

DRAFT
REQUEST FOR FEEDBACK
Dec 18, 2023

Alpha

2024 Roadmap

To the New Bitcoin City community:

It's been exactly 90 days since we launched Alpha. From a [half-joking tweet](#) to the [weekend prototype](#), we've been building and experimenting so much together.

In the first 90 days of Alpha, we did the following:

- Social
 - 23,657 new users signed up
 - 1,936,083 messages sent
- Fi
 - 877,414 swap transactions
 - \$36M (\$838.50 BTC) trading volume
 - \$3M TVL as the second biggest SocialFi platform in terms of TVL
- Gaming
 - 2,896 games played
 - \$882K (20.52 BTC) gaming volume

We're also excited about the value we've built for creators.

- \$2.7M (63.50 BTC) paid to creators from trading activities
- \$88K (2 BTC) paid to creators from decentralized applications and gaming activities. While this number is still modest, it is exciting because it shows us the potential of sustainable creator earnings from utilities rather than price speculation alone.

Most importantly, we've made tremendous progress toward our mission of reinventing Bitcoin: to make Bitcoin as accessible as possible—usable for much more than just a currency. We've done this by building the foundation for DeFi, AI, DAOs, NFTs, and Gaming to flourish on Bitcoin.

2024

We think 2024 will be a tremendous year for crypto and, if we do this right, for Alpha, too.

For the first time, crypto is ready for mass adoption. Unlike the previous cycles, we now have the final building blocks, such as [Rollups](#) (for scalability) and [Progressive Web App](#) (for crypto mobile app distribution)—to build large-scale consumer applications.

There is no better product to onboard the everyday consumer than a social product. A social app will first onboard the everyday consumer with the same user experience they're used to in their web2 world. Next, through simple and fun user experiences like Mr. Market, we'll introduce them to DeFi, GameFi, and other crypto experiences.

We have a window of opportunity in the next 12 months to build Alpha as the crypto superapp. Alpha could be a generational crypto product like Uniswap, OpenSea, or Binance that emerged from previous cycles.

Let's review our focus for Alpha in 2024:

- Smart BRC-20
- Keys and Circles
- Tokens and Feeds
- Bitcoin as the World's Crypto App Store
- Alpha Chain
- Ordinals integration
- Mobile App v2
- AI
- \$ALPHA

1. Smart BRC-20

While we haven't discussed the technical details behind the product, the keys and tokens in your portfolio are actually [Smart BRC-20](#) on Bitcoin.

BRC-20, like \$ORDI and \$SATS, are raw text files. Smart BRC-20 — like your keys and tokens — are programmable smart contracts on Bitcoin.

We choose Smart BRC-20 because, as smart contracts, they lay the foundation for us and other developers to build decentralized apps, such as DeFi and Gaming, for them. This is important because crypto-assets on Bitcoin are no longer speculative assets but have utility.

We believe Smart BRC-20 is an important primitive to unlock Bitcoin's full potential. We have invested and will continue to invest in building Smart BRC-20 infrastructure and applications.

