

Cogmento
COGS
Distributed Enterprise Applications & Infrastructure

Abstract

What is the benefit of DAPPs and how will they change the future? Today, Salesforce, the Ferrari of SaaS costs about \$125 per month per user for their flagship product. In contrast, a DAPP based CRM should cost about \$1.25 or even \$0.125 as the economy of scale overtakes the incremental cost of infrastructure. When Salesforce grows from 1 million users to 1 billion, will they pass the savings on and lower the price by a factor of 1:1000? Probably not. That's why there's Cogmento.

Objective

Just as software as a service revolutionized the enterprise software paradigm, DAPPs, distributed applications and architectures will embody the next-generation of decentralization, Cogmento will be the first to deliver with a suite of applications for businesses and consumers. COGS tokens are much like quarters in an arcade machine, but in this case, you put your tokens in applications and run them, like CRM, e-commerce, AI and BI analytics, or your custom application of choice. At scale, the cost of software should drop to a minimal cost.

Salesforce-style software delivered at Facebook scale could bring this technology to the masses for mere pennies. If the decentralized paradigm holds for enterprise software, then Salesforce at a billion customers should be 1/1000th the cost of one million customers, but of course, it is not. As more and more resources join in the Cogmento network and reach critical mass, a cost and efficiency are achieved in a decentralized and incentivized open network, and all participants will share massive cost savings.

Operational and management applications are areas in which significant value can be realized with COGS and blockchain such as enterprise resource planning software, which can include other sub-modules such as accounting, HR, procurement, logistics, warehousing, manufacturing, sales, distribution, quality management, and project management. Distributed and immutable provide a lot of value, and Cogmento adds a further application layer of governance and management based on incentivizing the workforce with blockchain, providing not only the applications themselves but real monetary reasons for employees to adopt quickly.

Cogmento's platform is powered consuming the COGS token as a metered application service based on the network resources for a particular application and other factors, thus providing the distributed application as a service – scale, customization, and other features. Cogmento tokens, COGS, are thus consumed as applications access, update, and delete data, or as workflows are completed, reports executed, or alerts pushed. COGS are therefore the representation of the cost and currency of the distributed software service itself, its economy and scale designed to support both small applications and Fortune 500 needs. Cogmento's APIs and DAPPs will deliver enterprise software functionality eventually covering ERP and SCM systems, HRIS and more.

By interconnecting many businesses via the Cogmento platform, a holistic ecosystem of product and service providers is created, which can extend collaboration across the system in as a marketplace or clearinghouse across the entire value chain. Cogmento hopes to achieve interoperability of its systems and functions as building blocks to be developed for widely-used ERP and CRM systems and other business applications.

Blockchain

Cogmento requires a robust, distributed, consensus-based network, and will utilize a high-throughput blockchain solution. As a pure execution strategy, Cogmento is focused on speed and security rather than a virtual-machine or smart-contract based functionality, complexity, and cost. The Cogmento suite of applications, and specifically, the MVP will be focused on the basic token economy and application delivery. COGS are thus initially consumed and/or destroyed during application execution much like putting quarters in a vending machine.

Cogmento COGS are distributed first as ERC-20 tokens based on the Ethereum blockchain, however, the production system for Cogmento does not necessarily rely on the Ethereum blockchain. Cogmento DAPPs need only consume COGS as they run and are in balance with the application economy as a whole and are not dependent nor exposed to security issues or other limitations of DAPPs that are more closely coupled with smart-contract functionality.

Cogmento consists of 3 layers: 1) core data backend and blockchain 2) API middleware service layer and 3) application layer systems. Cogmento's backend systems are blockchain and an AI-powered by the resulting big data driving analytics. Core data on blockchain and data storage is immutable & decentralized via the underlying technologies. The application layers will stake functions via COGS based on the underlying supporting architecture & cost as supported by the economy.

