## **KNOB PAPER**

## History

Founded in December 2023, Knob (stylized as KNOB\$) traces its roots back to the highly popular Bonk memecoin. Bonk emerged a year earlier as an effort to reinvigorate Solana in the wake of FTX's collapse and a severe downturn in sentiment across the ecosystem.

Bonk launched with a massive, unannounced airdrop to Solana developers, NFT creators and collectors, and early traders on the OpenBook DEX. Most of the remaining token supply was allocated towards incentives for Bonk contributors and the financing of the Bonk DAO, a community fund to back startups building on Solana.

Through partnerships and integrations, Bonk has propelled the growth of many flagship projects in the ecosystem, increasing user adoption and fueling developer activity. As a result, it played a pivotal role in the comeback of Solana, which has now solidified its status as the primary alternative to Ethereum among smart contract blockchains. With its widespread utility and meme appeal, Bonk rode Solana's resurgence to a parabolic rise in value starting in late 2023.

Knob was created as the first "reverse meme" token on Solana, paying homage to Bonk and celebrating the network's revival. The project was spearheaded by a community-led team early on who were enthusiastic about the concept, but ultimately unable to formulate a vision that would be sustainable.

It was soon taken over by a different segment of the community. Inspired by Bonk's success, the new team set out to chart a course that would push Knob to similar heights.

## Vision

Knob's goal is to be the community token for the everyday Solana user. While Bonk undeniably enhanced the network, its distribution model led to token concentration among entrenched users, many of whom had already reaped substantial rewards from longstanding involvement in the ecosystem. This has led to a community culture that doesn't always reflect the aspirations of Solana newcomers and non-insiders. Knob, by contrast, is for the next generation of Solana adopters. It's a fun and welcoming entry point into the ecosystem, generously rewarding token holders for active participation and contributions. In this way, it provides an opportunity for average users to fully capitalize on the ongoing wave of massive ecosystem growth.

At its essence, Knob is a platform for channeling community enthusiasm to boost on-chain activity and project adoption across Solana.

Central to this mission is the regular creation of content highlighting major ecosystem developments. We'll consistently share via X (formerly Twitter) market updates on the community's favorite tokens, along with news on upcoming events, product releases, airdrops, and competitions. Knob aims to be a one-stop shop for discovering insights and tools that help users thrive in their ecosystem endeavors.

In line with our content strategy, we'll forge partnerships to spotlight projects that could add significant value to the community. These collaborations will grant holders airdrops, prizes, and favorable access to emerging products and services. They will amplify projects across the ecosystem by giving them exposure to a vibrant and dedicated user base.

## Rewards

Knob is devoted to building a strong community that shares a common vision for the project and the future of Solana. To reward the dedication of our most loyal members, we will offer consistent incentives and exciting benefits.

The team will regularly take snapshots of token holders, and exclusive airdrops from our partnerships will be distributed solely to wallets that have maintained Knob holdings throughout the preceding 90 days. The size of the airdrop received will be proportional to the amount of Knob held in each wallet.

In the future, we'll introduce an NFT collection designed for committed members. Holding these NFTs will enable individuals to earn Knob through staking, and top NFT holders will be invited to join a special group within the Knob community. This select group will enjoy unique privileges, including access to exclusive events, special airdrops, and various utilities across the Solana ecosystem.