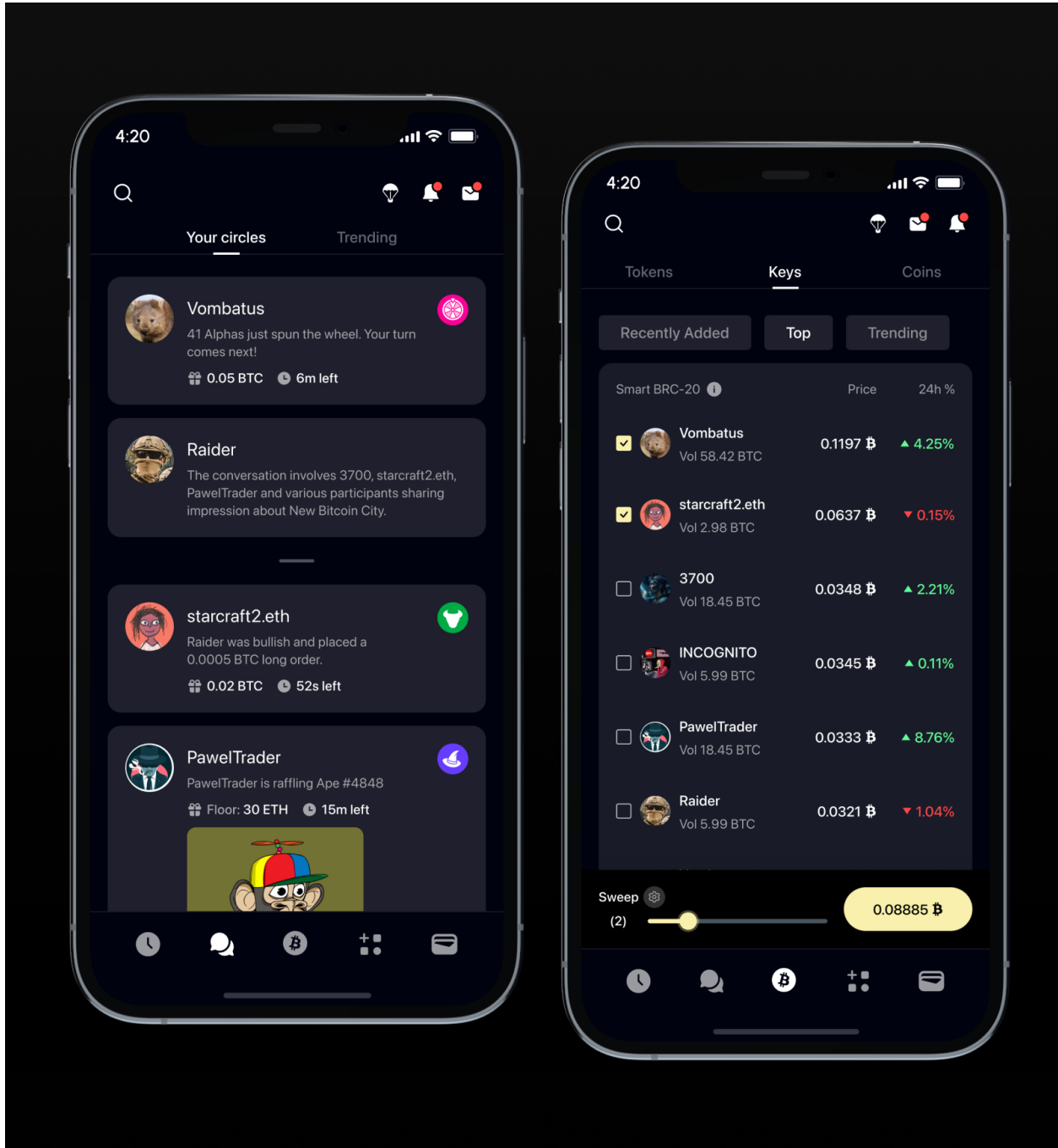
2. Keys and Circles

Circles are where creators and their 100 *true* fans hang out.

Want to have some fun? Stop by *Vombatus Circle* for Mr. Market Monday or a late-night Wombat Kombat game. Want to get airdrop alphas on Solana? Stop by *starcraft2 Circle*. Want to talk to the smartest people in crypto? Stop by *Reetika Circle*. The list goes on!

Keys are Smart BRC-20 utility tokens. Their first utility is to give you access to Circles, with more utilities to be built over time. Keys can be bought or earned by participating in circle activities such as Red Packets and Mr. Market.

We believe circles are at the heart of the Alpha social experience. We will continue to invest in building different experiences for circles.



