

# Creative Tools & NFT Innovation

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# Overview

iStartX offers AI-powered creative tools driven by a centralized Usage Token system. Users can buy, spend, and earn tokens by creating public Training Models. These tools also extend into blockchain with NFT products, providing utility in Gaming, Education and more, along with generous royalties and rewards.

In today's world where technology changes so fast, iStartX aims to bridge gaps and ensure inclusivity through a fair use model that benefits investors, creators, and corporations. ISX can be broken down into four key focus areas:

### <u>Creative AI Tools</u>

We will create innovative AI Tools that push the boundaries of Creativity and boost Productivity. These tools will incorporate a Usage Token system that governs all functionality within the platform.

### AI Training Models

These Training Models will enable users to leverage their skills to others for Passive Income and act as a gateway into the world of AI, ensuring Creators are credited for the use of their particular style, talent or ideas.

### NFT Innovation Products

Users will be able to Collect or Create NFT Products that are designed with utility for Gaming, Education and other inevitable industry sectors. These Products will provide excellent investment opportunities for Creators, Investors and Corporations.

### **Collective API Pools**

There is power in the collective, and we strive to unify and consolidate multiple APIs to facilitate our AI Tools and NFT Products. Through shared pools and a Usage Token system, users can expect maximum user value, convenience & efficiency.

These core elements can function together or independently, fostering an environment where creators, investors, and corporations can collaborate and benefit through smart contract ownership, royalties, and rewards.

The internal Usage Token will underpin all the functionality and rewards within the platform, whereas our NFTs and ISX CryptoCurrency will underpin the rewards and royalties within the blockchain for liquidity flow without boundaries.

We're setting the standard for how value is shared in the digital world. Join us as we endeavor to make future tech work for the community, and not against it.

# A Brief History

iStartX is the sequential platform to Concepstart.net; a creative hub that has inspired hundreds of thousands creative individuals across the globe since2014.

The transition is led by Paul, a UK-based Creative Director with over twenty years in the creative industry, and Mick, a Lead Developer from Poland with 25 years of experience.

Paul, with a background in visual arts and web design, created Concepstart.net to offer tools and learning for creatives. Mick's expertise spans a range of global projects within different markets for a diverse skill set. Mick has been the core developer of conceptstart from the beginning.

Both Paul & Mick share a passion for blockchain, A.I., and cryptocurrency trends. Their combined skills and experience are driving forward this revolutionary platform.

# AI Powered Creative Tools

## A.I Art Generation

The first main AI Tool of focus will be AI Image Generation that incorporates our existing extensive Creative Prompt archive, as well as a unique guided AI Text Prompt that will innovate the existing approach found in most prompt sites.

We have over a decade of experience in creating guided prompts for the most unique ideas within different creative industries, and in case you hadn't noticed, AI is smart, but only as smart as the instructions it gets. That's why our AI Tools are tailored to deliver the most Creative results possible; by Creatives for Creatives.

# Ethical & Fair Use

It's a challenging time for Creators, many artists are being reduced to mere tag words and having their art styles adopted without being credited.

We strive to provide a platform where Artists and Creators aren't sidelined or marginalized by A.I Technologies, but provide them with opportunities to leverage their talent to others who wish to utilize the Power of AI.

AI doesn't have to be a dirty word! Nor does it have to dampen our own creativity... We see AI as a tool that can be utilized to enhance creativity and not hinder it.

# Pipeline A.I Tools

Creative A.I Tools are a core focus for us, and not limited to just Art and Image Generation.

We will provide Creative Writing Tools as a base, and a platform that enables users to build whole new worlds through our AI tools. Users will realize their ideas in a number of directions from Concept Art to Illustration, Storyboarding and even Comic level production. We envision a platform that eventually incorporates project management workflows sustained by AI Tools, Training Models & Pipeline Templates. User Generated E-Learning Courses and Educational content will also be a core focus for us. These are just some of our initial pipeline products.

We are a creative platform, but also want to evolve organically and will ultimately tap into a range of Industries and future technology with the most innovative tools.

# Training Models

# Real world Solutions

For many creators out there, AI is a bitter pill to swallow but the reality is that AI is here to stay, so in our opinion, we should try to pioneer the vision of what we want AI to be, with a fair use case and that's what we endeavor to create.

