

# Owl Link Light Paper

A decentralized bio link tool. An alternative to Linktree.

Website: <https://owl.link>

## Abstract

Owl Link is a decentralized bio-link tool that allows users to create and share links to their online profiles and content. Owl Link is built on top of decentralized namespaces, meaning it is censorship resistant, decentralized, and secure. This paper explores the current problem, solution, opportunity, and core features of Owl Link and how it plans to bootstrap development and growth using community-led funding.

## Problem

Firstly, crypto natives don't have a link in the bio tool for socials to display their digital assets with proof of ownership. Second, like any centralized social network - censorship (Linktree banning sex workers from their platform[1]), lack of data ownership, and lack of incentives are a problem. Finally, there is a risk of the product being sunset and users losing out on everything. This has happened time and time again.

## Solution

Owl Link, as a bio link tool, is designed to be simple and easy to use so that anyone can create and share their own biography, social profiles, verifiable credentials, and NFTs regardless of their technical skill level. It is built on top of decentralized domains like .btc and .eth. These links are stored on the blockchain and stay forever. It also enables users to showcase their digital assets with provable ownership.

The Owl Link project is [open source](#), released under the MIT license so anyone can contribute to its development.

## Existing Alternatives

Web 2 - Linktree and Bio.link

Web 3 - Owl Link

## Opportunity

To start with, the Owl Link focuses on capturing the Bio link tool market. Today, the Bio link apps market is expanding, and current Web 2 players earn close to \$30M ARR. With Web 3, and Crypto markets growing [2], the total addressable market size could quickly grow to \$100M. Owl Link's goal is to own the Web 3 market and become the go-to tool for crypto natives. This is the phase 1 opportunity of Owl Link. In phase 2, Owl Link will be rolled out as an identity to help

businesses onboard users with personalized experiences for apps and services. The market is still early, and it continues to grow. There is no definitive answer to this question, as the demand for decentralized identity is still in its early stages. But it would be in billions of dollars[3].

## Vision & Future

Owl Link's vision is to become the **social identity** for Web 3. Owl Link is designed to be an open and extensible platform. Any decentralized identity provider can be used with Owl Link, and any application can use Owl Link to verify the identity of an Owl Link user.

## Overview of the Owl Link Protocol

### Basic Definitions

The following definitions are used in the rest of the paper to refer to the roles and their responsibilities.

- **Owl Link Identity:** A collection of digital identities linked together in a single identity. This is the soul of Owl Link.
- **Bio Link:** A decentralized bio link is a URL that points to a decentralized version of a person's online biography or profile. It is an Owl Link profile.
- **Hard Identities:** The hard identity is anchored on the blockchain, immutable and unforgeable. Here it is your decentralized namespaces that you own. Like .BTC namespace.
- **Soft Identities:** The soft identity is based on the user's profile, which is constantly evolving and updating. Like social profiles and their meta information.
- **Owl Link NFTs:** Collection of 10,000 NFTs that gives you governance of the project and lets you earn rewards from the Owl Link protocols growth.
- **Stake Pool:** Collection of NFTs staked in a contract that is eligible for rewards.
- **Rewards Pool:** Stacks (STX) tokens are sent to the reward pool on a cycle basis as incentives for NFT holders.
- **Revenue Sharing:** NFT holders receive a share in protocol profits based on a revenue sharing table. Early supporters receive a greater incentive than later supporters.

# Token economics

## Token Usage

Owl Link uses 10,000 NFT tokens to implement tokenomics. It is built on the Stacks blockchain, powered by Bitcoin. The NFTs are used as a governance token. Additionally, it allows you to earn revenue from the growth of the Owl Link.

Our goal is to create an ecosystem that allows its users, early adopters, and supporters to become owners of the project by owning Owl Link's NFT.

## Governance

Owners of Owl Link NFTs participate in the project's governance. They play a vital role in decision-making and enhancing the growth of Owl Link protocol. The owner will be able to propose and vote on new activities. By doing this, the protocol will become collectively owned.

All proposals and voting will be done through <https://ballot.gg> - a decentralized on-chain voting tool on Stacks blockchain. The community can submit proposals and vote to approve or reject proposals. All proposals are subject to a 30 day period. Any proposal on funding, grants, governance, decentralization, growth, or operations of the protocol may be submitted.