3. Tokens and Feeds

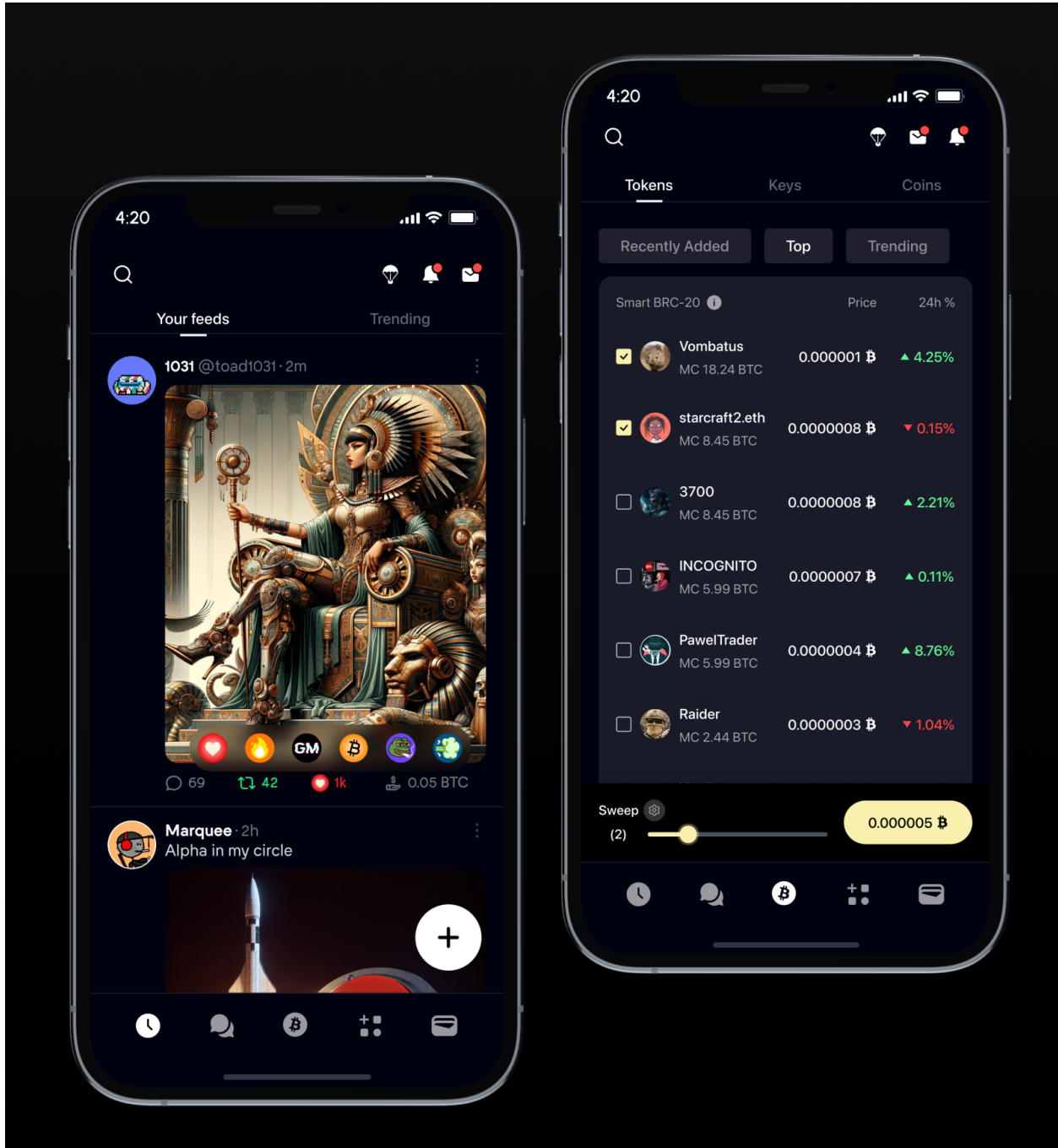
Feeds are where creators post updates and share alphas with their 10,000 fans.

While your Circle is the perfect corner of the web where you can talk to a handful of your top fans, your Feed is a powerful tool for you to scale your audience by publishing intriguing content.

