



PRESS RELEASE

Tendermint, Founder of Cosmos Ecosystem, Rebrands to “Ignite”
*Rebrand reflects the company’s cutting-edge, user-friendly technology initiatives
that spark change on the frontier of Web 3.*

Las Vegas (NV) and Berlin (Germany), February 23, 2022: Effective today, All in Bits, Inc., DBA “**Tendermint**”, the founding team of the [Cosmos ecosystem](#) and leading developer of innovative tools for Web 3, will operate under the trademark, “**Ignite**” with a new, energized brand. The rebrand reflects Ignite’s leadership in accelerating the world’s transition to a decentralized future by empowering individuals and communities to thrive in the new era of mainstream blockchain services.

A new entity name, corporate brand, brand logo, and brand identity have been developed to represent the inclusivity and diversity of Ignite’s evolved vision and mission.

Peng Zhong, CEO of Ignite, says, “The world is at an inflection point where accelerated growth in the Web 3 space will eventually see mass adoption of decentralized services in our everyday lives. We believe it is time to expand our focus to bring more people and organizations into this world.”

“What we are developing are the necessary tools for individuals and organizations that will let them engage with and build innovative global communities. Our new brand represents the change we inspire by connecting everyone to this new world of decentralization and interoperability,” affirms Zhong.

The rebrand occurs at a time of strong growth for Ignite with the roll-out and continued development of flagship products, [Starport](#) and [Emeris](#), gaining massive traction with developers and users alike.

Starport leads in being the all-in-one platform for developers to build and launch any crypto app on a sovereign blockchain, with over 30 production-grade chains and over 500 experimental projects on GitHub, built on its developer-friendly technology. Beta users for Emeris have experienced first-hand the development path of features that allows them to benefit from cross-chain DeFi. More features to look forward to include staking, an airdrop tracker, and a cross-chain DEX aggregator, as Emeris heads towards the official public launch in Spring 2022.

On the employee front, Ignite’s rapid scaling saw 90 new hires in 2021, with a current headcount of 120 employees.

The Ignite rebranding marks the start of a dynamic year ahead, with more announcements to come on the business and product front.

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About Ignite

Ignite is leading the way in accelerating the world's transition to a decentralized future. Our solutions are developed for individuals, organizations, and global communities to easily build innovative ideas and use decentralized services in their everyday lives. Formerly Tendermint Inc., Ignite holds the legacy as founders of the Cosmos ecosystem, the world's largest cross-chain ecosystem. Together with Ignite, everyone can create meaningful impact for a more transparent and equitable world. For more information, visit ignt.com

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Media FAQ for Ignite rebranding

Background

We, originally as Tendermint, have established ourselves as innovators and trailblazers in the ever-evolving realm of blockchain since our inception in 2014.

In 2016, our founding team issued the [Cosmos whitepaper](#), detailing the ideal solution to build an ecosystem of sovereign blockchains that are scalable and interoperable, later coined the Internet of Blockchains. The framework and milestones outlined in the original whitepaper have been successfully developed and launched over the past several years. Today, the [Cosmos ecosystem](#) is the world's largest cross-chain network with over USD 133 billion worth of digital assets, 260+ apps and services and 38 connected blockchains.

Our founding team developed and launched Tendermint Core and Cosmos SDK, and been a core contributor to IBC development, all key infrastructure tech for the Cosmos ecosystem.

Under Tendermint, now Ignite, we have launched two flagship products:

- [Starport](#): Alpha release in July 2020. Our all-in-one solution for developers to easily create sovereign blockchains.
- [Emeris](#): Beta release in October 2021. Our one-stop portal (cross-chain navigator, wallet and DEX aggregator) for users to manage crypto assets across multiple chains.

The Rebrand

Why is Tendermint rebranding?

We believe that the mainstream adoption of decentralized services is set to advance. Our legacy as a developer of critical infrastructure in this space has seen us play an active role in successfully building the Cosmos ecosystem.

The time is right to evolve our vision and mission, which we have already been building towards, by pivoting to a product-first focus. Our purpose is to provide accessibility to the benefits of blockchain technology on a global scale for both developers and end-users alike.

As such, this rebrand reflects our larger ambition and significant growth as an established company and leader in the blockchain and crypto space.

What is the meaning behind the new brand name?

The name "Ignite" brings to mind the initiation of change and action, a starting point for larger growth and innovation within our industry.

It is the spark of inspiration for creators to build the next breakthrough in blockchain innovation and for people to take that leap into using these blockchain services.



We are igniting a new era of development and innovation. Importantly, we want to show our ability to collaborate with communities — developers, organizations, and individuals who use our solutions as a stepping stone towards the future.

Strategy

How has the company's mission and capabilities changed?

We are constantly evolving to meet the changing landscape of markets and advancements in technology.

Our commitment has always been to ensure accessibility to blockchain technology, helping developers build in the Cosmos ecosystem. We believe that open, distributed, and interoperable networks are important and fairer for the world. With the Cosmos ecosystem continuously expanding and thriving, we recognize the need to expand our focus to the user community as decentralized services start to hit the mainstream.

In the same way that we help developers build sovereign chains to realize their innovative ideas, we are helping users access these ideas-turned-services that could change their everyday lives.

Product / Tech

What is the roadmap ahead?

We remain committed to the mission to bring mass adoption to Cosmos by focusing on the roadmaps for our flagship products, Starport and Emeris.

Our aim is to always improve solutions and offer new features for the best user experience for developers and end-users.

Since its alpha release, Starport has gone through continuous upgrades with new features to help developers build the most innovative projects. This optimization will continue as we add new and innovative features in the year ahead.

Emeris is on track for a public launch in Q2 2022. Major updates to be released on Emeris Beta will bring a lot of value to users. Recently announced features include staking, an airdrop tracker, and a cross-chain DEX aggregator. Learn more about the benefits of these features [here](#).

We are also launching several major projects to the mainnet, including [Archway](#), an incentivized smart contract platform that rewards developers. Archway is one of our incubated projects under Ignite Ventures (formerly Tendermint Ventures). In addition, we are pursuing new projects in DeFi through the rebirth of Gravity DEX, under B-Harvest, another one of our incubated projects. More details will be shared in the near future on all these exciting projects.



Operations

Will there be any leadership changes?

Our leadership will remain unchanged, with Peng Zhong remaining in his position of CEO and on the Board of Directors.

Cosmos

What does this rebranding mean for the Cosmos ecosystem and its community?

The Cosmos ecosystem will continue operating under the same name, overseen by the Interchain Foundation and other major core contributors, including Ignite, with a community-first orientation.

Ignite will continue in its role as a core contributor to Cosmos, with the largest engineering and growth teams in the ecosystem. We are always actively onboarding more developers and building out the global community to leverage the growth of the Cosmos ecosystem. The innovative products that we are developing are testament to this commitment.