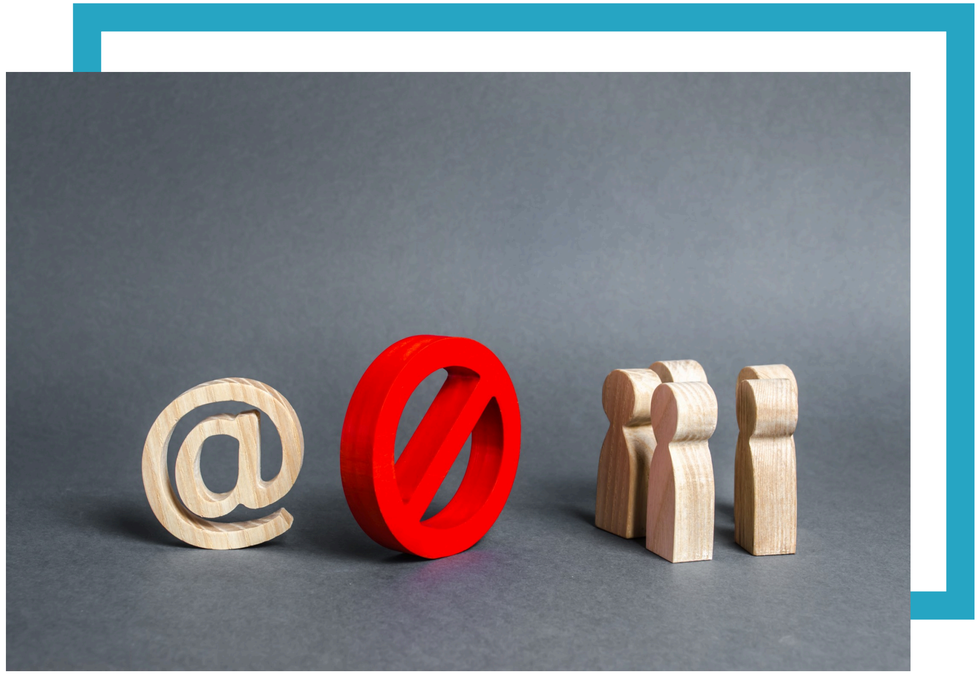
DECENTRALIZING FOR A CENSOR FREE WORLD

BUTTERFLY REMOVES THE CONSTRAINTS OF CENTRAL CONTROL FROM THE INTERNET

From publishers to the supply chain, central control of all or parts of the internet is limiting access to content, goods and services.

The Butterfly Protocol creates a new way of authoring and securing data to give you infinite control over how you use information.

Whether you want to own your personal domain forever or you intend to create an ecosystem of decentralized apps (DApps), Butterfly gives you the framework to build and own your world.



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BUTTERFLY STARTS AS A DOMAIN NAME PLATFORM

- It does not replace ICANN but provides an alternative with significant benefits
- Decentralized using the power of IPFS (Interplanetary File System)
- Butterfly allows users to create their own decentralized publishing, entertainment or other community focused ecosystems without fear that they will be pulled down or silenced