## Income Share

An NFT holder will receive income in two ways:

1. Holders who stake Owl Link NFTs: NFT holder, being a stakeholder, is eligible for Owl Link's future revenues. By staking NFTs, they will be able to earn rewards in Stacks (STX) quarterly. Early adopters who help Owl Link bootstrap will be rewarded with revenue from the protocol by purchasing NFTs, rewarding those who do so, and not rewarding those who do not. Holders have a collective stake in the protocol, and they earn a share of revenue as rewards for helping in providing funds for the early development and growth of the protocol. Incentives are higher at the beginning, starting at 90%, and decrease gradually over a period of 24 months to 50% and stay there.

Owl Link is not intended to make money in its early stages, and the focus is on the development of the platform. However, after 24 months, the platform will factor in the cost incurred before distributing the revenue at 50%. With this distribution strategy, we are taking a step towards building a healthy community in which holders will generate rewards at different percentages in different timestamps (quarters). See the revenue table below.

Profits will be distributed quarterly as per the below allocation table:

3 <sup>rd</sup> month	6 <sup>th</sup>	9 <sup>th</sup>	12 <sup>th</sup>	15 <sup>th</sup>	18 <sup>th</sup>	21 <sup>st</sup>	24 <sup>th</sup> month onwards
90	85	80	75	70	65	60	50

Anticipated profit distribution is outlined below, calculated on an illustrative Stacks(STX) market price of \$.32 at time of writing. There are close to 100k .BTC holders, considering growth, there would be a minimum of 1 million BTC holders over the next 24 months, which is 50% of the.ENS names(currently at 2.5 million). Owl Link's aim is to capture 10% of the total .BTC holders. This is only intended to demonstrate the calculation of the distribution of rewards. View the chart below:

Timeline	month	3 <sup>rd</sup>	6 <sup>th</sup>	9 <sup>th</sup>	12 <sup>th</sup>	15 <sup>th</sup>	18 <sup>th</sup>	21 <sup>st</sup>	24 <sup>th</sup> month onwards
Share of revenue to NFT Holder	%	90	85	80	75	70	65	60	50
Share of revenue to Developers	%	10	15	20	25	30	35	40	50
New Owl Link Owners	Nos	10,000	10,500	11,000	11,500	12,500	13,500	15,000	16,000
Aggregate Owl Link Owners	Nos	10,000	20,500	31,500	43,000	55,500	69,000	84,000	100,000
Revenue per new profile mint	STX	10	10	10	10	10	10	10	10
Total revenue from new profile mint	STX	100,000	105,000	110,000	115,000	125,000	135,000	150,000	160,000
Total revenue from new profile mint	\$	31,500	33,075	34,650	36,225	39,375	42,525	47,250	50,400
Distribution to NFT Holder	STX	90,000	89,250	88,000	86,250	87,500	87,750	90,000	80,000
Distribution to Developers	STX	10,000	15,750	22,000	28,750	37,500	47,250	60,000	80,000

2. Staking Rewards: 80% of funds raised in STX from the NFTs will be staked in the staking pool. 20% will be used for the development of the protocol initially. Rewards will be redistributed in BTC to the NFT holders who have actively staked NFTs. Currently, the rewards earned in Bitcoin are at an APR of ~6%. Rewards will be paid out every Stacks cycle. Usually around ~14 days.

Anticipated reward distribution is outlined below, calculated on an illustrative Stacks(STX) market price of \$.32 at the time of writing. This is only intended to demonstrate the calculation of the distribution of rewards. View the chart below.