Think of it this way: Circles are crypto Discord, and Feeds are crypto Twitter.

Tokens are Smart BRC-20 utility tokens. Their first utility is to give you access to Feeds, with more utilities to be built over time. Tokens can be bought or earned by participating in feed activities such as Raffles and Wheels.

We believe feeds can help creators to scale their audience. We will invest in building different large-scale experiences for feeds where thousands of people can participate.

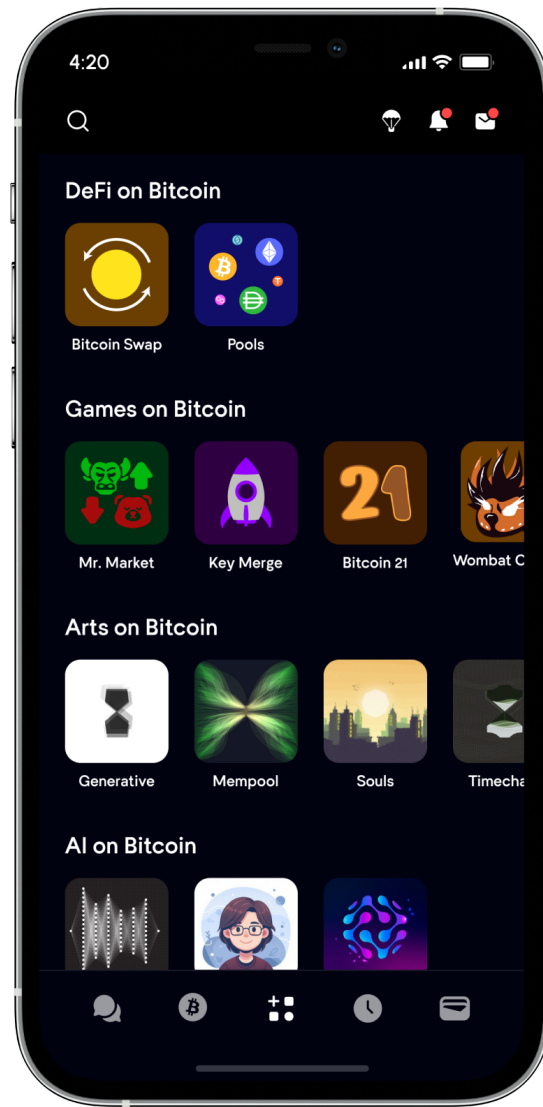


4. Bitcoin as the World's Crypto App Store

Before Alpha, Bitcoin was just a dinosaur blockchain with a coin you couldn't do anything with. By bringing smart contracts to Bitcoin, Alpha changes that. Now, you can use various applications and play entertaining games on Bitcoin.

- **DeFi on Bitcoin.** We deployed Uniswap on Alpha, processing over 800 BTC in trading volume. We also deployed Smart BRC-20 Staking, and we look forward to launching other DeFi dapps like Lending, Perpetual, and Stablecoin on Bitcoin.
- **GameFi on Bitcoin.** Not only do we love fun games, but they are also effective tools to acquire new users. We hope you enjoy Mr. Market, Key Merge, Wheels, and Red Packets. Many of these games are fully on-chain on Bitcoin, and we're looking forward to launching more GameFi titles in 2024.

As you can see, we can now build complex decentralized applications and games on Bitcoin. We plan to add other dapp categories, such as **Art and Collectibles (NFTs)**, **AI**, **Metaverse**, and **Technology**, in 2024.



