

# Rockwell

## Whitepaper

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### Abstract

"In profits we trust" is the motto of Rockwell, a cross-chain decentralized finance (DeFi) protocol with a purpose: building wealth. Rockwell's strategy is based on three pillars:

- (1) investing in large-cap crypto tokens and frequently rebalancing based on market capitalization (similar to a crypto mutual fund);
- (2) investing in promising mid-cap and small-cap DeFi projects after a thorough due diligence process (similar to a crypto hedge fund);
- (3) acting as a venture capital for early-stage DeFi startups (like a launchpad).

This multi-asset treasury would support the value of Rockwell's ERC-20 token, the RCW.

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# 1 Introduction

Rockwell is an innovative cross-chain decentralized finance (DeFi) protocol that is set to revolutionize the way individuals invest in the digital asset market. With a focus on offering a wide range of investment options, Rockwell is designed to operate in a similar fashion to both mutual funds and hedge funds. The platform allows users to pool their resources together to invest in a diversified range of cryptocurrencies and digital assets.

One of the key features of Rockwell is its cross-chain compatibility, enabling users to invest in various supported chains such as Ethereum, Polygon, and BNB Smart Chain. This cross-chain functionality ensures that users have access to a wider range of investment options.

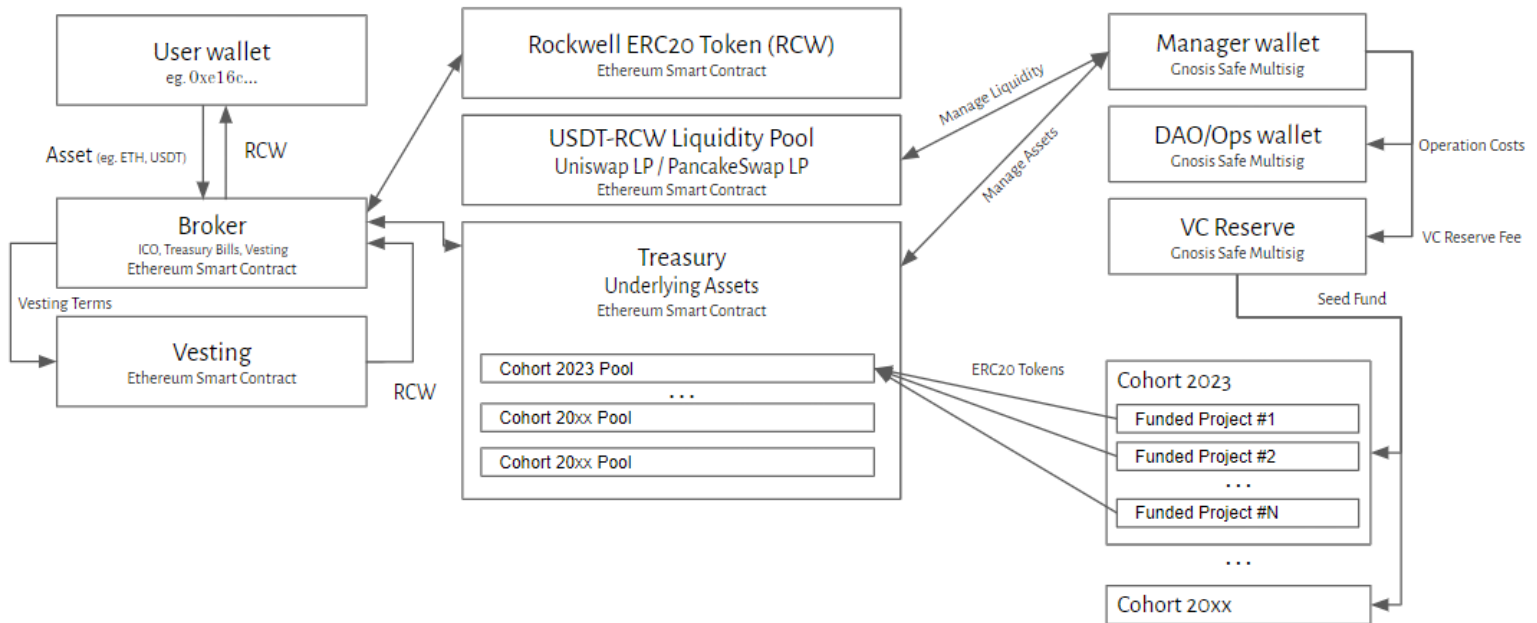
Rockwell's DeFi protocol operates in a trustless, decentralized manner, which ensures that there is no central authority controlling the investment decisions. All investments and decisions are made through a decentralized autonomous organization (DAO), in which all users have voting rights based on the amount of Rockwell tokens (RCW) they hold. This democratic system ensures that every investor has a say in the investment strategy of the protocol.