Highly performant, shared blockchains will be utilized by Cogmento in our initial release, however, Cogmento has a timeline to accommodate this decision and the initial build-out of our fully distributed platform. Cogmento will focus initially on user value in the application economy – paying for apps using cryptocurrency, workforce incentivization & gamification of applications using staked COGS, user adoption and other soft application features will be the focus while higher-level functions are developed using a deepening blockchain data interdependence.

Cogmento will develop a microkernel architecture on top of a blockchain virtual machine design with routing and controlled execution environments like Augur, Aragon, and others as a part of Phase 2 – and will roll out a full suite of enterprise DAPPs and other solutions. From an infrastructure perspective, Cogmento's blockchain deployment criteria necessitate high TPS and low cost per transaction in a proven, stable architecture.

Ethereum, Zilliqa, Holochain, EOS, Hadera, and Cosmos are considered potential solutions, however, shared resources and micropayments exist today and that will be Cogmento's first approach, to launch a DAPP based on simple economic utility of an application such as CRM. By starting out with the basics, paying for services with cryptocurrency, and metering based on a micropayments architecture on the blockchain, our product timeline and we will focus our higher-level blockchain development efforts accordingly.

Cogmento is primarily focused on delivering enterprise, cloud software in a fair, global, and distributed system to pay for and meter services using COGS tokens. The simple use case of downloading and using apps in an app store should be a similar experience for small and large enterprises everywhere consuming cloud-based, distributed enterprise software in bite-sized pieces. COGS can thus be utilized for network resources in a truly on-demand fashion and in a fair and market-driven organic enterprise software economy.

COGS Economy

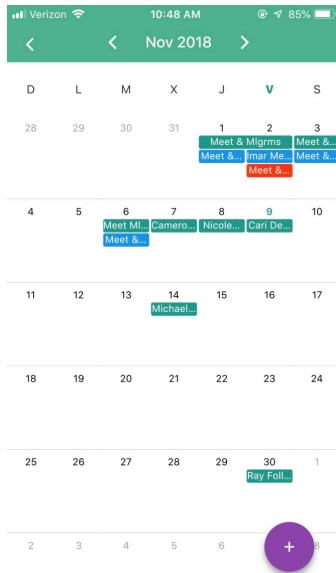
The COGS economy will be determined algorithmically by our DAPPS and protocol but should follow consensus, the amount of data and urgency of the transaction in the system with resources and other factors will affect the network as ACID data is required. For example, entering numerous leads in a CRM system consumes data storage but requires very little computational power compared to large-scale governance applications or SCM. The consistency requirement of this data is high compared with RFID-coding pharmaceutical pills when they roll out of the manufacturing line – pills are not consumed immediately after serializing.

Achieving the operational economy of scale at critical mass is the ideal state for large distributed systems and Cogmento is no different in ambition on a global scale. Achieving low cost distributed application services while providing a stimulating application economy enables businesses which add to the network value and participate in the COGS blockchain economy. As demands for tracking and more granular data becomes demanding, such as in IOT or SCM, COGS are ready for massive scale across multiple organizations.

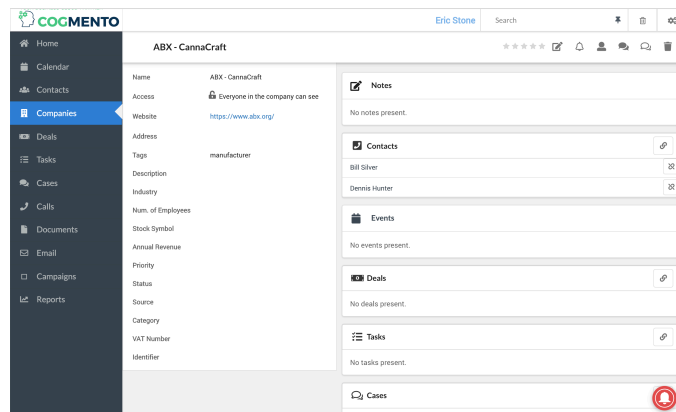
When using a cryptocurrency and a blockchain together, with shared network resources in a distributed application environment, a dynamic economy can result. Current live blockchains that trade in compute commodities to run their network, such as storage, CPU, or RAM, and later sharding and scaling permissioned systems will also have to adapt to changing economies to provide nonvolatile pricing for businesses. Cogmento hopes to achieve some kind of equilibrium within the system initially by being the only purveyor of COGS powered DAPPS and the COGS blockchain, but to ensure that when the realization of a fully distributed architecture is reached that the economy is elastic enough to provide predictive pricing for services on the platform.