Particulars	Units	3 <sup>rd</sup> month	6 <sup>th</sup>	9 <sup>th</sup>	12 <sup>th</sup>	15 <sup>th</sup>	18 <sup>th</sup>	21 <sup>st</sup>	24 <sup>th</sup> month onwards
Share of reward to NFT Holder	%	10	15	20	25	30	35	40	50
Share of reward to Developers	%	90	85	80	75	70	65	60	50
NFTs sold during the month	Nos.	100	200	300	500	800	1,200	1,500	1,800
Aggregate NFT Holders	Nos	100	300	600	1,100	1,900	3,100	4,600	6,400
Inflow of fund from NFT Sale	STX	20,000	40,000	60,000	100,000	160,000	240,000	300,000	360,000
Aggregate Locked value	STX	20,000	60,000	120,000	220,000	380,000	620,000	920,000	1,280,000
APR @ 6% - Staking reward	STX	300	900	1,800	3,300	5,700	9,300	13,800	19,200
APR @ 6% - Staking reward	\$	95	284	567	1040	1796	2930	4347	6048
Distribution to NFT Holder	STX	30	135	360	825	1,710	3,255	5,520	9,600
Distribution to Developers	STX	270	765	1,440	2,475	3,990	6,045	8,280	9,600

The chart shows the number of profile mints over 24 months, as well as the increase in application utility