The protocol's investment strategy is managed by a team of experienced financial analysts who use a data-driven approach to maximize returns while minimizing risks. The team conducts thorough research and analysis of the digital asset market to identify the most promising investment opportunities. The Rockwell protocol's investment portfolio is composed of a range of digital assets that have been thoroughly vetted for their potential to generate returns for investors.

In addition to the features described above, Rockwell will also operate as a venture capital firm that invests in early-stage crypto projects. Through this initiative, Rockwell aims to support the growth of the broader crypto ecosystem by identifying promising projects and providing them with the necessary funding and support to succeed. Rockwell will not only provide financial backing, but also mentorship and support in critical areas such as development, marketing, and audits. This comprehensive approach ensures that the projects invested in by Rockwell have access to the resources they need to grow and achieve their potential.

With this venture capital arm, Rockwell is poised to become a major player in the broader crypto ecosystem. By investing in early-stage projects, Rockwell is not only supporting the growth of the industry but also providing its users with access to the latest and most innovative products and services through an own Launchpad.

## 2 Platform Structure



### 2.1 Rockwell ERC20 Token

The Rockwell (RCW) ERC-20 token is the primary token of the Rockwell Protocol and serves as the medium of exchange within the ecosystem. As a holder of the RCW token, investors have a say in the investment decisions made by the protocol. This is due to the democratic system of the protocol, where all token holders have voting rights based on the amount of RCW tokens they hold. This can contribute to the long-term growth and success of the platform.

In addition to the voting rights, RCW token holders also have early access to limited private sales and pre-sales of the early-stage crypto projects that Rockwell invests in through its venture capital arm. This provides a significant advantage for RCW token holders, as they have access to the latest and most innovative products and services in the crypto ecosystem.

### 2.2 Treasury

The Treasury of Rockwell is a crucial element of the protocol, where all investor assets are securely stored. The Treasury contains a diverse mix of large-cap and mid-cap crypto tokens, as well as tokens from the early-stage projects funded by the VC arm. The large-cap crypto tokens in the Treasury will be frequently rebalanced based on the following Market Capitalization Weighted Capped Index Methodology rebalancing formula automatically. This ensures that the portfolio remains optimized for maximum growth and stability, while also minimizing risk.

$$c_i = \frac{y}{I \times M_i} \sum_{j \in J} M_j$$

where  $c_i$  is the capping factor,  $y$  is the capping percentage level,  $I$  is the percentage of the index represented by all uncapped constituents,  $j$  is the uncapped asset,  $J$  is the subset of assets that are uncapped and  $M$  is the market capitalization of the asset.

The algorithm is applied to each constituent that requires capping, i.e. any constituent whose uncapped weight is greater than  $y\%$ . The rebalancing frequency, the cap ceiling in percentage, and the number of underlying assets will be fine-tuned based on backtesting and actual data from the Treasury.

The mid-cap tokens in the Treasury are handled by the decision of the government of DAO, which operates based on a democratic voting system where all token holders have a say in the investment decisions made by the protocol. This ensures that the investment strategy of the protocol is transparent and accountable to its investors, while also promoting a decentralized approach to governance.

In addition to the large-cap and mid-cap crypto tokens, the Treasury also contains the tokens of the early-stage projects funded by the VC arm. These tokens are held in the Treasury until they reach a certain level of maturity, at which point they may be sold or exchanged for other assets. This ensures that the Treasury remains diverse and flexible, able to adapt to the changing dynamics of the crypto market while also maintaining a long-term focus on growth and stability.

A management fee of 3% annually will be assessed on the total value of the Rockwell Treasury, which will be transferred to the DAO wallet. This fee will be used to fund further ecosystem growth and support the ongoing development of the Rockwell platform. The DAO will be responsible for allocating these funds and determining how they are best used to support the community and advance the goals of the project.

### **2.3 Broker**

The Broker is a crucial component of the Rockwell ecosystem, providing a bridge between the RCW ERC-20 token and the Treasury. By issuing Treasury Bills, the Broker allows investors to purchase RCW directly from the protocol at a discounted price. This provides a unique opportunity for investors to access RCW at a lower cost while contributing to the growth and stability of the protocol.

