

This document is designed to give you, the Kommunity, the tools to effectively spread the word about Koinos. By using consistent messaging and clear terms, we can collectively raise awareness about the unique advantages of Koinos.

Whether you're engaging on social media, talking to developers, or explaining Koinos to someone new, this guide will help you communicate Koinos's core values — feeless, frictionless, and familiar — and position it as the blockchain solution that removes barriers and empowers everyone to join Web3.

## Elevator Pitch

When you need to explain 'Why Koinos' in two sentences:

- Koinos is the first blockchain that allows anyone to use decentralized applications without paying transaction fees or needing to hold tokens. It's designed to be as easy as using the internet, making Web3 feeless, frictionless, and familiar.

## Core Messaging Pillars

### **Feeless, Frictionless, and Familiar**

#### FEELESS

**The problem:** Gas fees, no matter how cheap, prevent blockchain applications being deployed at true scale. In addition, they dictate that any user of a given blockchain has to obtain tokens and learn how crypto works before they can even use a blockchain-based app.

**The solution:** Koinos eliminates transaction fees, making blockchain accessible to everyone, without the need to hold or purchase tokens to use applications.

#### FRICTIONLESS

**The problem:** Crypto has an enormously high barrier to entry. The user experience is far too complex for the majority of potential users. Blockchain-based apps will never attract an audience of millions (or billions) until they are as easy to use as the products and services they seek to replace.

**The solution:** No more jumping through hoops or complicated onboarding processes. Koinos allows users to interact with blockchain-based applications as easily as using the internet because users do not need to obtain and hold a token.

## FAMILIAR

The problem: Web3 cannot be easily integrated into familiar applications because there is an unfamiliar and complex learning process that the user has to go through before they can use Web3 features.

**The solution:** Koinos enables developers to build apps that look and feel like the ones users already know. There's no need to learn new behaviors or overcome technical barriers.

## The Problem Koinos Solves

### **Technology is Centralized and Overcomplicated:**

- The internet and blockchain ecosystems today are riddled with barriers like transaction fees, centralization, and poor user experiences. Users are burdened with high costs, complex processes, and a lack of ownership over their own digital activities and assets.

### **Koinos Changes This:**

- Koinos decentralizes ownership and eliminates transaction fees, empowering users to access blockchain technology without needing tokens or jumping through administrative hoops. It democratizes blockchain, making it usable and accessible to everyone — even those who aren't crypto-savvy.

## Unique Selling Points (USPs)

1. **Feeless, Frictionless, Familiar** (see Core Messaging Pillars)
2. **Developer-Friendly:**
  - Unlike other blockchains that require learning specialized languages, Koinos supports widely used languages (like TypeScript and C++), meaning millions of developers can build on Koinos without learning new skills.
3. **Fair Launch & Decentralization:**
  - Koinos had a fair launch, with no venture capitalist allocations or premines. Governance is fully decentralized, and decision-making is in the hands of the community.
4. **Modular, Forkless Upgradeability:**
  - Koinos doesn't need to fork to upgrade, making it future-proof and allowing it to evolve without disruptive splits in the community or network.

# Target Audience

## Developers:

- Koinos is designed to be developer-friendly. It allows them to focus on building applications rather than worrying about blockchain infrastructure, with no need to master blockchain-specific programming languages.

## Users:

- Koinos is for users who want to experience the benefits of blockchain without the complexity and cost barriers that characterize traditional blockchain systems. It provides an experience that's seamless and easy to use.

## Entrepreneurs:

- Koinos allows entrepreneurs to choose their monetization strategy without transaction fees slowing them down. Whether offering free services or charging for premium features, Koinos offers flexibility that traditional blockchains can't.

## Crypto Skeptics:

- Koinos appeals to those disillusioned with the centralized, fee-driven world of crypto. By returning to the core ethos of decentralization, ownership, and community governance, Koinos offers a fresh, accessible alternative.

# Key Differentiators

- **No Fees:** Koinos is the only blockchain that truly eliminates transaction fees, making it the most accessible for developers and users alike.
- **No Centralization:** Koinos was launched without giving tokens to insiders, ensuring true decentralization from day one.
- **Usable by Everyone:** Whether you're a crypto-native or a total beginner, Koinos offers an experience as easy as using any traditional app on the internet.

# Key Messaging Framework

## Short Slogan:

- Koinos: Feeless, Frictionless, and Familiar

## Elevator Pitch:

- Koinos is the first blockchain that allows anyone to use decentralized applications without paying transaction fees or needing to hold tokens. It's designed to be as easy as using the internet, making Web3 feeless, frictionless, and familiar.

Explainer:

- At its core, Koinos is a feeless blockchain that gives everyone, regardless of their tech savvy, true access to Web3.

## Recommended Terminology

To foster a strong sense of identity and community, we encourage the use of specific terms that embody the spirit and unique qualities of Koinos.

- **Gas-Based Chains:**
  - A term for blockchains that rely on volatile transaction fees (gas fees). Highlighting this emphasizes the fundamental barriers these chains present to everyday adoption and contrasts them with Koinos.
- **Gas-Less Chain:**
  - Describes Koinos as a blockchain that operates without gas fees, removing cost unpredictability and improving user experience.
- **Feeless, Frictionless, and Familiar:**
  - The core principles that define Koinos and its user experience. This phrase should be consistently used to highlight Koinos's advantages.

## Long-Term Vision

Koinos is all about making decentralization accessible to everyday people, everywhere. As Web3 grows, Koinos will be at the forefront by providing a blockchain that anyone can use without barriers. Its feeless model will attract developers, businesses, and users from across industries, leading to mass adoption of a fairer, more accessible, less exploitative internet.

Koinos is the foundation for a Web3 revolution where technology is truly for the people.