POOL FUNDERS

WHERE INNOVATORS MEET INVESTORS : CROWDFUNDING 2.0

INTRODUCTION

The Pool Funders is the world's first DeFi, reward based Crowdfunding platform where "Investors meet Innovators" and fund fresh start-ups by a unique OceanPool model. It aims to bridge the huge funding gap with its transparent, reliable and secure process. The parties associated with the operations include Backers (Micro Investors), Project Creators (Founders, Indie Artists), and Providers (Platform).

The project creators receive the goal amount (cap of USD 50,000) that they wish to raise for their projects. The backers enjoy the choice of investing their funds into a startup that they think can grow and receive rewards as Platform tokens. This model of Crowdfunding is here to stay today, tomorrow, and for generations to come.

The paper contours a detailed overview of the new Crowdfunding model as we call it Crowdfunding 2.0 which revolves around addressing the funding gaps. It covers the introduction of the existing Crowdfunding scenarios and associated problems. Additionally, it plots a better understanding of the technological involvement, marketing networks, knowledge centre, token economy and team. It aligned this innovative design to provide incentives for all associated parties in the role with its incentive module.

We believe this white paper will serve as the best answer to all the ongoing Crowdfunding curiosities. With the powerful vision and the clarity of mission, we see this model becoming the future of the funding.

DISCLAIMER

This document is for educational purposes only. It does not constitute an invitation or solicitation of any partnership or investment in a security or any other investment instrument. The purpose of this document is to communicate the vision and viability of the potential future of The PoolFunders. This document is a work in progress and subject to material change with or without notice.

This document contains forward-looking statements or information that relate to current scenarios and expectations of future events. In some cases, these forward-looking statements can be identified by words or phrases such as "may," "will," "expect," "anticipate," "aim," "estimate," "intend," "plan," "seek," "believe," "potential," "continue," "is/are likely to" or the negative of these terms, or other similar expressions.

Although the forward-looking statements contained in this document are the analyses drawn by PoolFunders team based on the reasonable assumptions, risks, uncertainties, and other factors that could cause actual results, performance, achievements, and experience to differ materially from expectations expressed, implied, or perceived in forward-looking statements. Given such risks, prospective investors should not place undue reliance on these forward-looking statements. Risks and uncertainties include but are not limited to those identified in the below risk factors. These are not a definitive list of all factors associated with making a contribution to PoolFunders in connection with its operations.

The PoolFunders undertakes no obligation to update any forward-looking statements to reflect events or circumstances after the date listed at the top of this document. The material in this document is copyrighted. Copying and/or transmitting portions or all of this work without permission may be a violation of applicable law.

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FOREWORD

As the CEO of eSrot Consulting Labs. I provide services on digital transformation to the international clientele, hand holding them to experience digital growth and increased ROI via emergent technologies. With the motto of "LEG" (Learn, Educate and Grow) I aim to shape the world into a cohesive business environment.

Over the 12+ years of experience I came across various segments of business models, some with huge financial backup and others with the great idea but no funding. As a result, ones with no funding have to step back with their idea. Since I believe "learning is all about sharing". Therefore, from all that I have learnt to all that I have experienced, the desire to be the difference-maker got stronger.

With the goal in mind to let not a single startup die due to lack of funding, I successfully came up with an idea of Blockchain based Crowdfunding and named it as The PoolFunders. This is a collaborative result of my all areas of learning and expertise. Largely, it is the mission to transform the life of young start-ups from developing and underdeveloped countries mainly focusing on emerging economies, to create 100,000 jobs.

I look forward to seeking maximum support towards this dream project to support and create a healthy business ecosystem. To ensure that together we shall witness a growing number of job makers rather than the job seekers. Welcome to this unique platform, where "Innovators meets Investors"

-Amit Gupta
(Founder of The PoolFunders)

GLOSSARY

Crowdfunding: In general Crowdfunding is the funding model which facilitates online fund collection through different networks of individuals.

The PoolFunders: A DeFi Crowdfunding platform aiming to ease the cross-border funding for global startups and creators, using the reward model.

Campaign: A project placed on a Crowdfunding platform to attain desired financial goals in a chosen fixed time period.

Creator: Creator is the person aiming to raise funds against the project ideas and business models through the Crowdfunding models.

Startup: Startup is the legal entity formed by founders. It could be singly or multi owned business.

Backer: Backer also referred to as Investor, is the person who contributes and invests in a Crowdfunding campaign and receives rewards as digital token/s.

