



# Mallows & BYOA

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the path forward



# background

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Mallows launched the concept publicly and formally of “byoa” - bring your own app/algorithm to web3 NFTs.

The whitepaper received generally good support and interest and to our knowledge was the first whitepaper on the subject.

Mallows was the first NFT to formally utilize NFTs embedded with byoa functionality - each mallow has a unique property they can exhibit using the byoa-sdk.

A community of a few hundred people formed around the 2,686 minted mallows.

# app store on L1

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The byoa concept was proved out further with an app registry where anyone could register a byoa-sdk compatible nft template, and other people could mint that as an nft to their wallet.

We launched it with a demo charting program.

One issue became apparent though - the transactional gas costs to do this on L1 were going to be prohibitive for many, if not all, users.

# app store on L2

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Thinking about the future, Mallows launched a byoa app store on Layer 2 - StarkNet.

The registry remained on L1 to signify security and trust powered by the cost to deploy an app to the registry.

And now, L2 acted as a configuration engine which would allow one to gaslessly add a byoa app to their wallet configuration.

An update to the byoa-sdk supported L2 configurations and users no longer needed high fees to enjoy apps, while also gaining the trust and security of L1 deployment.

Blog post detailing the expansion available [here](#).

# other

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Mallows has donated over \$30k to public goods funding.

Mallows donated to fundraising efforts in Ukraine.

Mallows/byoa has been featured on many StarkWare community posts across the web gaining public support.

# the future

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Byoa is not yet a pervasive concept in web3.

Despite the obvious congruence of it's own philosophies and web3's, few are working in this space.

There are some notable participants making strides that Mallows is proud of: Lens by Aave and Altered State Machine are two of the more prominent.

But, there should be more work and education on this front.

Mallows will help lead the effort to onboard new builders into the frameworks of byoa and push this narrative.

Mallows will be a hub of information around blockchain scaling, and layer 2's. The NFT will gate access to this information to members.

# steps

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The Mallows mint will close 5/4/2020 or at 3,000 total Mallows minted. After that point, minting will close forever and total supply will be capped. Your Mallow NFTs remain fully decentralized on IPFS and will always be available.

We'll finish the migration from alpha-goerli to StarkNet mainnet.

Emails for those who gave interest in the development program will go out today with details on available libraries and contributions. More builders, more byoa.

The focus going forward will be on supporting and promoting developer contributions to byoa. And promoting byoa in general to the larger crypto community. Always with Mallows as the heart that started it all.

# thank-you Mallows

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Thanks to all the dedicated Mallows for their support on this byoa journey. I believe it's still early here, and believe more builders should be thinking about things how we think about them.

We'll get there, but in the meantime, thank-you for your support of this vision.



# links

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<https://mallows.xyz>

<https://mint.mallows.xyz> (available until 5/4/2022 or 3,000 minted)

<https://twitter.com/mallowsxyz>

<https://home.byoa.org/> (L2 store on StarkNet alpha-goerli)

<https://github.com/web3-byoa> (public repo's)

<https://store.byoa.org/> (L1 registry)

<https://byoa.org> (byoa home site)

<https://github.com/web3-byoa/whitepaper/blob/main/byoa%20whitepaper.pdf> (Byoa Whitepaper)

<https://home.byoa.org/resources> (many more links)