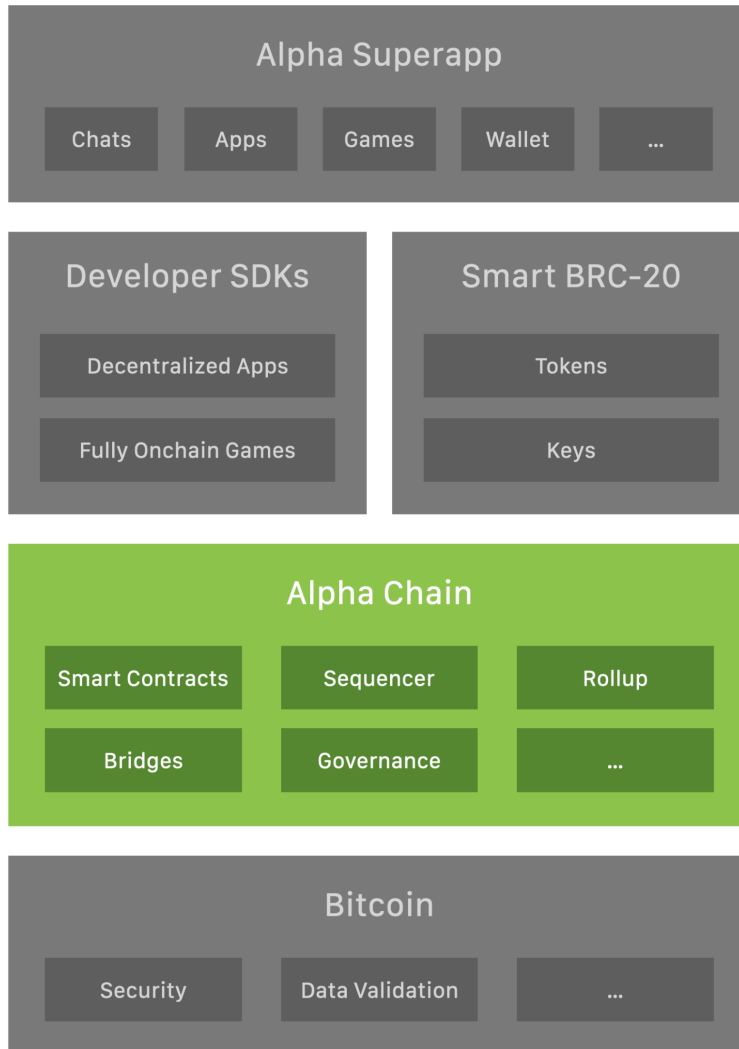
5. Alpha Chain: Bitcoin, Hyperscaled

Unlike other SocialFi apps, Alpha is a full-stack crypto platform. Alpha is a combination of a mobile app at the front end, a set of smart contracts in the back end, and a Bitcoin L2 blockchain.

Alpha Chain (formerly NOS) is the lightning-fast and low-cost Bitcoin L2 infrastructure powering Alpha for the last three months. Alpha Chain is built with an innovative blockchain architecture: [recursive rollups](#).

If Alpha is Amazon, Alpha Chain is AWS. Alpha Chain—like AWS—provides tremendous value to developers who want to build dapps on Bitcoin.

We believe there will be significant opportunities to build upon the Alpha Ecosystem by partnering with other developers to build more apps for Bitcoin.



6. Alpha x Ordinals Integration

Alpha and Ordinals have similarities and some differences. Both write data to the Bitcoin Taproot data field, but the difference lies in *what* is being written.

Ordinals writes *raw files* onto Bitcoin, while Alpha writes *smart contract transactions* onto Bitcoin.

If Ordinals is the decentralized file system on Bitcoin, Alpha is the decentralized operating system where developers can build decentralized applications on Bitcoin.

Here are some integrations we're planning to build:

- **Alpha Wallet** will support Ordinal inscriptions and Ordinal BRC-20
- **Alpha x Ordinals Bridge** will let you bring your Ordinal inscriptions and Ordinal BRC-20 to Alpha
- **Trade Ordinal BRC-20** on Alpha Swap to enjoy low fees and the speed of a Bitcoin L2