BUTTERFLY
PROTOCOL

AND
EXPANDS
TO
ECOSYSTEMS
OF DAPPS

ENTERTAINMENT

PUBLISHING

UNLIMITED
FUTURE

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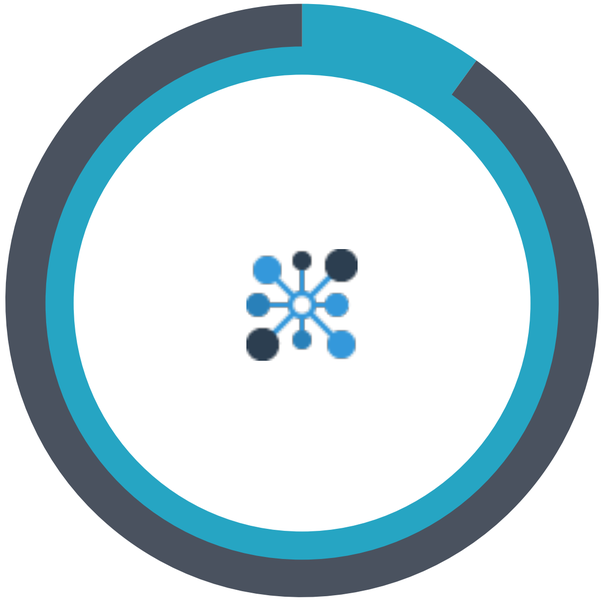
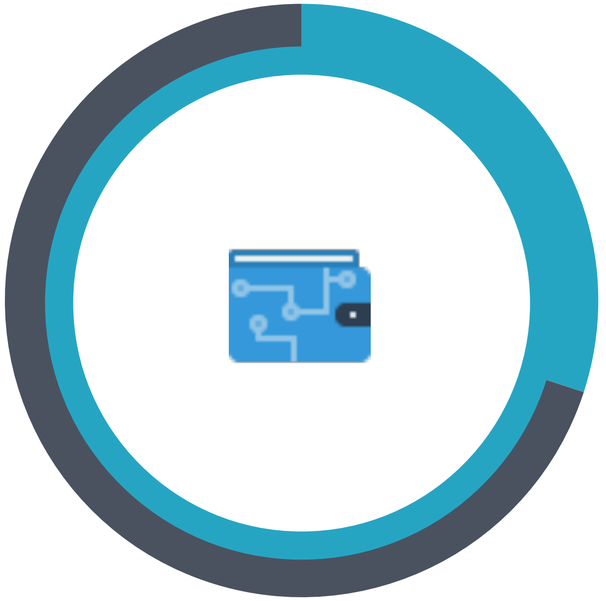


STEP #1: TECH STACK

The tech stack consists of a modern and scalable set of tools within a framework that is built for expansion.



STEP #2: DOMAIN SALES

Top Level Domains (TLD) will be sold on a first come basis using BFLY tokens. High value TLDs will move fast. Subdomains will be purchased using subBFLY tokens. BFLY and subBFLY will be sold on decentralized exchanges to provide access and liquidity. These are true Utility Tokens and Butterfly has legal documentation to back this up.

STEP #3: DAPP EXPANSION

Our first DApp is built as a social media messaging platform. It proves the concept and utilizes the tech stack to place content on the blockchain created and consumed by users. Practically any application can use Butterfly, though the focus is initially on community engagements like publishing or connected gaming.

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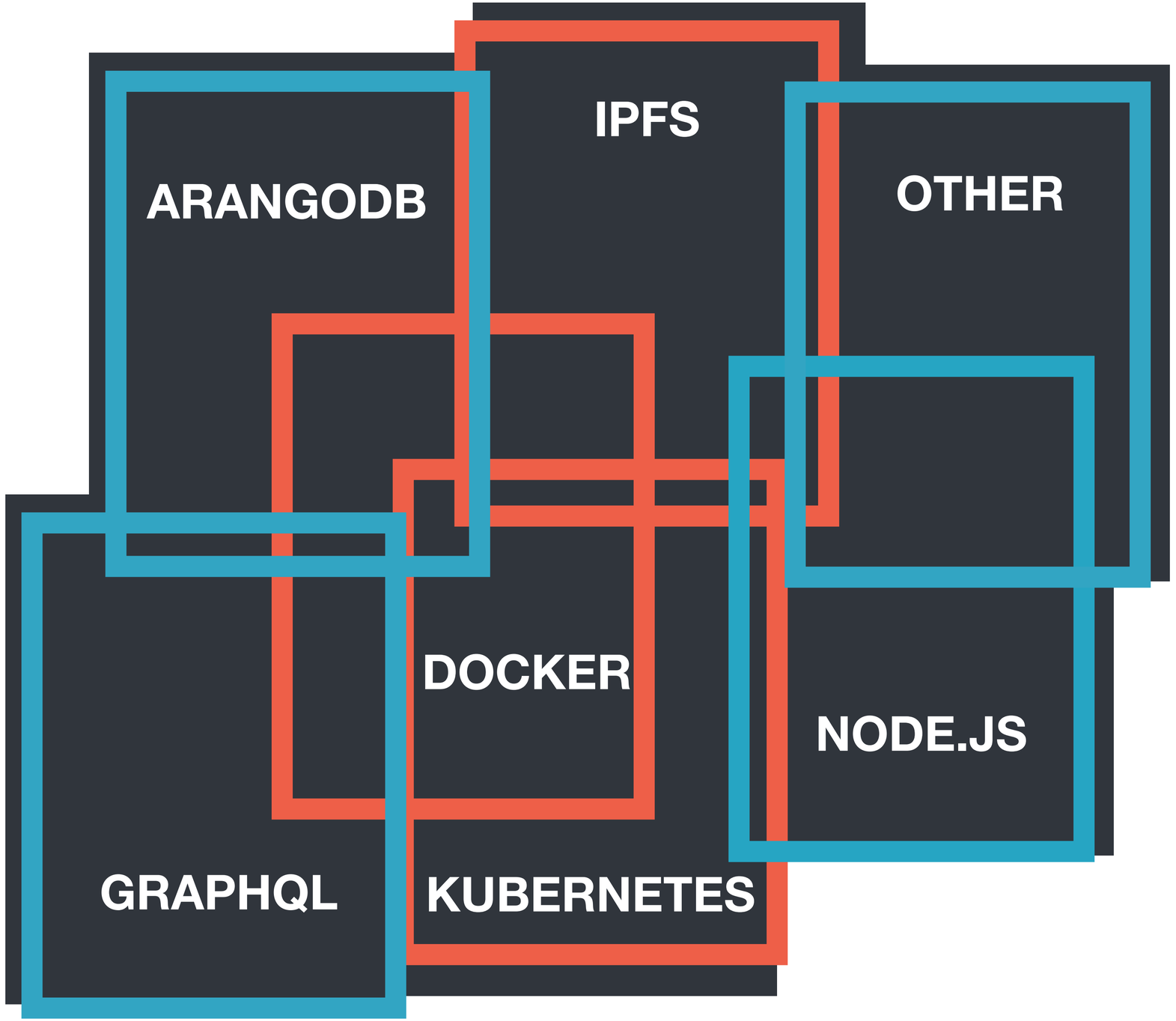
TECH STACK

