

White Paper-Summary

Cowchip Crypto (cowch) will focus on three main areas

- I. The growth of the industry
 - a. Utilizing Decentralized Finance (DeFi)
- II. Protect the industry
 - a. By supporting others who do and on our own.
- III. Ensuring the power in our industry remains in the hands of the people of our industry.

Cowch will consider additional innovations when they come along, with one consideration being the conversion of the industry to blockchain (e.g., livestock used in rodeo can be entered in the blockchain from birth, to bucking, to retirement)

- 1) Growth- Cowch will use proceeds to help grow businesses that are of interest to our cowch holders. Initially a five-person board of directors will be formed by the founder of Cowch and then replaced once the token is in the hands of the public and the holders have voted. The holders will be able to vote for four of the directors as the founder will serve as the Chairman.
 - a) Ten percent (10%) of funds raised will be set aside for the Blue-Chip fund run by the board at the behest of the cowchip holders.
 - b) There will be cowchips given to stake holders and advisors in the industry who help us make good decisions.
 - c) Initial partnership-A partnership between CowboyDnA and Cowchip Crypto whereby Cowchip Crypto agrees to finance a mobile gambling app for rodeo and related events.
 - i) In addition to the commitments above there will be rewards such as: Special payouts for cowch holders relative to other gamers, buy-downs of odds, free plays, etc. for cowchip holders.
 - d) With managements extensive relationships in the western industry there will be many opportunities to get involved with developing new products, new events, new games, developing new content and even partnering with existing businesses if it suits our cowchip holders.
- 2) Cowchip Crypto Turbo Charger-Cowch will use its token to turbo charge certain events. This concept is to offer an additional reward for something they would be doing anyway. Here is how the program works. Raise money for your event in the customary way with Cowchip Crypto matching any donation on a dollar for cowchip basis (e.g., an individual makes a \$500 donation to a charity, cowchip crypto then gives the individual \$500 of cowchip crypto with a two-year hold to sell. If at the end of two years cowchip crypto is successful they could end up getting a huge cash

reward for their generosity and if cowchip crypto is a failure then they still have given \$500 to their cause)

- i) Variations of the \$500 scenario include splitting the matching \$500 cowchip crypto reward with the donor and the donee splitting it; thus, giving both of them additional opportunity.
 - b) Rodeo Organizations
 - i) NHRA
 - ii) NIRA -
 - iii) NLBR-National Little Britches Association

 - iv) Amateur Organizations
 - v) AJRA
 - vi) County Fairs
 - vii) State Fairs
 - viii)NARC-National Association of Rodeo Committees.
 - c) Charities
 - d) Calcuttas
 - e) Futurities
 - f) Livestock auctions
- 3) Protection of the industry will focus on two areas.
- a) Defense of those who attack us
 - b) Offense-
 - i) We will establish that working with animals is intrinsic to our lifestyle and part of our DNA
 - ii) We will move to establish permanent protections for our industry