



**POOLFUNDERS DAO**



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# TABLE OF CONTENTS

<b>Disclaimer</b> .....	<b>Pg : 1</b>
<b>Introduction</b> .....	<b>Pg : 3</b>
<b>Introducing PoolFunders DAO</b> .....	<b>Pg : 4</b>
<b>Objectives of PoolFunders DAO</b> .....	<b>Pg : 5</b>
<b>Governance Model of PoolDAO</b> .....	<b>Pg : 6</b>
TPFT .....	<b>Pg : 6</b>
GPFT .....	<b>Pg : 6</b>
MENT .....	<b>Pg : 6</b>
<b>Role Players in PoolDAO</b> .....	<b>Pg : 7</b>
<b>Becoming a PoolDAO member</b> .....	<b>Pg : 8</b>
Jury Members .....	<b>Pg : 8</b>
Non–Jury Members .....	<b>Pg : 8</b>
<b>Reward Model for Liquidity Providers in PoolFunders DAO</b> .....	<b>Pg : 9</b>
<b>Token Distribution in PoolDAO</b> .....	<b>Pg : 9</b>
<b>Let's Get Started</b> .....	<b>Pg : 10</b>





# INTRODUCTION

The startup culture and creator economy have flourished in recent times worldwide, and the growth is tremendous. However, startups majorly in developing nations remain deprived of initial funding. Our research shows that, at present only 3 out of 1000 startups are funded by Venture Capitalists, in countries like India. This is a worrisome number as it comes to around 0.3%.

According to Bloomberg, 8 out of 10 entrepreneurs who start businesses fail within the first 18 months of their operations. This whopping 80% crash and burn indicate the worsening situation of startups without initial funding.

On the other hand, the traditional funding system in developing countries is driven by High Net worth Individuals (HNI), Angel Investors, and Venture Capitalists, and seeking funds from them is a complex process. Moreover, creators find it challenging to network with these sets of investors, pitch their ideas, and get the required funding.

Alongside, the equity-based crowdfunding model is not legally defined in many countries which weakens the motivation factor amongst investors. As a result, the budding entrepreneurs in Tier 2 and Tier 3 cities remain at the bottom line despite their great business idea.

Thus, the Reward-based Crowdfunding ecosystem on decentralized networks (Blockchain) emerges as a suitable method for addressing the funding gaps and creating a fair reward ecosystem for the backers.

To give direction to new business ideas we have come up with a unique Crowdfunding model – PoolFunders. It is a unique DeFi Reward-based crowdfunding model where “Innovators Meet Investors” and fund fresh start-ups by a unique OceanPool model. Thus, it aims to bridge its huge funding gap with its transparent, reliable, and secure process that operates on its Mini DAO model.

Thus, PooFunders is the DeFi Crowdfunding model which we popularly address as “Crowdfunding 2.0”.

For our complete White Paper you can access it on [www.poolfunders.com](http://www.poolfunders.com).



# INTRODUCING POOLFUNDERS DAO

PoolFunders DAO is built on a simple yet important belief that this DeFi Crowdfunding model makes fundraising verifiable, secure, transparent, accessible, and affordable. With the mission to fund the maximum number of startups and Indie Artists. PoolFunders has designed a blockchain infrastructure where backers put their funds into the desired project and create an OceanPool for creators.

This is the Venture DAO regulated by the Liquidity Providers who are responsible for ensuring the smooth functioning of the platform. Digital Tokens define the reward mechanism of the platform as the key distinguisher of the project. The PoolFunders rewards its backers in the form of platform tokens, selective LPs with governance tokens, and mentors with mentor tokens.

The parties associated with the PoolFunders operations include Backers which are called Micro Investors and are an essential part of PoolFunders platform, Project Creators that include Founders and Indie Artists, and the Liquidity Providers (LPs), and External Stakers. The liquidity providers who qualify certain conditions are the ones which become members of this Mini DAO.

This “Crowd – powered” platform gives the people the power to create a pool of funds and utilize the generated funds for business expansion and monetizing their art.



# OBJECTIVES OF POOLFUNDERS DAO

PoolFunders introduced the concept of MiniDAO a.k.a PoolDAO as the trusted decentralized infrastructure to solve the most daunting funding challenges of legacy Crowdfunding which are Transparency and Centralised Governance. The PoolFunders DAO is a separate entity and would work independently from PoolFunders with the shared spirit of unlocking the financial potential for the listed projects.

Initially, the PoolDAO will be financially and operationally supported by the PoolFunders. However, in the long term PoolDAO will function as a fully independent and decentralized organization owned by its community. Since PoolFunders strongly believe in the idea of decentralizing the funding with a new age Crowdfunding model. Therefore, look upon PoolDAO as its prime focus.

Some of the fundamental objectives of PoolDAO are as follows:

- Governing the project creators ecosystem
- Calling for proposal to change any clause
- Defining policy that PoolFunders operates in
- Participate in the voting for any change
- Supporting in running PoolFunders ecosystem
- Participating in the future development of of PoolFunders platform
- Overseeing any changes required in optimizing PoolFunders platform





# GOVERNANCE MODEL OF POOLDAO

The project's Native tokens The PoolFunders Token (TPFT), Governance PoolFunders Token (GPFT), and Mentors Token (MENT) are designed to curate the focus of PoolDAO and their relevance for each role player in the DAO. The reward model in PoolFunders is defined in the format of digital coins which are as follows.

## **TPFT :**

It is the primary token from where the journey of the Digital Assets begins on the platform. The amount put in the micro pool by investors is stored in the form of a DAI stablecoin, to eliminate the volatility of any digital token. The backers receive TPFT (The PoolFunders Token) as a reward in proportion to the investment made by them.