Liquidity Providers (LP): These are the individuals who contribute the prescribed amount along with other eligibility criteria to receive special rights as a Governance and participate in the platform's operations.

Project Validators: Here, the backend team and LPs act as the project validators who consider complete verification of the creators and their respective projects to maintain the authenticity of the platform.

Knowledge Centre: It is the Crowdfunding and business knowledge database maintained by The PoolFunders users.

TPFT (The PoolFunders Token): This is the digital asset (ERC20) of PoolFunders platform deployed on blockchain which is used to reward investors and will be tradable in the secondary markets.

DAI: It is the stablecoin running on Maker DAO and is pegged to the value of USD 1. Here, it is used to store the funds in the OceanPool of PoolFunders.

MATIC: Matic is a digital currency of Polygon Blockchain where PoolFunders contracts are deployed.

OceanPool: It is a collection of several micro pools where the funding for the projects is stored in the form of DAI.

**Micro Pool:** It is the assigned space for each project in the PoolFunders platform where Backers' funds are kept before sending to projects once their goal amount is met.

GPFT (LP Token): These tokens are issued to the Liquidity Providers for contributing in PoolFunders liquidity with their special rights.

Total Max Supply: The Total max supply means the maximum amount of tokens that can be minted in lifetime

STARTUP FUNDING GAPS

Over the last two decades, Startup culture in emerging economies like India has drastically increased but funding gaps remain a big problem. Our research shows that at present out of 1000 startups only 3 startups are funded by Venture Capitalists, in countries like India. This is really a worrisome number as it comes around 0.3%.

Total Startups

Funded Startups
0.3%

Startup Funding Gap
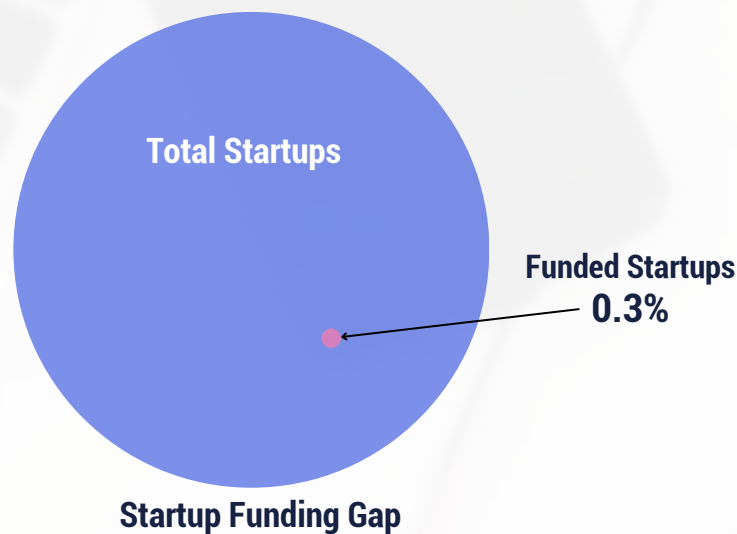
According to Bloomberg, 8 out of 10 entrepreneurs who start businesses fail within the first 18 months. A whopping 80% crash and burn. Meaning without funding the situation of startups is very critical.

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 requires accessibility. The creators find it challenging to physically reach these sets of investors, pitch their ideas and get required funding.

The equity–based Crowdfunding model is not legally defined in many countries, it weakens the motivation factor amongst investors. Hence, the budding entrepreneurs in Tier 2 and Tier 3 cities remain at the bottom line despite the great business model.

The Reward-based Crowdfunding ecosystem on decentralised networks (Blockchain) addresses the potential of these creators, fairly rewards the investors, and liquidity providers.

SECTION 1

INTRODUCTION TO CROWDFUNDING

Definition

Crowdfunding, sourcing funding across a network of supporters, is potentially the most disruptive of all the new models in finance. We estimate Crowdfunding could address a $1.2 trillion opportunity over time."[1]

Goldman Sachs Research; the Future of Finance (2015)

The concept of Crowdfunding came into limelight in the year 2008 with the global crisis dominating the business sphere. Crowdfunding is the mechanism to raise capital /funds through a large number of eligible individuals to finance new start-ups and ideas. This is the online platform where entrepreneurs get support to give life to their nurturing ideas. These online Crowdfunding platforms connect projects with the backers in return of approximately 5%-10% of the platform fees. In such funding models investors get the incentive either in the form of equity, rewards, or gifts. However, Reward based Crowdfunding is widely used across the globe, and PoolFunders also aim to expand the pool of investors beyond the traditional business sphere in return of digital tokens as the reward.

