

A Rewarding Community and A Fair Marketplace

www.coowa.net

The information technology advancement in recent years has been changing almost everything in our personal lives. People are more connected than ever. Social media platforms occupy an ever increasing chunk of people's time. Consumer goods are increasingly sold through online platforms. Resource sharing has become a new norm in our lives. Going forward, automation and AI will take over ever greater numbers of jobs from humans, and blockchain technology will make processes and transactions more democratic, secure, transparent, and efficient.

While these new technologies and platforms move the personal lives rapidly towards the future, the exchange of information among professionals and businesses still remains quite stagnant; the primary career model has little change; knowledges are not valued the way they should be; and business dealings continue in their traditional cumbersome way. Coowa is a community for knowledge and information sharing among professionals and a marketplace of equal-opportunity for all businesses. We at Coowa believe technology-driven fairness and trust is the cornerstone of the future society and economy.

Problems

Knowledge is undervalued

A truly depressing yet often forgotten fact is that professionals lack of interest to innovate and innovators often don't get fairly rewarded. Most professionals work under exclusive employment contracts with their mouth sealed and hands tied, and their compensations are largely decoupled with their actual contributions. Professionals have knowledge, skills, and know-hows, but they don't get a share of the value generated from these great intangibles. The iron rule has always been: more money you have, more money you make; more knowledge you have, more money your employer makes. Sadly, knowledge has always been for hire at far discounted rate. What is needed is an environment where the value of one's knowledges can be better recognized.

Marketplace is monopolized

Established large companies have much more resources than young and small businesses, and are on the center stage receiving most attentions. The biggest task for many small to medium size businesses is to reach out to the potential customers. Old-fashioned advertisements and trade-shows are still the major marketing venue, yet are quite expensive and do not last. Established sales channels are all reluctant to carry brands that do not generate enough immediate cash flow. The significant differences in culture, time zones, and physical locations all add up to the barrier isolating suppliers and customers. As the result, majority of the market are monopolized by small numbers of players. What is needed is a marketplace of equal opportunity for all businesses.

Solution – Professional Community and Marketplace

A community for knowledge and information sharing among professionals will turn professionals from isolated individuals into a networked talent force. With information, knowledges, and opportunities readily available through community connections, professionals will have increasing chances to be freed up from exclusive employment contracts and begin to share or own the rights of their work and get a fair share of the value of their work. The market monopolization will be dismantled gradually as the sharing economy brings a fair ground for all businesses and pushes the economy towards decentralized model.

Rewarding Community:

Today's information tech giants have made tremendous values through collecting their user data and harvesting on the value of their user community, yet they do not share their fortune with their users. That is unfair and won't last as decentralized autonomous technologies advances. Coowa is a professional community for knowledge and information sharing, and commits to reward its contributing members based on their contributions to the community.

Since a large crowd of professionals naturally attracts businesses and have enormous economic value, Coowa also offers a marketplace in addition to its community to bring businesses and opportunities right to the community members.

Coowa rewards its contributing members through a Point and Token system. Members will earn Coowa Points for their contributions, including sharing knowledge and information, publishing articles, participating forum discussions, giving reviews on products and services, and assuming roles in the community. Earned Coowa Points will be converted to Coowa Tokens annually. Coowa founders, investors, and people assisting Coowa development in various ways beyond the community activities will receive Coowa Tokens based on their contributions. ***All Coowa profit-share will be among Coowa Token holders. Professionals will, for the first time in history, be rewarded for sharing their knowledge and opinions with and making contributions to their own community and the public.***

Trusted Marketplace:

Despite many businesses offer online shopping, there is no popular online marketplace for industrial products. The way that manufacturers sell consumer products has changed drastically, shifting from brick and mortar stores to online platforms. The convenience, rich choices, often better prices, and valuable consumer reviews have all made online shopping a more attractive proposition. This online business model also brings opportunities to young and small businesses that otherwise would never have the chance to expose their products to the world. These merits are all what an online industry marketplace needs. However, simply imitating the existing online consumer model won't work for industrial products because much more stringent requirements are necessary.

There are key differences between consumer products and industrial products. For most consumer products, the buyer's primary consideration is often the price and availability. While quality is important, consumers do not require authenticated proof of quality before they make their purchases. When a product has a quality issue, consumers are often satisfied if the seller is willing to make a free exchange

or provide a refund. However, industrial products are very different. Most manufacturers have stringent standards that suppliers and their respective products must meet. This is because the cost to recall defective products, and the damage to a brand's reputation, are too great to risk. Since it is a costly process to verify the quality of a product, most companies are not willing to undertake the process with unknown entities. They want to know that the supplier has sound design and a well-managed quality system before taking that first step. This creates a unique challenge for an online marketplace catering to businesses in the industrial space.

To be a trusted platform for quality products, Coowa requires verifiable business and quality system information from the manufacturers or their authorized channels before their products are offered in the Coowa Marketplace, and Coowa quality-assurance team may conduct on-site audits at its discretion. Coowa will be the first trusted platform for industry products.

Effective Marketing & Sales Venue for All:

In today's business model, sales are either done through an in-house sales force or contracted out to outside sales channels (representatives and distributors). Such a model limits customers to the reach of the in-house sales force or the outside sales channels, and is particularly unfavorable for new businesses that have a hard time finding initial customers and do not have existing sales to attract channels. Being a gathering place for large numbers of professionals in the industry, Coowa naturally becomes an obvious place for businesses to promote their products and services with all-time global exposure. Manufacturers and service providers, big and small, will be able to market their goods and services to potential customers and channels worldwide right at their fingertips; and customers will have the peace of mind on products and services offered on Coowa based on the available expert and user reviews and Coowa's strict quality policy.

Most companies have realized that traditional marketing venues are expensive and not very effective (trade shows, advertisements in magazines, etc.). To attend traditional trade shows, thousands or even tens of thousands of visitors have to travel a long distance from all over the world, incurring significant expenses. Exhibitors have to spend massive amounts for booths and staff. After covering all these costs, the show only lasts for a few days. Many exhibitors have sour feelings about trade shows – don't know what they really bring, yet fear being left out if not going. It is a costly marketing expense for companies, and many small businesses cannot even afford to participate, let alone have a decent booth that stands out from the crowd. The only reason that exhibitors are willing to pay such large sums to attend trade shows is because they provide an opportunity for them to engage with a large number of professionals in their industry. ***The real commodity is the gathering of a large number of professionals. Coowa provides just that and beyond - a gathering space with far more professionals, customers, vendors, and other relevant parties than any trade shows could offer, available 24/7 at minimum cost.***

Efficient Transactions:

Coowa brings parties together for highly efficient trading and service engagements. In line with its core values, Coowa does not charge high transaction fees like all other online platforms (middlemen) do, leaving more profits for product suppliers and service providers and providing maximum value and savings to the end customers.

Conclusion

Coowa will be a community of professionals and a marketplace with an abundance of quality-assured industrial products and services, starting with power electronics and expanding into other electronics and related sectors. Coowa rewards professionals for their contributions to the community through Coowa Points and Tokens. Starting as a centralized organization, Coowa plans to eventually migrate to a blockchain-based, decentralized autonomous organization (DAO) to ensure it will forever be fair and secure for all the community members.

The success of a crowd-built platform relies on the broad participation of professionals and businesses. Join Coowa and be the pioneers to bring the electronics world to a new era!