Through the agreed use of Training Models that feed into a catalog of styles or capture skill sets, other users will be able to choose from before fetching A.I powered images. These Creator Training Models will act as a gateway into AI to ensure accreditation for a win-win situation.

Each time an artist's Training Model is used, the artist is credited with an earned Usage Token that can later be cashed out in the form of ISX crypto, and sent to their predetermined wallet, or exchanged for a fiat currency of their choice.

As the platform grows with thousands of users, a sought after Training Model could earn a substantial passive income for a short amount of time to create.

# **Collaborative Vision**

We will provide our own in-house Training Models until our user base grows. As more creators load their models, the more they will take center stage to fulfill our vision of making AI Image Generation truly oriented with Artist accreditation. Join our cause!

Training Models won't be limited to just Visual Arts. We endeavor to branch into Models for Voice Narration, Blog Templates, Chatbots and anything programmable... All of which will be underpinned within our Usage Token system.

# **NFT Products**

Our goal is to redefine NFTs as Web3 Products, making them more than digital collectibles. Our platform focuses on innovation and utility, turning NFTs into dynamic assets for a host of different use cases including gaming and education.

We will provide diverse NFT collections beyond static images.

Our initial collection will be reminiscent of the Concept Art Generators over at conceptstart.net, with three fractions of Humanoids, Beasts and Bots.

Each of these NFTs have unique traits and attributes to determine their overall rarity and value. Metadata stats like attack, toughness and speed will make each NFT Collectible ready to participate in Battle Card Game played via online or an App.

Users will help build towards this world by mining via the generators; each click reveals a set of predetermined criteria to form the overall unique NFT, each with their own lore, backstory and AI Generated Artwork. More information will be provided at a later date.

After generating, these prospective NFTs will be eligible for minting to the blockchain.

### Image Generation

Some NFT Collections will utilize Image layered Assets to define the final image, some will allow Artist uploads or in most cases, generative AI based on the defined criteria.

The ISX platform will foster a space where all users are rewarded. We balance affordability with value, lowering barriers to entry whilst incentivizing quality.

Our NFT Products will extend into new areas outside of Art too, as our focus is on innovation within the Blockchain. Regardless of the product, all will serve to reward users that participated in the production of each NFT with perpetual commissions.

## Kickback Rewards

To incentivize participation, the ISX platform offers kickback rewards for users minting NFTs. Miners receive a 2% kickback from each sale of their NFTs, providing a direct financial incentive. Additionally, 2% goes to the liquidity pool for development, and 1% is redistributed in airdrops to top-tier NFT Fuel Card holders and random ISX Crypto token holders.

### **Rarity Levels**

The ISX platform introduces a dynamic system of rarity levels for its NFT collections to enhance the user experience and create a sense of exclusivity. Each NFT is assigned a rarity level based on unique variables, ranging from Common to Legendary. This allows users to collect and trade NFTs with varying degrees of scarcity, adding depth to their digital collections for both trading and gameplay.

### Scalable Value

The ISX platform ensures scalable value for its NFTs, evolving over time in response to market demand and user engagement. As more users mint and trade NFTs, the scarcity and rarity of certain collections may increase, enhancing their intrinsic value. Additionally, a dynamic pricing model adjusts minting costs based on collection circulation, aligning NFT value with scarcity and demand.

### User Created Products

ISX enables users to create their own products within the platform, leveraging AI tools, blockchain technology, and NFT infrastructure for monetization. Whether mining and minting our native NFT Products, or creating digital art collections or e-learning courses, the platform supports creators by staying ahead in the tech revolution.

Users can utilize their creative talents and knowledge, backed by the support of our user base of community of investors, cultivating a space for mutual benefit.

# **Consolidated APIs**

## Cost Effective Flexibility

The idea of Consolidated APIs is about using the combined buying power of all users to purchase API calls in bulk, which lowers the overall cost. By grouping the demand for API services, iStartX can negotiate better prices with API providers, making these services cheaper for everyone. This approach makes advanced tools and services more accessible, even for individuals or small businesses.

A major benefit of this model is that tokens bought through Consolidated APIs are always available and never expire. Users can save and use their API tokens over time without worrying about losing them. This flexibility is great for those with varying needs, helping them manage costs effectively.