- Kubertes orchestrates the Docker containers
- Docker containers are the servers in the cluster
- IPFS connects the content storage as peer-to-peer
- Node.Js. creates network efficiency and portability
- ArangoDB as an indexer for reading information from the blockchain
- GraphQL as a query language for the APIs
- Other integrations for cross-protocol interconnectivity and efficiencies



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BUTTERFLY PROTOCOL IS IN AN ATMOSPHERE OF BLOCKCHAIN INTERCONNECTIVITY

The Butterfly Protocol is built to be a Decentralized Autonomous Organization (DAO) so that no one entity has control. There are technology components that need support but overall, it will be a blockchain based environment that self governs. The technology stack is the connective tissue in an atmosphere of peer-to-peer node interconnectivity.

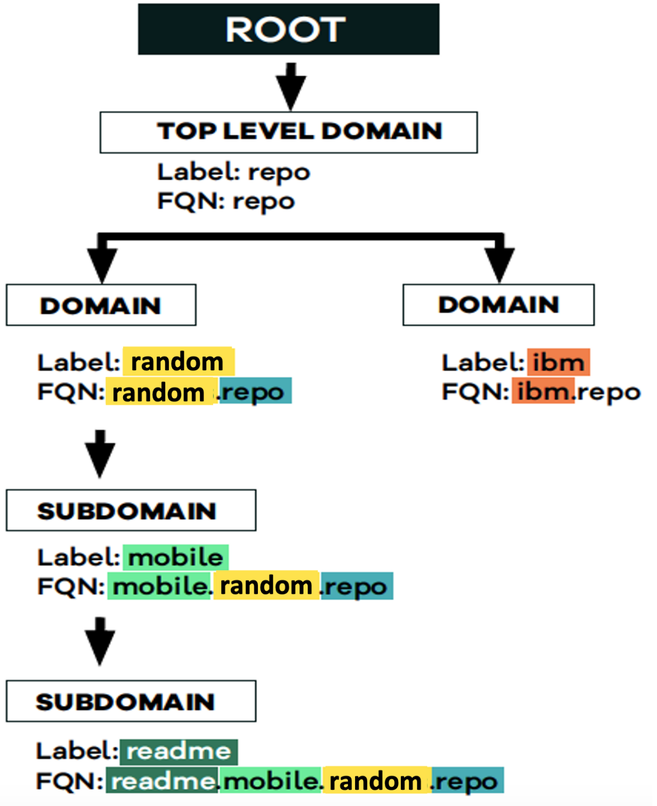
Even if the Butterfly organization goes away, Butterfly Protocol can live on since anyone can spin up the environment based on the open-source nature of it.

DOMAIN
SALES

BUTTERFLY HAS CREATED A SIMILAR DOMAIN STRUCTURE AS ICANN, WITH A TWIST

Top Level Domains (TLD) is the first step in the chain. Sponsors use Butterfly Tokens (BFLY) to sponsor the TLD. Examples include .repo, .human, etc.