When investors purchase RCW through Treasury Bills, their tokens are vested linearly until the maturity date, which can range from 5 to 90 days. This vesting mechanism ensures that the protocol remains stable and secure, as the tokens are not immediately released into the market. Additionally, this mechanism provides investors with the opportunity to realize significant returns on their investments over time.

Investors can use a variety of assets to purchase RCW through Treasury Bills, including USDT, USDC, BUSD, FRAX, DAI, WETH, WBTC, and other popular tokens. This flexibility enables investors to use their preferred asset to purchase RCW, making the process more accessible and user-friendly.

Overall, the Treasury Bill system is essential component of the Rockwell protocol, providing investors with unique opportunities to access and invest in RCW while supporting the long-term growth and stability of the ecosystem.

## **2.4 Liquidity Pool**

Liquidity pools are a core concept in decentralized finance (DeFi) that allow users to pool their funds together in order to provide liquidity for a specific token pair. In a liquidity pool, users contribute funds in equal value of two tokens, creating a balanced market for trading. These pools are typically powered by smart contracts on decentralized exchanges (DEXs), and allow for trading between two assets without the need for a centralized exchange or order book.

The Liquidity Pool is a vital component of the Rockwell Protocol, providing a stable and secure environment for trading RCW tokens. A significant portion of the funds collected during the ICO will be used to establish liquidity in the Liquidity Pool, which will be located on Uniswap on Ethereum and Polygon, as well as Pancakeswap on BNB Smart Chain. By owning the majority of the Liquidity Pool, the protocol can maintain a stable and secure trading environment for RCW, which will be essential for long-term growth and success.

The value of the Liquidity Pool will be part of the Treasury, but it will not be locked. This means that the protocol will have the freedom to add or remove funds from the pool to maintain the correct and fair market price level of RCW. By actively managing the Liquidity Pool, the protocol can ensure that the market price of RCW remains stable and fair, which will be essential for attracting new investors and ensuring the long-term success of the protocol.

## **2.6 Launchpad**

The Rockwell Launchpad is a unique feature of the protocol that sets it apart from other DeFi protocols. As the VC arm of the protocol, the Launchpad provides a platform for early-stage crypto projects to apply for funding and support.

After a rigorous vetting process, the most promising projects will be selected for a voting process, with RCW token holders given the power to vote on which three projects will be selected for that year's cohort.

This process gives RCW token holders an opportunity to participate in the selection of promising new projects, providing a sense of ownership and community to the protocol's ecosystem.

Once the cohort has been created, the selected projects will receive extensive support from Rockwell, including mentoring, marketing, and development assistance. This support is essential for early-stage crypto projects, as it can provide the guidance and expertise necessary to achieve success in a highly competitive market. In addition, RCW token holders will have the opportunity to participate in the private and pre-sale phases of these new projects, which can provide significant opportunities for returns on investment.

It is worth noting that a portion of the tokens of the selected projects will go to the Treasury of Rockwell after the ICO. This mechanism creates a positive feedback loop for the protocol, as it helps to fund new projects while also supporting the long-term growth and stability of the protocol itself.

The vetting process for new opportunities and evaluating new projects:

1. **Project Submission:** Early-stage crypto projects can apply for funding and support through the Rockwell Launchpad website.
2. **Initial Review:** The Rockwell team conducts an initial review of each project to ensure that it meets the basic criteria for consideration, such as a viable business plan and technical feasibility.
3. **Full Application:** Selected projects are invited to complete a detailed application that provides additional information about the project, including financial projections, team members, and technical specifications.
4. **Due Diligence:** The Rockwell team conducts a thorough due diligence process, including interviews with team members, market research, and analysis of the project's potential for success.
5. **Internal Review:** The Rockwell team reviews the due diligence report and makes a recommendation on whether to proceed with the project.
6. **Voting Process:** The most promising projects are selected for a voting process, in which RCW token holders are given the power to vote on which three projects will be selected for that year's cohort.
7. **Cohort Selection:** The three projects with the most votes are selected for the cohort.
8. **Support and Assistance:** The selected projects receive extensive support from Rockwell, including mentoring, marketing, and development assistance.
9. **Token Distribution:** A portion of the tokens of the selected projects will go to the Treasury of Rockwell after the ICO. This mechanism creates a positive feedback loop for the protocol, as it helps to fund new projects while also supporting the long-term growth and stability of the protocol itself.