# Maximum Efficiency

Consolidated APIs also bring other advantages. Centralizing API resources improves efficiency and simplifies billing and usage tracking. This helps users manage their budgets better and ensures they get the most out of their investments.

Additionally, this model encourages innovation and collaboration within the iStartX community. Lower costs allow more users to experiment with new ideas and create innovative solutions. This can lead to a diverse ecosystem of applications and services on the iStartX platform, fostering a vibrant community of creators and entrepreneurs.

Consolidated APIs align well with other iStartX features like user-generated content and NFT creation. Affordable access to various APIs enables users to use advanced AI tools for creating digital art, minting NFTs, and more. iStartX is a comprehensive platform for digital creators who want a variety of choices in one place.

### Tiered Pricing & Delegation

iStartX offers tiered token package pricing for even more cost control. The largest paid packs enable users to delegate tokens to other users of their choosing.

These types of functions lend toward future proofing many of our pipeline products yet to be announced.

In summary, Consolidated APIs offer cost savings, flexibility, and access to advanced tools. iStartX makes these tools more affordable and fosters a creative and innovative community. This service is a crucial part of the platform's strategy to provide comprehensive and affordable solutions for digital creators, retail investors.

# Tokenization

### Usage Tokens

Usage Tokens are required for all functional actions on the ISX platform. They are like credits that let you do things from generating AI images, Minting NFTs or creating Training Models. Different functions cost different amounts of tokens.

You can buy these tokens using regular money or different crypto currencies, which gives you flexibility. You can also exchange them for NFT Fuels Cards or ISX's own cryptocurrency, which comes with extra benefits.

Usage Tokens make it easy to access everything the platform offers, streamlining the experience for users. It also helps the platform grow and rewards its users as it scales. As the platform grows and adds more features, Usage Tokens will continue to be central, encouraging creativity and engagement in the ISX community.

There is a monthly membership option for a set amount of Usage Tokens per month, and Token Packs that can be purchased for bulk discounts. Those with active membership will have certain privileges like delayed minting, VIP access & more.

### NFT Fuel Cards

NFT Fuel cards are a core feature of the ISX platform, acting as presale investment that gives holders exclusive benefits and privileges. These cards are finely crafted collectibles that boost users' portfolios and provide access to extra features and rewards within the platform. They can be held as a store of value, or burned in exchange for Usage Tokens.

#### Redeemable for Token Packs with Multiplier Effect

Each card comes with a set multiplier effect on the XPACK monthly Usage Token amount, significantly increasing the number of tokens received. This multiplier boosts users' purchasing power, allowing them to get more value out of their investment

#### **Tiered Benefits and Rewards**

NFT Fuel cards are offered in various tiers, each with its own set of benefits and rewards for holders. Higher-tier cards not only come with bigger multiplier effects but also unlock extra perks such as Airdrops and voting rights. By holding onto these cards for longer, users can increase their investment returns and take part in special events or promotions.

#### Fueling Innovation and Growth

NFT Fuel cards will help to drive innovation and growth to its platform ecosystem. These cards aim to reward holders with VIP access and first dibs on future NFT Products. As the platform grows, NFT Fuel cards will remain crucial for creating value and building a strong community.

The number of NFT Fuel cards available is limited. They begin with a first batch labeled as V1, each featuring a unique theme. When a portion of each batch is 'burned', new themes labeled as V2, V3 etc will replace them. Each version of these cards will increase in value due to reduced supply, while still maintaining a limited total supply.

Owners that decide to burn their Fuel card for Usage Tokens will essentially convert these into other NFTs Products for even more scalable value and kickbacks.

Holders of 20X and 50X Fuel Cards are eligible for AirDrops.

### Additional Earning Potentials with NFT Fuel Cards

As an NFT Fuel Card holder, you have flexibility in how you invest. For instance, you can utilize your priority access to get first dibs on 'Zero Usage Token Cost' for Minting the initial 5% of any collection. Essentially, this means exchanging your NFT Fuel Card for numerous lower priced NFTs with significant growth potential.

Alternatively, you can opt to hold onto your Fuel Card as a long-term investment. As other users redeem and burn their Fuel Cards in exchange for usage tokens, the supply of these NFT Fuel Cards decreases, making yours more unique and potentially increasing its value.