Exceptions to ICANN policy include the ability to use Unicode for language variations or emojis or other symbols. Sponsors choose what they want to have as a TLD, and the universe of options is virtually unlimited.



Standard TLD and Subdomain Format

蝴蝶.🇨🇳.🚗

Variation Using a Symbol

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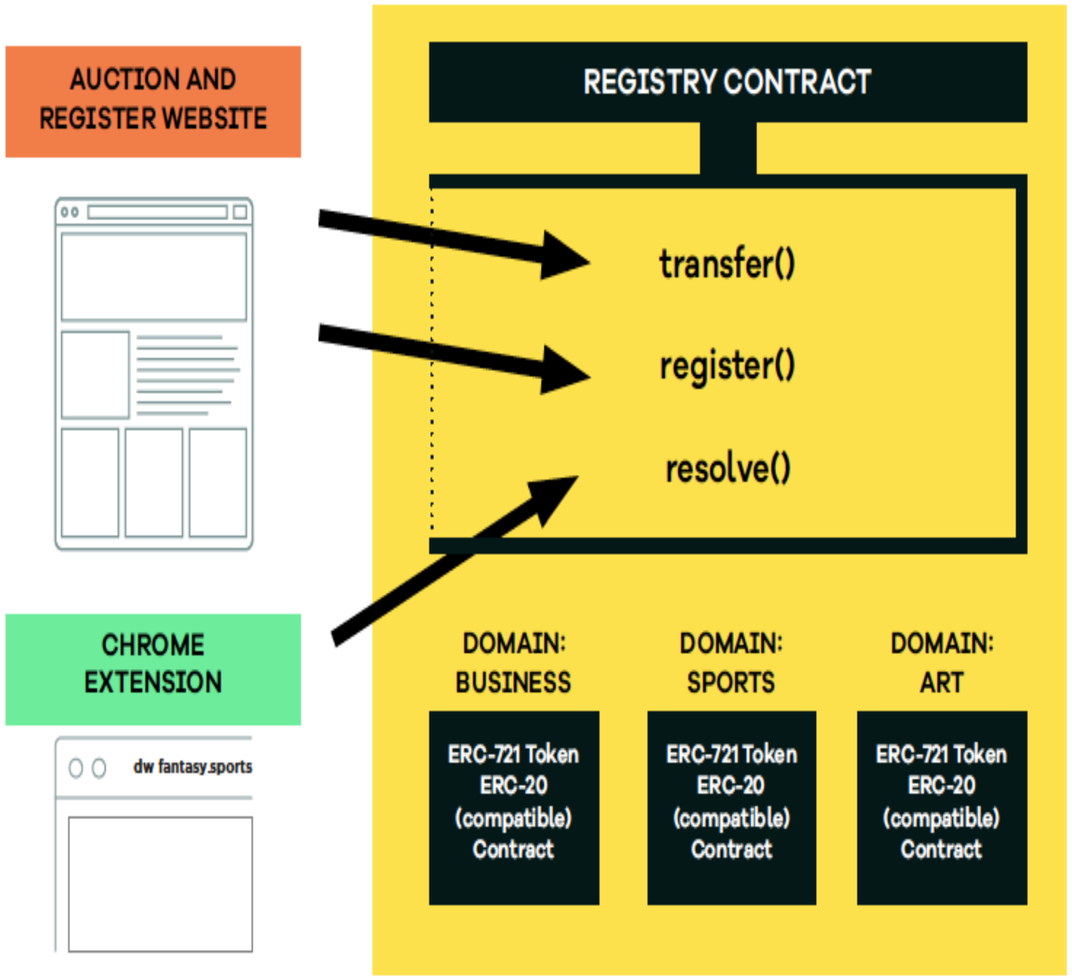

TOP LEVEL DOMAINS ARE SPONSORED WITH BFLY TOKENS, SUBDOMAINS ARE PURCHASED WITH SUBBFLY TOKENS

Top Level Domains (TLD) are represented by a single ERC-721 contract called “RegistryToken” on the Ethereum blockchain.

When the TLD is created, a supply of ERC-20 tokens are also created to be used for buying subdomains of the TLD.