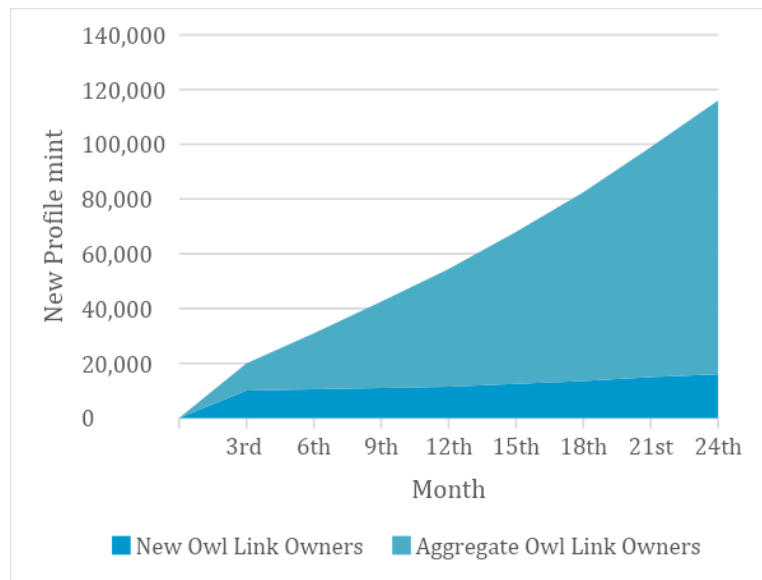


Chart showing reward distribution to NFT Holders

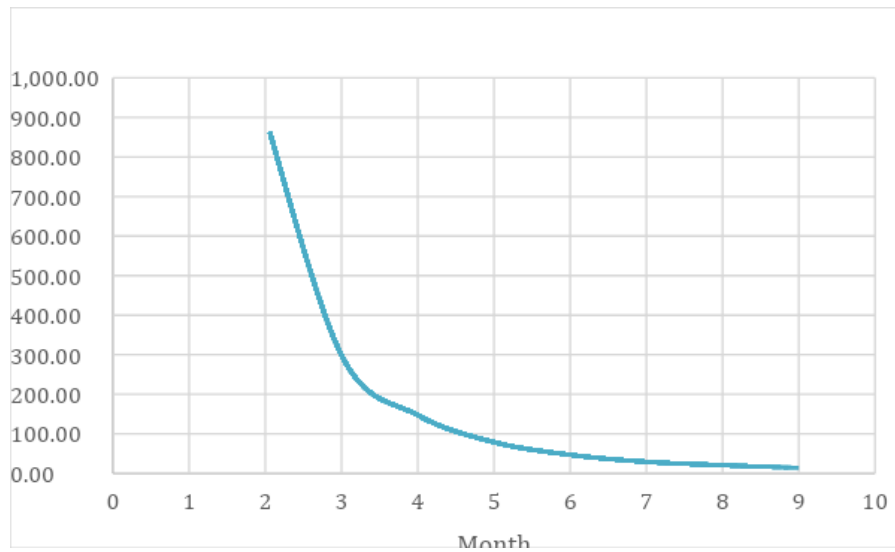
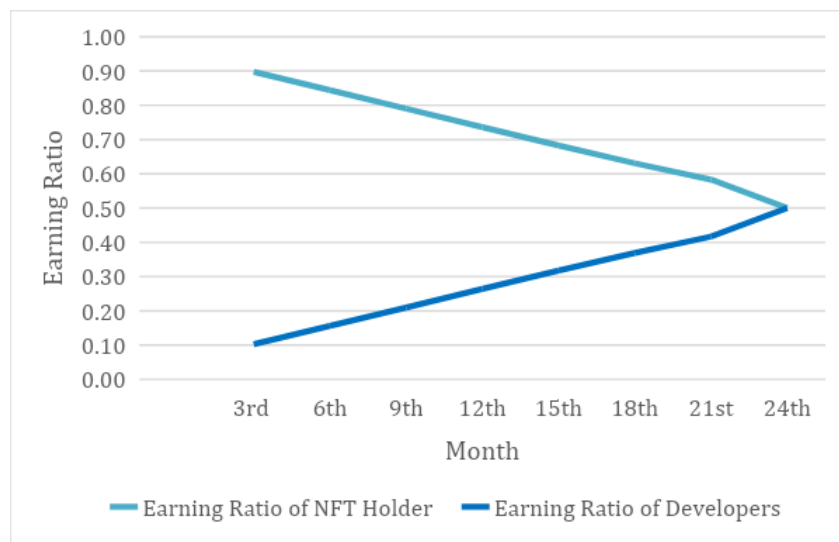
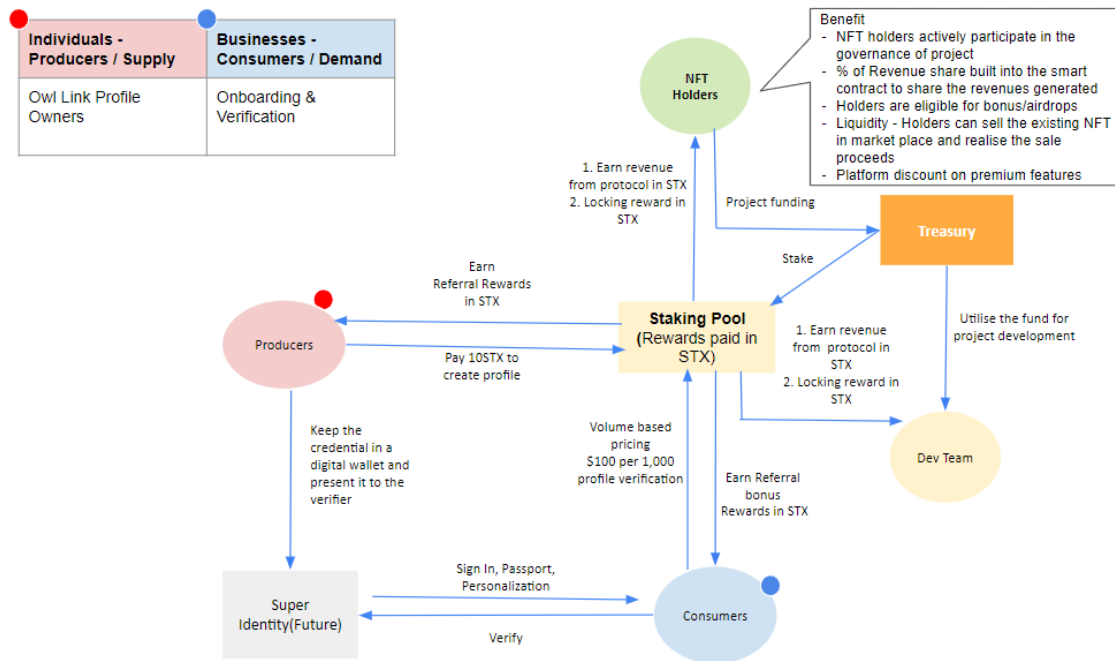


Chart showing the ratio of earnings between NFT Holders vs. Developers



## Token Flywheel



## NFT Allocation and Distribution,

The goal of raising money through Owl Link NFTs is to bootstrap the project for further development. It will be utilized towards Owl Link protocol development and its growth.