Top-Tier Fuel card holders get the added benefit of regular passive Airdrops of our very own ISX Crypto, and occasional NFTs from our Collections so we do the digging for you! By strategically accumulating and leveraging NFT Fuel cards, users can maximize their earning potential and unlock future benefits within the platform ecosystem.

# ISX Crypto Asset

The ISX Crypto Asset is another core pillar of iStartX by allowing users to become investors or platform users. It works alongside the Usage Tokens, adding liquidity and is the the primary tool for issuing blockchain rewards to platform users. It will eventually be used for the functioning of DApps built specifically for each of our NFT Product Collections.

Ultimately, ISX Crypto holders can participate through investment with lucrative staking rewards, or take advantage of the iStartX Quad-core Platform use case, and access AI Tools, NFT MProducts, Training Models income potential and Consolidated API Pools for maximum user value.

# **Tokenomics Distribution**

Here is the tokenomics supply distribution for the ISX cryptocurrency:

**1. Public Circulation:** <u>40%</u> of the total token supply (400,000,000 tokens) will be available for public circulation, ensuring widespread accessibility and liquidity in the market.

**2. Growth & Development:** <u>20%</u> of the total token supply (150,000,000 tokens) will be dedicated to a development fund, providing resources for ongoing platform enhancements, technological advancements, and innovation.

**3. Reserve Pool:** <u>15%</u> of the total token supply (200,000,000 tokens) will be allocated to a reserve pool, serving as a strategic reserve to support platform development, future expansions and will ensure our growth is organic and sustainable.

**4. Team and Advisors:** <u>10%</u> of the total token supply (100,000,000 tokens) will be allocated to the team and advisors, incentivizing their continued commitment to the project and aligning their interests with the long-term success of the platform. These tokens will spread out over the course of a 10 year time frame.

**5. Staking:** <u>10%</u> of the total token supply (100,000,000 tokens) will be allocated to staking pools. This will start high and decrease relative to adoption of the ISX Token so early adopters will be rewarded most, and lessen over time.

**6. Partnerships and Alliances:** <u>5%</u> of the total token supply (50,000,000 tokens) will be reserved for partnerships and strategic alliances, facilitating collaborations with industry brands, content creators, and other ecosystem participants.

This distribution ensures that the ISX cryptocurrency is well-positioned for long-term sustainability and growth, with a balanced allocation of tokens to support platform development, community engagement, and ecosystem expansion initiatives.

### <u>Transaction Tax</u>

Each transaction of ISX will receive a 5% fee to prop up the flow of liquidity and reward our community. 2% is allocated to the liquidity pool for development and marketing. 1% is allocated to the monthly AirDrop pot. 1% is allocated to an

additional pot for those who have their ISX Staked. 0.5% to the team, and 0.5% will be burned, lending to a deflationary token for even more long term holder incentive.

## ISX Holders Privilege

The ISX Crypto Asset will be distributed fairly to ensure everyone can access it through Initial Coin Offerings (ICO), Initial Dex offering (IDO) and thereafter, various Dex and popular Market Places.

All Usage Token purchases made via the platform will receive 10% extra, which will sustain and perpetuate community rewards distribution from transaction fees.

### ISX Summary

ISX Crypto Asset is crucial for the platform's growth by creating an avtive community of investors and creators. As we bridge the gap from web 2.0 into web 3.0, this digital asset will sustain creators and investors for mutual gain. Growth within the blockchain space will naturally spill over into our platform, which will in turn be fed back into our blockchain space for return on investment.

# **Financial Model**

### **Pricing and Packages**

The ISX platform offers users a simple and flexible membership model to suit various needs and preferences.

### Monthly Membership

For approximately \$12 per month, members receive access to a pool of 6000 credits, unlocking all platform features. Memberships can be purchased in both fiat currency and crypto, ensuring global accessibility.

#### Paid vs. Free Membership

Paid members enjoy full access to all features, while free members have limited access with 50 usage credits per month.

#### <u>Token Packs</u>

Additional usage tokens beyond the membership allotment can be purchased with fiat currency or crypto. These packs provide extra credits for platform activities like generating NFTs, using AI tools, or participating in gaming experiences, offering flexibility and scalability. Purchases in ISX Crypto will result in 10% extra.