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100 MILLION BFLY TOKENS ARE CREATED FOR SPONSORING TLDs

10 MILLION subBFLY TOKENS CREATED AT TLD SPONSOR EVENT

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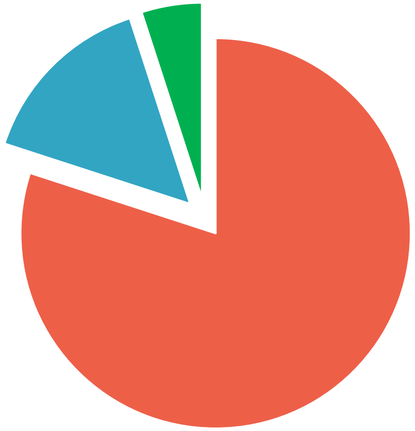

UNCAPPED AUCTION: 80% of ERC-20 Tokens
subBFLY tokens are created when a TLD is sponsored

BFLY OWNERS: 15% of ERC-20 Tokens
All BFLY owners at the time of TLD sponsorship receive prorated airdrop based on their percentage

TLD SPONSOR: 5% of ERC-20 Tokens
Sponsor of a TLD gets this batch for sponsoring

$$\frac{\text{ETH contributed by Bidder}}{\text{Total ETH contributed}} = \text{\% Tokens Received by a Bidder}$$

ERC-20 AUCTION FOR 10 MILLION subBFLY OVER 10-DAY PERIOD

- Bidders contribute ETH to a buying pool of the ERC-20 subBFLY tokens
- Each auction lasts 10 days with bidders able to increase their contribution during that time
- At the end of the 10 days, bidders will be distributed their percentage of the 10 million subBFLY tokens

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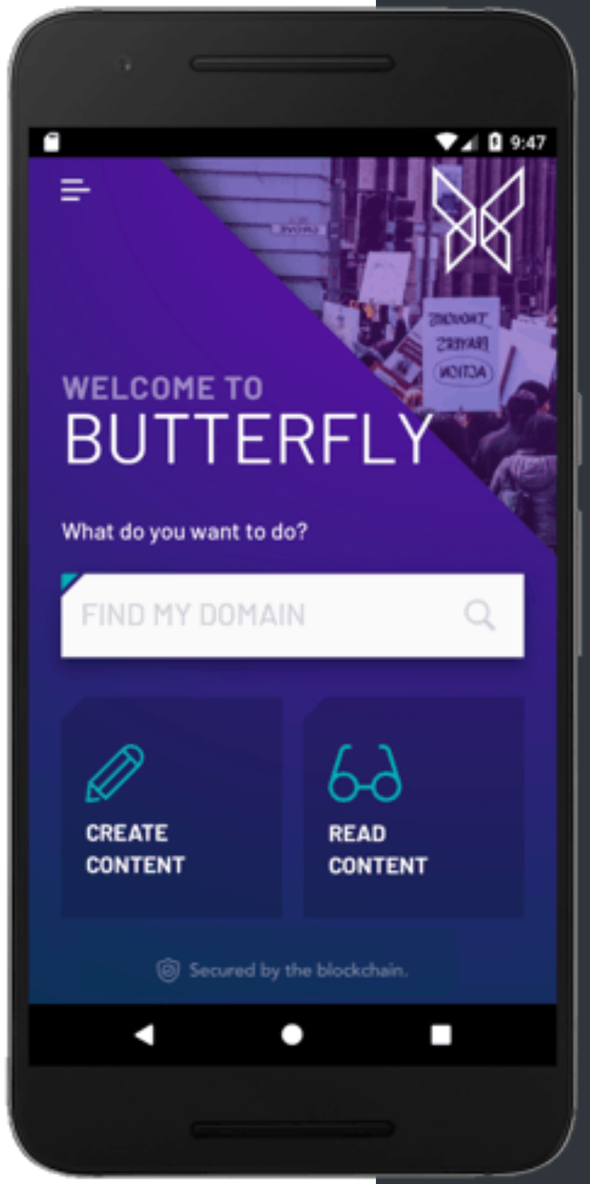
DAPP
EXPAND

1. Butterfly has created a working proof of concept called Butterfly Social

2. Developers will create their own DApps by integrating into the TLD domain environments

3. Butterfly will support ongoing improvements including cross-protocol integration, privacy protection, device identification and other needed updates



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SUPPORT

DYNAMICS: BFLY AND subBFLY

- **BFLY Initial Sale of 5 million out of total supply of 100 million BFLY** tokens will be offered for sale. These are used for TLD Sponsorship. Each TLD requires 10,000 BFLY for sponsoring.