Mint Date: TBD

Supply and Inflation: Fixed supply of 10000 NFTs

Number of NFTs to be sold at launch: 1000 NFTS

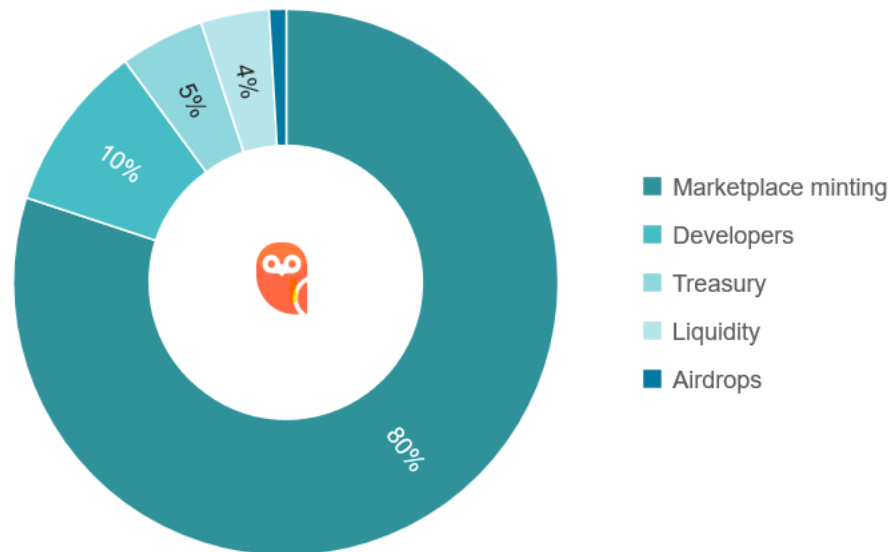
Pre-Mint Price: 150 STX

Mint Price: 200 STX

Maximum NFT Mint per address: 10

NFTs will be issued in Stacks blockchain, and the distribution is planned as below:

Allocation	Distribution	No. of NFTs
Marketplace minting	80%	8000
Developers	10%	1000
Treasury	5%	500
Liquidity	4%	400
Airdrops	1%	100
Total	100%	10000



## Marketing Plan

Target audience: Crypto Natives – who want to create their biography, social profiles, show verifiable credentials, and NFTs

To achieve the goal of 100k Owl Link profile holders, the plan is to launch on deal platforms like AppSumo, Dealify to onboard Web 2 users to start with, followed by referrals built within the product. In addition to this Influencers are the gateway to reaching a broader audience and a way to introduce more people to Owl Link. Influencers will be carefully selected based on their knowledge, integrity, and potential reach. Preferably influencers who have an affinity with Stacks and the Bitcoin ecosystem.

## Positioning



## Whitelist

Join here [👉 https://owl.link/whitelist](https://owl.link/whitelist)

## The Team

Founders of BlockSurvey(<https://blocksurvey.io>), Stacks Community Devs, Open Source Devs,

## Roadmap

Q4 2022 - Release light paper, Whitelisting, Public sale of NFTs, Contract Migration

Q1 2023 - Background themes, Visitors analytics

Q2 2023 - Verifiable Credentials for social identities

Q3 & Q4 2023 - Plan for feature requests from community

Developing revenue streams on the token model will be a continuous process as we refine our roadmap in response to market needs and regulatory changes.

## The Future

Owl Link, a bio Link tool, is just an entry point for Owl.Link. Today's Owl Link will become a key super identity & passport for the whole of Web 3. It's built on the Stacks blockchain, powered by Bitcoin.

# Connect with Owl Link

- Twitter: [https://twitter.com/owllink\\_btc](https://twitter.com/owllink_btc)
- Discord: <https://discord.com/invite/CUSpCfU7S8> Channel #  | owl-link

## FAQ's

### 1. What is your token used for?

Each NFT represents the governance ownership in Owl Link Protocol. It is a governance token that yields from the revenue generated on the protocol.

### 2. How does your token improve your product?

It helps Owl Link bootstrap. The funds raised from the NFT sales will help to develop the protocol further. Owl Link's NFT becomes a governance token for holders where every holder has a stake in project governance.

### 3. Why does your token have value to holders?

NFT holders will get a revenue share from the Owl Link profile mints. Currently at 10 STX per profile. Please see the revenue sharing table for details on distribution.