#### NFT Fuel Cards

These cards allow users to redeem usage tokens based on a multiplier of the standard \$12 membership fee. For instance, a Fuel card with a 10x multiplier on XPACK will result in 60,000 Usage Tokens (10x6000). This approach encourages engagement and investment in the platform, rewarding users with extra benefits based on their fuel card holdings.

### **Revenue Streams**

### Training Models

You'll have the freedom to create the tools you want for personal use, and receive an income from it. By creating a Training Model, you're essentially training your very own AI to provide a service, or act as a product itself. As other people use your Training Model, a chunk of the allocated Usage Token costs will be paid to you.

### Mining NFTs and Low-Cost Minting

A real fun way to make an income is by mining NFTs and minting them at a low cost. With AI tools and creative resources, users can create high-quality NFTs efficiently, aiming to maximize their resale value while keeping production expenses low.

iStartX will feature various innovative NFT Collections by leveraging cutting-edge technology. Each collection will have a different focus, but our goal is to connect

Retail Investors, Creatives, and Corporate sectors for mutual benefit. These NFTs Products will all have a future use case for long term earning potential.

### NFT Resales and % Kick-Back Bonuses

In addition to low-cost minting for NFT Resale profits, users will receive kick-back bonuses on ALL subsequent resales of any NFTs that they mine and mint for a continuous stream of passive crypto income.

A 2% kick-back will be given from our core NFT Collections, with variations in the future depending on the collection's nature. Our aim is to offer passive income opportunities to all users and reward creative individuals.

### Dynamic Pricing Model for Minting NFTs

iStartX has a dynamic pricing model for minting NFTs based on the percentage of that collection in circulation. Earl-bird users can access lower minting costs and hold for inevitable higher resale costs the more a collection is minted.

Early and strategic minting of NFTs can lead to significant returns on investment as demand for the collection grows, offering lucrative opportunities for active miners and traders.

## Airdrops & Rewards

Users can earn AirDrops by holding top-tier NFT Fuel Cards or through random selection of ISX Crypto wallet holders. AirDrops facilitate capital redistribution and community engagement on the ISX platform.

A portion of each NFT resale (2%) goes into the Airdrops pool, which is then distributed to the community as ISX Crypto Currency. By incentivizing user investment and loyalty through Airdrop rewards, liquidity is stimulated, and community bonds are strengthened, promoting platform growth and sustainability.