The TPFT token adds a staking feature where it allows platform users to stake TPFT and receive benefits in the form of Variable APY. As a result, each pool will have a certain variable APY depending upon the pool size and duration of staking.

## **GPFT :**

These Tokens are named Governance PFT which is primarily designed to compensate the LPs based on their stake in the platform. Some specific Liquidity Providers with the GPFT receive special governing rights in the PoolDAO. These tokens are designed to address the stake of Liquidity Providers in the PoolFunders platform. The participants in the Governance Model receive these tokens in proportion to their stake in the platform. The higher the stake, the more will be GPFT allocation and vice-versa. These are also the long-term reward mechanism for the Liquidity Providers to strengthen their association with the PoolFunders

## **MENT :**

These are the tokens that will be distributed to the mentors registered on the platform. Mentors will advise creators on their startup journey and help to establish a pool of potential creators and startups and will be governed by the PoolDAO.



# ROLE PLAYERS IN POOLDAO

PoolDAO will be governed by its community of stakers or token holders. These individuals will have a variety of roles, skills, and economic interests in the community. The prime responsibility of fair operations is spread across Liquidity Providers, fondly called LPs. These LPs are key players in maintaining the health of the ecosystem by participating in governance and eliminating ill elements that violate the terms of services.

All LPs receive the Governance PoolFunders Token (GPFT) against their investment in the PoolFunders ecosystem as per the weighted average. However, there are two categories of LPs. 1) Who are bestowed with tokens but not special rights and 2) Jury members, who have special rights with tokens. However, both types of LPs are collectively responsible for the smooth functioning of PoolFunders DAO.

The Liquidity Providers having special rights can flag, cancel, or promote any project in the DAO. Also, if they suspect any instance of fraud, morale abuse, or illegality are eligible to flag and highlight the alleged violation by calling for a vote. These rights and terms of services are defined by PoolFunders' administration community.

These Liquidity Providers can be categorized into two broad categories Jury and Non-Jury Members.

- Jury: This includes 12 stakers with special governance rights
- Non-Jury: This includes every other stakers except Jury members who can be a backer, mentors, or other community members.





# BECOMING A POOLDAO MEMBER

The Liquidity Providers in the PoolDAO are defined as Jury and Non–Jury Members.

## Jury Members.

The PoolFunders comprises 12 jury (DAO) members who are eligible for governance rights and the Governance PoolFunders Token (GPFT). Some key criteria for attaining the governance status in the PoolDAO are as follows:

- They are required to stake a minimum of USD 50,000 of tokens,
- The lock–period for the Jury extends beyond 12 months.

## Non–Jury Members

The non–jury members include every staker who stakes minimum tokens worth USD 5,000. These Liquidity Providers receive GPFT as a special token for staking their token. Alongside, they are also eligible for a share of platform commission.



# REWARD MODEL FOR LIQUIDITY PROVIDERS IN POOLFUNDERS DAO

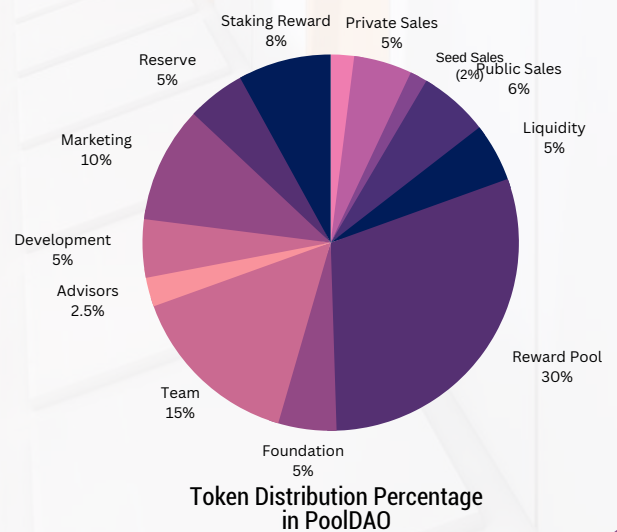
The Jury members of PoolDAO earn some portion of the platform commission. The total Liquidity Providers (LPs) earns 15% of total platform fees. Out of this 15% LP reward, 36% is distributed to Jury members, which implies each jury member is eligible for 0.45% of total commission fees. For Non Jury members, It constitutes the remaining 64% out of the total proportion allocated to Liquidity Providers.

# TOKEN DISTRIBUTION IN POOLDAO

The native token GPFT, is allocated to the Liquidity Providers and they also earn TPFT as a reward. It comes with two major benefits which act as the long-term investment model for them.

The PoolFunders plans to mint only 1 billion TPFT in their lifetime which is a limited supply in nature. Thus, the earlier the investor invests in the project the better the return they can expect.

The PoolFunders will mint the tokens to support campaigns, and hiring services, manage the platform, and attain Governance status. The token distribution in PoolFunders DAO would flow as Seed Sales (2%), Private Sales (5%), Community Sales (1.5%), Public Sales (6%), Liquidity (5%), Reward Pool (30%), Foundation (5%), Team (15%), Advisors (2.5%), Development (5%), Marketing (10%), Reserve (5%) and Staking Reward (8%).





# LET'S GET STARTED

Be a part of PoolDAO by joining our social media community which includes our Discord channel too. Alongside this, you would be required to fill out a form that is available on [www.poolfunders.com](http://www.poolfunders.com) or you can get in touch with the team at [info@poolfunders.com](mailto:info@poolfunders.com) and sign up for PoolDAO. The DAO communication would happen majorly through our LinkedIn, Twitter, Discord, and monthly newsletter, so make sure to be a part of each of these to get the required updates.