Crowdfunding Models

"Entrepreneurial spirits are increasingly enticed by the idea of Crowdfunding their projects. While the crowd always remains crucial, the relationship between entrepreneurs and their supporters comes in many shapes and forms.-"Shila Meyer-Behjat and Irene Broer (2015)

Every entrepreneurial spirit is backed by some motive, so is the case with the backers and project owners too. The Crowdfunding platform provides the desired benefits to all the participants in the campaign process. This famous funding model is explained in five broad models considering the global scenario.

Donation Based Crowdfunding: This is the most common way to fund a project which runs on philanthropy. Therefore, financial gains and returns do not form part of the campaign. Here, being able to donate for a good cause is the means to drive satisfaction for the donors.

Reward- based Crowdfunding: This is so far the best known Crowdfunding model which has been adopted by some of the biggest traditional Crowdfunding platforms such as Indiegogo and Kickstarter. In this model, supporters receive the perks (rewards) against the money invested in the campaign

Lending based Crowdfunding: These Crowdfunding models allow lenders to choose an investment themselves, diluting the need of middlemen. The entrepreneurs benefit from lower interest rates. Here, the loans are not contract-based and therefore, the legal guarantees are not ensured.

Pre-sales based Crowdfunding: This is quite similar to reward based system as here also investors receive finished product for their contribution. What stands different is that instead of deciding the size of investment themselves, the role of the pre-sales becomes prominent with a fixed price based on production costs and market value.

Equity based Crowdfunding: Within this structure the contributors receive proportionate equity in the company they invest for. Thus, the projects to be funded are chosen based on their future potential.

Problems with traditional Reward - based Crowdfunding Models

The current Crowdfunding platforms lack several features which becomes a significant hindrance to head towards sustainability in the ecosystem. In fact, the platform with the major brand recognition also cannot address the issues gently. Over $500 million dollars of the startups failed in the Kickstarter alone, with the 14% failure rate as per the figure derived from "Successful Dollars "on Kickstarter (2019).

Thus, to ensure sustainability and longevity of the entrepreneurship culture in the developing economies the following major problem should be timely addressed.
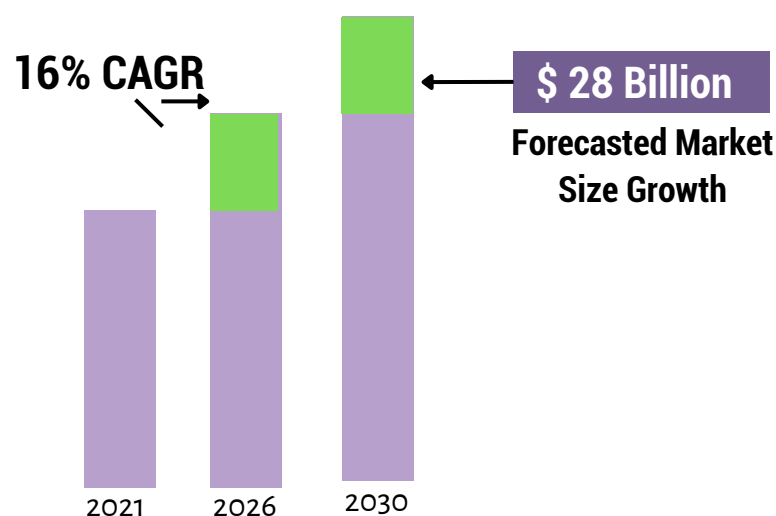
$500 Million

Failed Startups
14%

Kickstarter Data
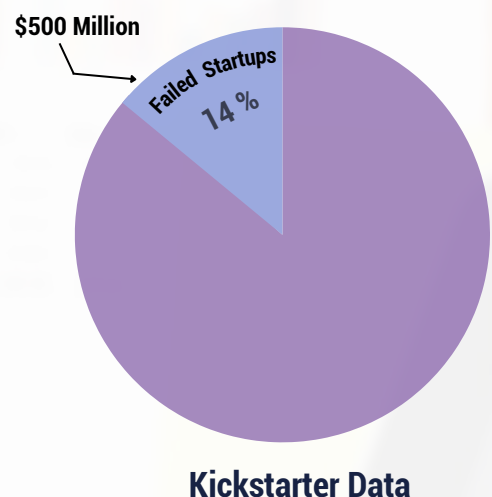
Lack of Accountability: Generally, platforms are found to be complicit to not hold creators accountable for the promises and it puts burden of responsibility on the platforms. As a result, creators tend to misuse or underutilize the allocated funds resulting in the growing number of failure rates. The Capping and Governance Model is potent to address these accountability gaps in the Reward-based Crowdfunding ecosystem.