## 2.7 Vesting

The Vesting smart contract is a critical component of the Rockwell ecosystem, as it provides an essential mechanism for ensuring the stability and long-term growth of the protocol. During the ICO, the tokens minted will be transferred to the TimeLock smart contract, which will contain information about the investor's wallet address and vesting term. The vesting period will consist of a 1-month cliff and a 2-month linear vesting schedule, during which investors can redeem a portion of their RCW tokens, calculated according to the vesting formula. This mechanism is designed to prevent malicious investors from engaging in pump-and-dump attacks, which can destabilize the protocol and harm its long-term growth prospects.

The same vesting mechanism applies to Treasury Bill purchases, but without the cliff. The vesting schedule will depend on the maturity date of the given Treasury Bill. The Vesting smart contract ensures that investors cannot sell their tokens immediately, which can cause the price to plummet and result in significant losses for other investors. Instead, the vesting mechanism encourages investors to hold their tokens for a set period, which can help to stabilize the protocol and promote long-term growth.

## 3 Token Economics

### 3.1 Seed Round

The Rockwell platform will conduct a seed round prior to the ICO to secure funds for the project and validate its potential. In this phase, the platform will issue seedRCW tokens, which can be exchanged 1:1 for RCW tokens during the ICO. The funds raised in the seed round will be dedicated entirely to marketing efforts and are non-refundable. This approach will help to generate momentum and awareness for the platform leading up to the ICO and position it for success in the market. By focusing on marketing, the project can build a community of supporters and generate excitement for the launch, which is critical for the long-term success of the platform.

- Token: seedRCW
- Token price: \$0.8 / seedRCW
- Soft-cap: \$50.000, Hard-cap: \$100.000
- Accepted tokens: USDT, BUSD, DAI, FRAX
- Chains and accepted assets:
  - Ethereum (ETH, wETH, USDT, USDC, BUSD, FRAX, DAI)
  - Polygon (MATIC, wMATIC, wETH, USDT, USDC, BUSD, FRAX, DAI)
  - BNB Smart Chain (BNB, wBNB, BSC-USD, USDC, DAI, FRAX, BUSD)



### 3.2 Initial Coin Offering (ICO)

The initial coin offering (ICO) of the Rockwell platform is a significant milestone in our journey towards creating a cutting-edge cross-chain DeFi protocol with a unique structure and strong fundamentals. It's an opportunity for investors to join us on this journey and support the development of a platform that has the potential to revolutionize the world of decentralized finance.

The Rockwell ICO will be uncapped, meaning there will be no limit to the amount of RCW tokens that can be sold. This approach offers flexibility and transparency, allowing investors to participate in the project at a fair price, and helping to ensure that the team has the resources it needs to bring the platform to market.

During the ICO, RCW tokens will be available at a fixed rate of \$0.9 per token, with investors able to purchase as many tokens as they wish. This means that investors can take advantage of this unique opportunity to invest in a project with strong fundamentals and promising potential for growth.

By participating in the Rockwell ICO, investors can help us to bring our vision for a cross-chain DeFi platform to life. They can be part of an exciting and innovative project that has the potential to change the way we think about decentralized finance and create new opportunities for investors around the world.

- Token: RCW
- Token price: \$0.9 / RCW

#### Token distribution:

Public Sale	70%	1 month cliff, then linear vesting over 2 months
Liquidity	13%	no vesting
Team	17%	3 months cliff, then linear vesting over 6 months

#### ICO Funds Utilization

Treasury	60%	Treasury Smart Contract
Ecosystem Growth	15%	DAO Wallet
Liquidity Pool	20%	Uniswap & Pancakeswap LPs
Cohort Reserve	5%	VC Wallet

### **3.3 Initial DEX Offering (IDO)**

After the ICO, the Rockwell team will schedule the IDO (Initial DEX Offering) with a deliberate delay to allow for additional development and marketing activities.

This approach is often used by crypto projects to ensure that they have a robust infrastructure and solid marketing plan in place before launching on DEXs (decentralized exchanges). By taking this approach, Rockwell aims to ensure the success of the IDO and provide a strong foundation for the long-term growth and sustainability of the project.

The specific timing of the IDO will be communicated to the community and interested investors in advance to ensure transparency and fairness.

- Token: RCW
- Token target price: \$1 / RCW
- Platforms
  - Uniswap (Ethereum, Polygon)
  - Pancakeswap (BNB Chain)

### **3.4 Treasury Bills**

After the IDO, the Rockwell protocol will still offer the possibility for investors to mint new RCW tokens through Treasury Bills issued by the Broker, as previously explained. These Treasury Bills will allow investors to buy RCW tokens directly from the protocol at a discount price, by providing assets like USDT, USDC, BUSD, FRAX, DAI, WETH, WBTC, and more. The new RCW tokens will be vested linearly until the maturity date of 5, 15, 30, or 90 days, depending on the specific Treasury Bill purchased.