  BFLY tokens will be placed on decentralized exchanges to ensure liquidity for new investors to acquire and sponsor TLD's.

  BFLY tokens are burned once they are used for sponsoring a TLD.

- **subBFLY tokens that are created at sponsor event of a TLD** will also be placed on decentralized exchanges to ensure liquidity for buying subdomains. 10 Million are automatically created for each TLD created.

  subBFLY tokens are burned once they are used for sponsoring subdomains.

  subBFLY token sales provides significant revenue for carrying on advancement of the protocol and DApps.

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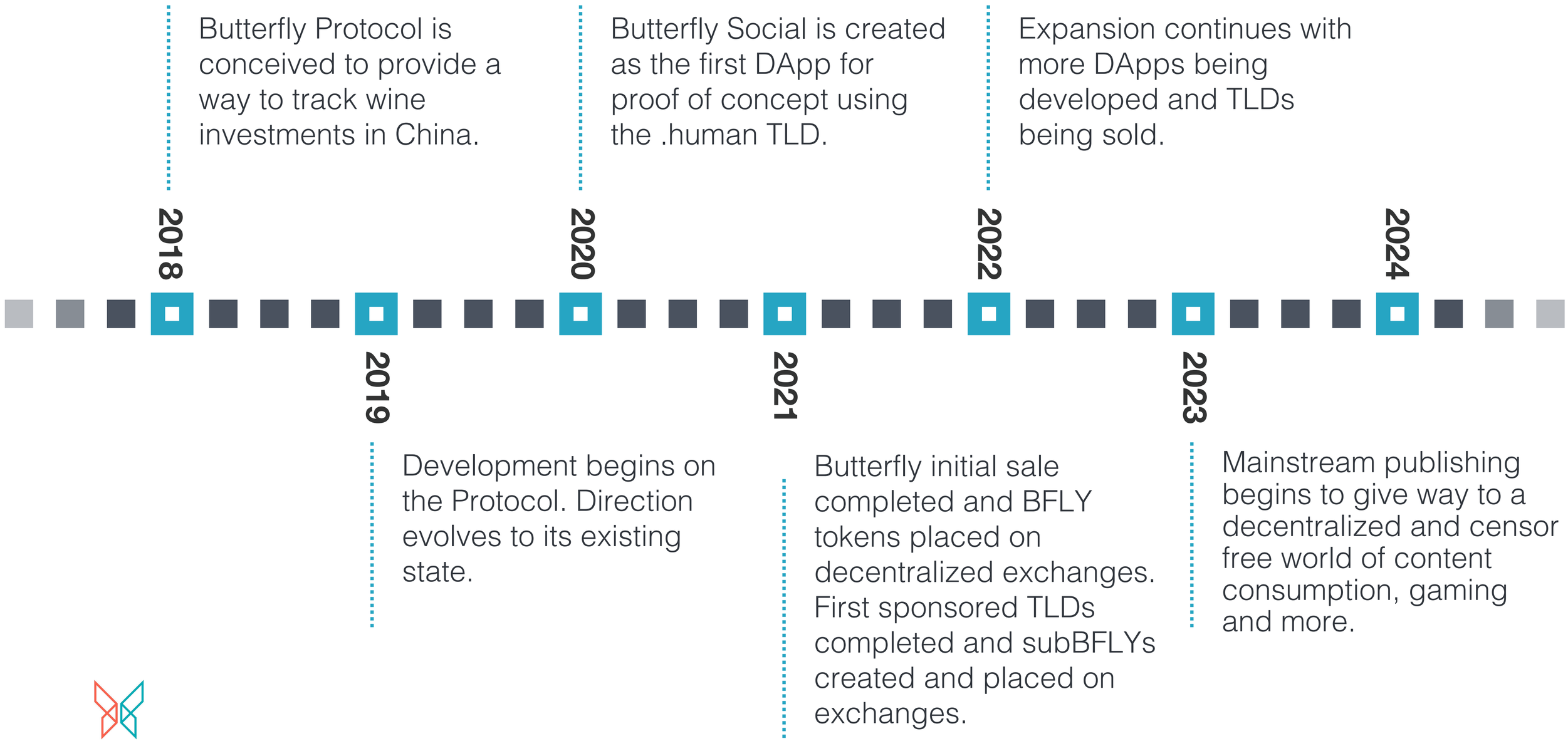

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THANK YOU

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