### Liquidity Pot for Expansion and Development

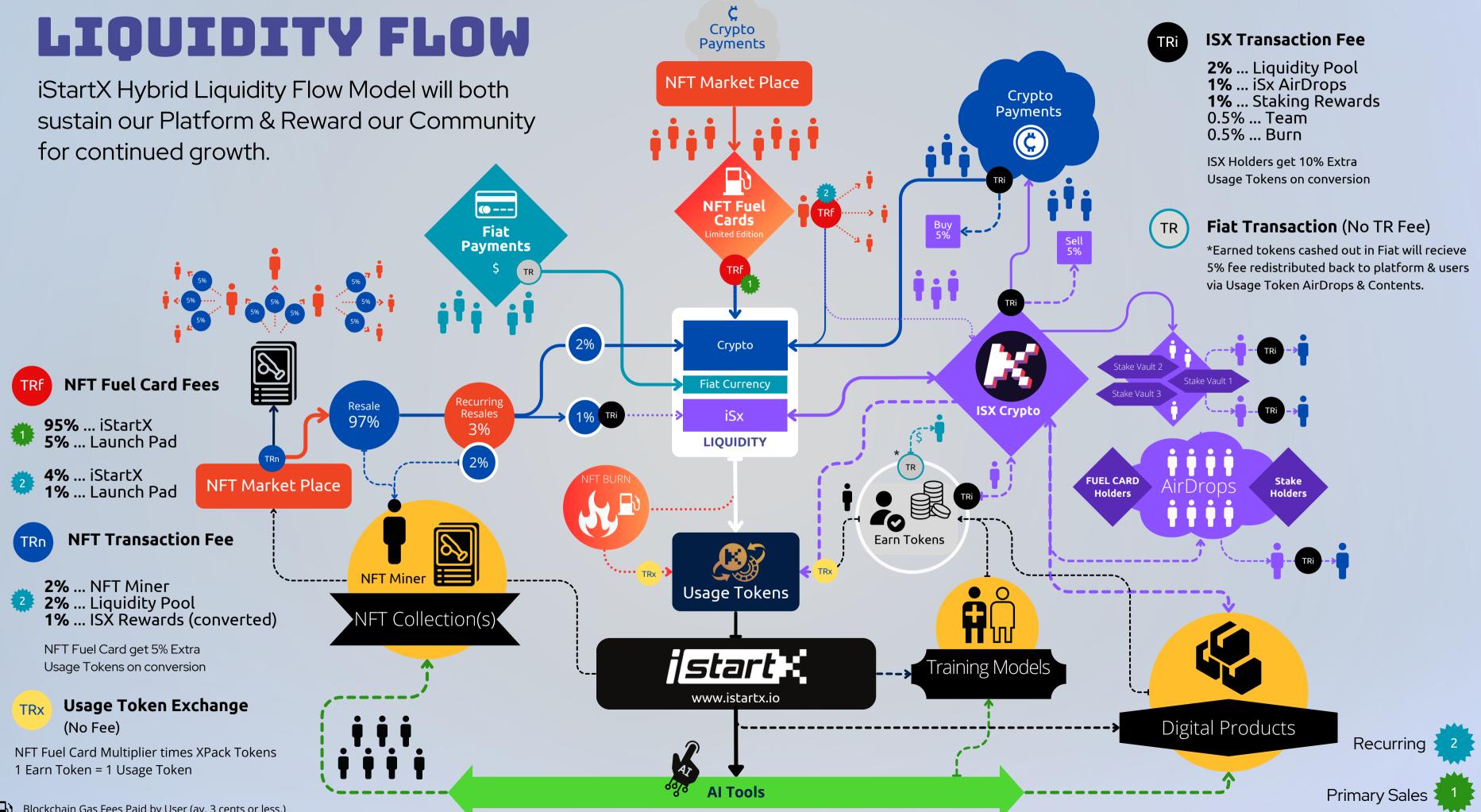
Furthermore, a percentage of each NFT resale (1%) is reinvested into the Liquidity pot, earmarked for expansion, development, and marketing endeavors. This injection of capital ensures the platform's long-term viability and scalability, enabling ISX to invest in infrastructure upgrades, user acquisition initiatives, and strategic marketing campaigns. By reinvesting in its own growth and development, ISX enhances its liquidity position and reaffirms its commitment to progress.

### Continuous Development & Innovation

Continuous development is crucial for maintaining cutting-edge products, requiring a steady flow of liquidity for innovation. Regular updates and feature enhancements attract new users and retain existing ones, driving transaction volumes and bolstering liquidity levels. Moreover, a significant portion of the platform's revenue is allocated to ongoing development efforts, ensuring competitiveness and resilience in the digital landscape, even during market downturns.

### Strategic Partnerships

Strategic partnerships are crucial for financial sustainability and liquidity within ISX. Collaborations with industry leaders provide access to technology, resources, and capital, facilitating growth and user acquisition. Partnerships with AI providers, NFT marketplaces, and blockchain platforms enhance liquidity and market presence, driving sustainability and expansion.



# Platform Sustainability

ISX encourages collaboration of creativity, investment and shared ownership of the platform's success through our Products and Tools.

We are a hybrid platform that takes the best of both web 2.0 and web 3.0. Our flow of liquidity will be through Fiat Currency, NFT Products and Crypto which will help to sustain us as we won't be reliant on any one sector.

Through community-driven initiatives, feedback channels, and interactive events, ISX empowers users to shape the platform's future, enhancing user retention, advocacy, and organic growth.

We endeavor to provide a platform that gives back to our community. This will be achieved through hard coded contracts that scale relative to the platform's growth, whether it be from NFT Resales, ISX Transaction fee re-distribution, or earned Usage Tokens through User Generated Training Models.