Cogmento DAPPs

Cogmento will launch a suite of enterprise DAPPs focused on globally appealing horizontal applications such as CRM, HR, procurement, e-commerce, ERP and SCM. Initially, Cogmento will launch a comprehensive CRM DAPP and price and meter services using simple cryptocurrency as a medium of value. As more applications come online and more customers start using the platform, more dynamic pricing models will emerge as the applications and blockchain system grows.



Mobile CRM DAPP



Web CRM DAPP

COGS ERC-20 Token

Cogmento has created 1 billion COGS tokens to be utilized on our platform. Even though this is an Ethereum based token, we are not limited to using the Ethereum blockchain for our future production environment. Cogmento will utilize the ERC-20 token as long as it suffices and may easily convert to any native chain that we wish to implement in the future.

The COGS smart contract is located here:

0x8efC4b144Da218886201A77e2F94c17b3A5B779A

on the Ethereum blockchain and represents the ERC-20 COGS tokens that will be utilized on our distributed enterprise application platform.

The official website and communications for the Cogmento system is Cogmento.com and you can find us at @cogmento via Twitter, <https://www.facebook.com/cogmento> on Facebook and at Telegram <https://t.me/cogmento>

10,000,000 COGS – Airdrop

0xbf15c3f6961a060a087b12b3413741ec5a4eae644c4d57d69b4f906fe0630ecf

60,000,000 COGS – Advisory

0x71982427084681ed54fff936d84e57a895a198e8af0b32df0f8c3817be9e73af

150,000,000 COGS – Employees

0x02c681d34862527b4c3be4ed28b1aa7f5f504fd44714ab99c613ad5b3c947a5e

300,000,000 COGS – Reserved / Offline

0x9c14be678a4cedafe8e32a040ff2cf62f246985d39ed9fc0f6196dc9a515d102

Cogmento Timeline

2019-2020

2019

January-June Airdrop

Feb-June Presale

March MVP Launch

July-December Sale

2020 DAPPs

January HR

March e-Commerce

May Marketing

July ERP / SCM

September Accounting & Bookkeeping

December 2.0 Release Schedule

Cogmento will release a series of applications that support COGS, all of which will take advantage of the blockchain's immutable ledger to track changes and transactions throughout the application infrastructure. The MVP approach is one of economy and utility at a basic level, paying for services based on local currency or crypto currency or COGS, and the corresponding gamification use cases that can be added in to traditional Enterprise SaaS solutions, such as CRM.

COGS Token Distribution & Sale

1%	Airdrop	
6%	Advisors	
15%	Employees	
30%	Reserved / Offline	
8%	Presale	Soft Cap \$ 1MM, Hard Cap \$ 8MM
40%	Sale	Hard Cap \$ 40MM

Airdrop

As a promotion and to engage our community, Cogmento will conduct an Airdrop consisting of 1% of all tokens, or 10,000,000 COGS.

Advisory

Cogmento's advisors are key industry partners and experienced, strategic collaborators from a wide range of disciplines in business and technology. 60MM COGS for strategic advisors & partnerships.

Presale & Sale

Cogmento will raise funds thru a simple coin sale in Bitcoin, Litecoin, Bitcoin Cash, Ethereum, Ripple, EOS, and others. The general sale of 400MM will follow the presale of 80MM COGS.

Employees

As a part of attraction & retention of talent, Cogmento will utilize a proportion of COGS for long-term HR needs.

Reserved

COGS totaling 30% will remain out of circulation and will remain offline.