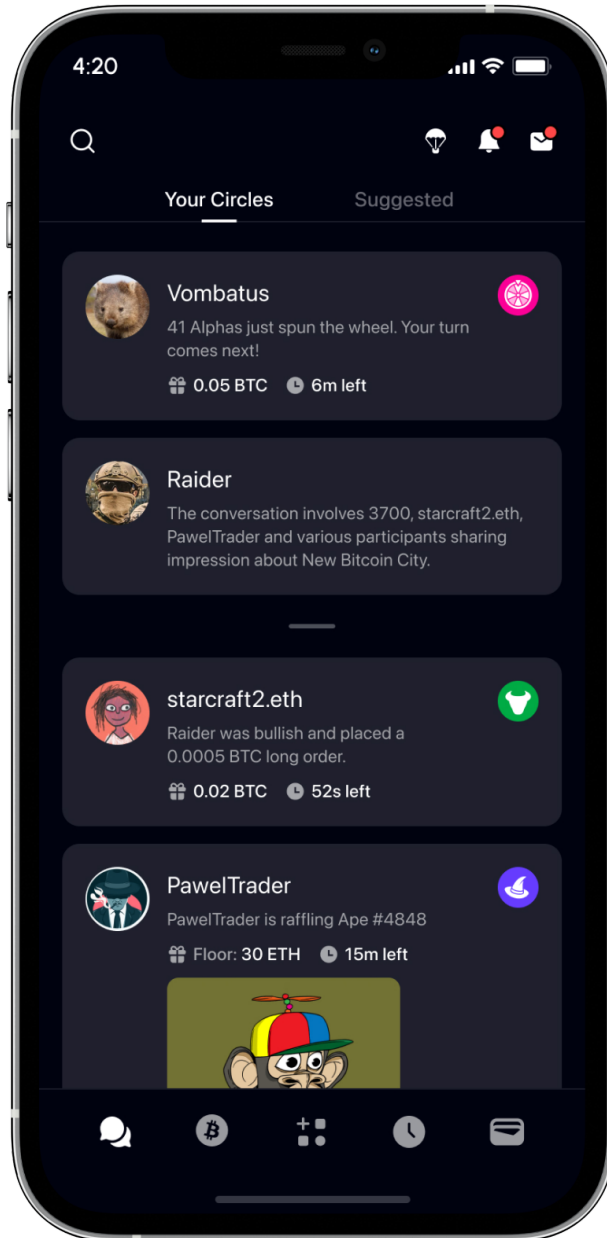
7. App v2: Make Alpha Simple

In the first 90 days, we moved fast and added many innovative features to the app. While that helped us to learn fast, the tradeoff was that we accumulated a great deal of technical debt in our code base, and the app user experience became increasingly complex.

This is why we're rebuilding Alpha v2 from scratch.

The biggest lesson learned for us so far is that it is not about shipping many new features but prioritizing ruthlessly what to ship and staying on course on the mission of reinventing Bitcoin.

We hope that when you use Alpha v2, you'll feel it's simple, fast, and incredibly fun.