The Treasury Bills issued by the Broker will provide a way to continuously support and finance the development of the protocol, even after the initial ICO and IDO stages. By allowing investors to mint new RCW tokens, the protocol can maintain a steady flow of funding for the Launchpad, the Liquidity Pool, and other ongoing expenses related to the operation of the protocol. Additionally, the vesting feature will ensure a stable market for the RCW token, while the discount price offered through the Treasury Bills will incentivize investors to support the protocol's growth and development.

## 4 Project Roadmap

The Rockwell platform is committed to providing a solid and ambitious roadmap for the growth and development of the protocol. The roadmap outlines the major milestones that the project aims to achieve, outlining a clear path towards long-term sustainability and success. The project team has worked diligently to create a clear plan that will ensure that Rockwell remains at the forefront of the rapidly evolving world of decentralized finance.

The following is an overview of the project roadmap, which will guide the development and expansion of the Rockwell platform over the next two years.

- Q1 2023: Launch of the Seed Round
- Q2 2023: ICO, Development and launch of the RCW token, Treasury, Broker and Vesting
- Q3 2023: IDO, Launch of the Liquidity Pools, development and launch of the Launchpad and onboarding of first cohort of promising projects
- Q4 2023: Start of Treasury Bill purchases and issuance, initial governance proposals by the DAO, Christmas Airdrop campaign
- Q1 2024: Expansion of the Treasury Bills adding more supported assets, continued support for Launchpad projects, additional marketing and outreach efforts
- Q2 2024: Expansion of the Protocol to other major chains, continued growth of the Treasury through Treasury Bill purchases
- Q3 2024: First Presale/ICO of the first Cohort's projects.
- Q4 2024: Continued growth and expansion of the Rockwell ecosystem, with a focus on building out the community and partnerships, exploring new use cases for the RCW token.

## 5 Marketing & Investor Relations

At Rockwell, we understand the importance of building strong relationships with our community and investors. We believe that a successful project is one that not only has strong fundamentals and technology, but also one that is well received by the community and supported by a passionate group of individuals who believe in the project's vision.

Our marketing efforts will include:

- **Social media outreach:** We will leverage platforms such as Twitter, Telegram, and Discord to connect with potential investors and engage with our community.
- **Influencer partnerships:** We plan to collaborate with crypto influencers and thought leaders to increase our reach and build credibility in the industry.
- **Targeted advertising campaigns:** We will run targeted advertising campaigns on various platforms, including Google and social media, to reach potential investors who may not be part of our existing community.
- **Participation in key industry events and conferences:** We will attend and participate in relevant industry events and conferences to network with other professionals, build partnerships, and increase awareness of our platform.

Our team has made the decision to remain anonymous. We believe that by focusing on the strength and potential of our project, as well as providing regular updates and open communication with our investors, we can build a strong community that is invested in the success of our platform. We encourage investors to evaluate our project based on its technical merits and market potential, rather than the identities of individual team members.

We are excited about the opportunities that lie ahead for Rockwell, and we are committed to building a strong and vibrant community of supporters and investors. We welcome you to join us on this journey, and to be a part of the future of finance.

## 6 Links

The following links provide additional information and resources related to Rockwell and its ecosystem. These links can help users stay up-to-date on the latest developments and connect with the Rockwell community.

- Website <https://rockwell.money>
- Discord <https://discord.gg/8RUJBgdR94>
- Twitter [https://twitter.com/rockwell\\_money](https://twitter.com/rockwell_money)
- Medium <https://medium.com/@rockwell.money>
- Github <https://github.com/rockwell-money>

## 7 Conclusion

In conclusion, Rockwell's cross-chain DeFi protocol provides a unique investment opportunity for individuals and institutions looking to invest in the digital asset market. With its diverse investment options, trustless and decentralized structure, Rockwell offers a reliable and secure investment platform.

Furthermore, the protocol's venture capital arm, Launchpad, provides an opportunity for early-stage crypto projects to receive funding, mentorship, and support, ensuring their growth and success.

Through its innovative features and commitment to the growth of the broader crypto ecosystem, Rockwell is set to become a major player in the DeFi industry.

The team is dedicated to delivering on its promises, expanding the platform's functionality, and exploring new use cases for the RCW token.

With its forward-thinking approach and commitment to success, Rockwell is poised to lead the way in the next phase of DeFi evolution.