# Governance & Compliance

The ISX platform's governance structure aims to be transparent, accountable, and inclusive. Token holders have a significant role in shaping the platform's direction and policies through decentralized governance. Holding ISX or Usage Tokens grants users voting rights for governance proposals such as protocol upgrades and community initiatives. Community feedback is encouraged through open forums, ensuring user voices are considered. This collaborative approach fosters a sense of ownership and empowers community members in decision-making, promoting long-term sustainability and success.

### Security and Compliance

ISX prioritizes user security and privacy, implementing robust measures like encryption, multi-factor authentication, and cold storage to protect assets and personal information. Adhering to industry best practices and regulatory standards ensures legal compliance and user protection, providing peace of mind and confidence in the platform's integrity.

We have collaborated with BitBond who secured our ISX Token contract, which is certified by Certik crypto currency Auditors.

# White Paper Summary

### Empowering Innovation, Driving Growth

ISX stands as a beacon of innovation and opportunity in the ever-evolving landscape of digital art, NFTs, and blockchain technology.

For creatives, ISX is a haven of inspiration and empowerment, offering access to cutting-edge AI tools, NFT creation platforms, and collaborative communities. Through ISX, creatives can unleash their imagination, monetize their talents, and engage with a global audience, driving personal and professional growth while shaping the future of digital creative products.

For Investors & Blockchain enthusiasts, ISX offers a gateway to a world of limitless possibilities, where digital assets transcend boundaries, redefining the future of creativity and expression.

Corporate entities recognize ISX as a pioneering force in digital transformation, unlocking new avenues for engagement and monetization. With its dynamic marketplaces and strategic partnerships, ISX offers corporate entities a platform to showcase their brand, connect with audiences, and harness digital assets for business growth and innovation.

In essence, ISX is more than a platform; it's a catalyst for change, a nexus of innovation, and a beacon of opportunity for dreamers and creators. Join us on this transformative journey, where every click, every creation, and every investment propels us closer to a future where A.I technology remains under our control, only utilized to empower and not replace. It is in this space where creativity knows no limits.

Welcome to ISX, where we shape a future that works for us, and not against us.

# **Objectives Overview**

- <u>Ethical AI Integration</u>: Utilize AI tools responsibly to empower creative productivity and ensure artistic integrity.
- <u>NFT Innovation</u>: Leverage NFTs for more than digital collectibles—expand their use into gaming, education, interactive digital experiences and community stakeholders of our products.
- <u>Creative Empowerment:</u> Provide artists and creators with platforms and tools to explore, create, and monetize their work in new ways.
- <u>Community Rewards</u>: Offer generous rewards and incentives to users and investors, aligning platform success with community growth.
- <u>Sustainable Ecosystem:</u> Build a sustainable economic model that supports creators, users, and the platform's long-term growth.
- <u>Accessibility</u>: Ensure the platform is accessible to both crypto enthusiasts and those who prefer fiat currency, bridging the gap between traditional and digital finance.
- <u>Tokenomics Innovation</u>: Introduce a dynamic tokenomics model that includes usage tokens for platform interactions and a separate cryptocurrency for investment and utility for shared sustenance and economic growth.
- <u>Growth and Scalability:</u> Focus on scalable solutions that can accommodate a growing user base and evolving technological advancements.
- <u>Collector Engagement:</u> Encourage the collection of NFTs as both art and educational investments.
- <u>NFT Fuel Cards:</u> Introducing unique mechanisms like fuel cards for added value to members in the form of active participation, or passive investment.
- <u>Transparent and Fair Pricing</u>: Maintain a transparent, fair pricing strategy for accessing AI tools and creating NFTs, ensuring a low barrier to entry while still promoting high-quality outputs.
- <u>Blockchain Integration:</u> Utilize blockchain technology for security, transparency, and the efficient operation of the NFT marketplace and token ecosystem.

### Roadmap

Our roadmap of the platform's development stages highlights milestones and future goals, including platform upgrades, new features, and expansion plans.

<u>Download Roadmap</u>  $\rightarrow$ 

More Information

We're a team of seasoned professionals with a lot of experience.  $\underline{\textit{View Team}} \rightarrow$ 

View a brief presentation overview of our business plan, products & services. <u>**Pitch Deck**</u>  $\rightarrow$ 

If you would like to get in touch and know more, please email us. <u>word@istartx.io</u>  $\rightarrow$ 