### 4 Why do people use your product (not your token)?

Owl Link is a bio link tool for Web 3. It is a decentralized bio link tool - a one-stop place link to tie social, institutional, and state-issued identities. Additionally, you can showcase your digital assets (NFTs like arts, certificates, and documents). Businesses can use Owl Link for onboarding, social KYC, and background verification (proof of identity).

### 5. What is the difference between identity and a passport?

A passport is a document that proves your identity. Identity is something you have, such as your name, Social Security number, or driver's license number. Owl Link passport is a feature that will be rolled out once we hit 100k users.

### 6. Does Owl Link focus on hard and soft identities?

Owl Link focuses on both hard and soft identities. The hard identity is anchored on the blockchain, immutable and unforgeable. Here it is your decentralized namespaces that you own. The soft identity is based on the user's profile, which is constantly evolving and updating.

7. How is the voting process being carried out with governance tokens?

We will follow quadratic voting with gated voting on [ballot.gg](https://ballot.gg).

8. Do we intend to buy back Owl Link NFTs at any time?

We won't do that right now. Even though it is an open market, we would also like to buy.

9. Does Owl Link NFT come with a vesting capsule?

No vesting is involved, and NFT will be sent to the owner immediately once it is minted.

10. Is the primary owner of NFT eligible for any reward distribution?

No, all the rewards will be distributed only to the current NFT holder.

11. Is it mandatory for an NFT holder to have a .BTC namespace?

No. We have started with .BTC namespace, but we plan to support any namespaces on the Stacks blockchain, like .crashpunk .stx to name a few.

12. How are we planning to expand the community for Owl Link?

Our goal is to build a strong and engaged community of users, developers, and businesses who can all benefit from Owl.Link as their super identity for the Web 3. This will be achieved by continuing to develop and improve the platform through product-led growth and community-driven growth.

13. What is the originality of the Owl Link NFT project? How can you prove the legitimacy of a claim?

Many hackathon projects have been done on bio-link tool across various blockchains and are available on GitHub, but they have never been made live or productionized. Owl Link is a live application that has real users using it, and it extends the idea to make it a super identity. Whether a project is considered original depends on how innovative it is and how well it solves the problem it is trying to solve. A variety of methods can be used to demonstrate the legitimacy of a claim, including proving the existence of a problem, showing that the proposed solution is effective, and demonstrating the project has a solid team and community support.

14. How often does the community get updates on the roadmap?

A quarterly roadmap update will be provided to the community on the progress of the project. An updated roadmap will be shared if there are reprioritization, revisions, and new feature requests being absorbed for work.

15. Does the team have previous experience building? Have they built a successful project before?

We have been building DApps and Smart contracts on Stacks for the last 3 years. One of the most notable project is BlockSurvey.

16. Can you tell me more about the stability and continuity of Stacks Blockchain, on which Owl Link NFT operates?

The Stacks blockchain is a layer 1 cryptocurrency protocol that is the foundation of the Stack ecosystem. Stacks tokens were one of the first projects to launch on the Bitcoin blockchain and are currently the only project to offer a blockchain-based smart contract network with a native consensus mechanism that is anchored to the Bitcoin blockchain. We are looking forward to higher throughput and native Bitcoin writes with Stacks 2.1 which is due in Q4 of 2022. It's clear that Stacks is growing, and the narrative built around Bitcoin is game-changing, and we believe Web 2.0 audiences will be able to adapt to Web 3.0 with Stacks.

17. Does the NFT holder receive any other tangible benefits or accrue any other value? Is there any benefit to staking and locking up tokens other than monetary gains?

Other benefits may be offered to NFT holders, such as voting rights, access to advanced business features, and other privileges (as we come up with). Staking and locking up tokens may be required to participate in certain activities or to receive certain benefits.

## References

[1] Linktree Censorship <https://mashable.com/article/sex-workers-linktree-ban>

[2] Why everyone is excited about Bio-Link apps  
<https://www.theinformation.com/articles/why-everyone-s-excited-about-link-in-bio-startups>

[3] Decentralized Identity Market Size  
<https://www.marketsandmarkets.com/Market-Reports/decentralized-identity-market-59374755.html>