8. AI: Make Alpha Smart

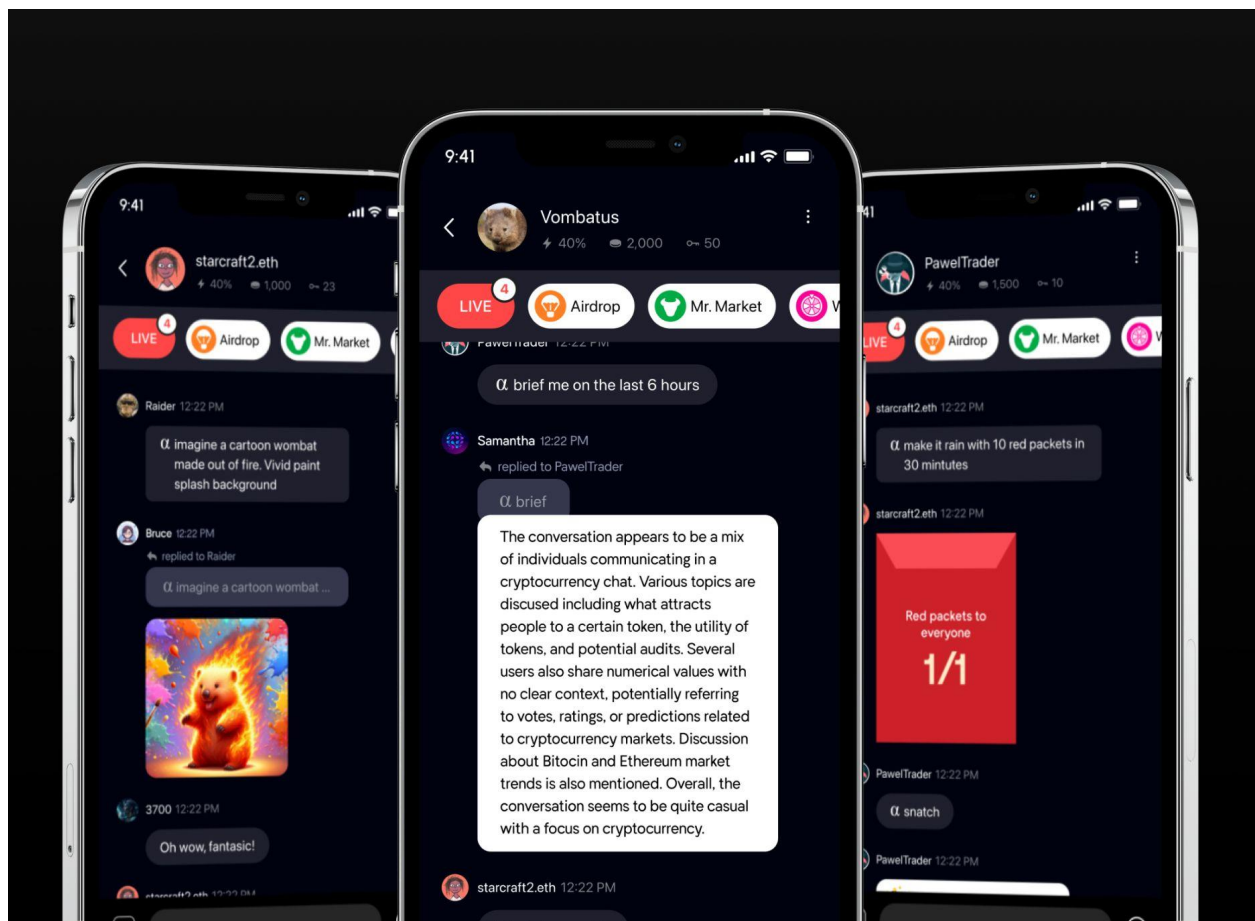
If you've been following our work in 2023, you know that our team loves to work in the intersection of crypto and AI with [Perceptrons](#) and [Decentralized Tensorflow](#).

But the 2024 chat app won't be like the 2014 chat app. AI will bring an entirely new experience to your social life on the web.

Here are things that you can already do in the app:

- Ask Samantha to brief you on a conversation
- Tell Bruce to create NFT art for you
- Use natural language to trigger AI prompts

We can't wait to do more experiments with AI and Crypto in 2024.



9. Tokenomics

We plan to release the \$ALPHA token in 2024, but a specific date has yet to be. We think it's less about the date than the right moment to launch. The ideal moment would be when the app

gets firm traction, and the market is in excellent condition. We predict it will arrive at some point in 2024.

We're still designing the tokenomics. Unlike shipping a product feature, tokenomics is where we want to take the time to do it right.

There are a couple of options we're exploring, too. One is that \$ALPHA is both the app's utility and governance tokens. Another option is to issue two tokens for the Alpha App and the Alpha Chain.

Alpha users, Perceptrons holders, and GM holders will be qualified for the initial airdrop.

Let's reinvent Bitcoin together

It was an incredible first 90 days. We are thankful to our community for your support and feedback.

We feel incredible about what we've built in a short amount of time and even more thrilled about what's to come in 2024.

Happy holidays, everyone!

The Devs