Centralisation: The centralised approach of the Crowdfunding platform acts as the constraint to scale the potential. It also restricts the global reach as it involves multiple screening processes for distinct currencies. This gives rise to a rigid framework and limits the scope. With the Blockchain based Crowdfunding model processes can become quick and secure that enable cross border funds flow.

Unstructured Reward Model: In the present Reward Crowdfunding model the rewards meant for the investors are not predefined. This unstructured reward mechanism makes it difficult to estimate the reward-value for the investors /backers. The defined reward model is the need of an hour to strengthen the backer's culture in Crowdfunding models.

Scope of Crowdfunding

According to Statista, the economic success of Crowdfunding is analysed to grow at a CAGR of about 16% during the years 2021 to 2026 globally and is projected to reach $28 billion revenue scale by 2030.

16% CAGR

$ 28 Billion

Forecasted Market Size Growth

2021   2026   2030

Active Users
0.625%

Global Population

On the other hand , creators economy is flourishing with 50 millions of active global creators that represent only 0.625% of the global population, the scope of Crowdfunding for creators is massive.
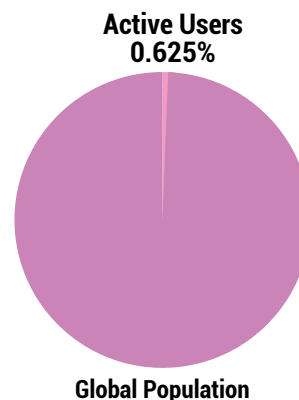
In the year 2021, 14000 start ups were registered in India. According to the data of the Commerce ministry published in Fortune India, as of June 2022 the number of recognised startups in the country increased from 471 in 2016 to 72,993 in 2022 indicating a massive growth of over 15,400% As a result, it is quite evident that India is the new potential market for the investors. Yet in order to make the best use of these opportunities the suitable infrastructure is the need of the hour. Also, due to lack of improper regulatory framework and trust over online fundraising, Indian Crowdfunding aspect experienced a decline in their growth. Conclusively, The PoolFunders is the answer to all the gaps, means to grab opportunities and a potent platform to address the growing market needs.
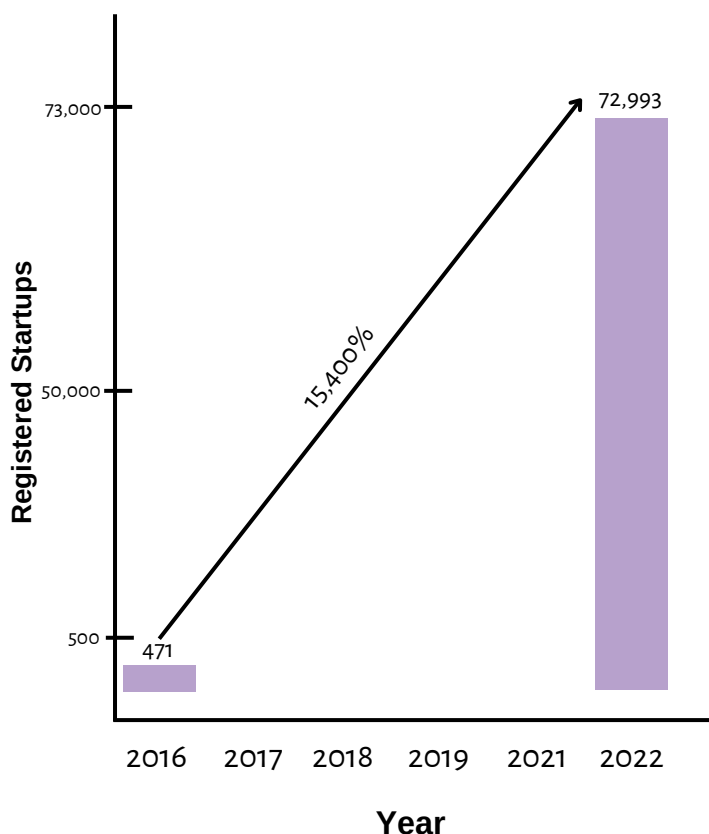
SECTION 2

INTRODUCTION TO THE POOL FUNDERS

Business Overview

The PoolFunders is a DeFi Crowdfunding platform to raise money for Indie Artists and startups by addressing all the disruptions that occur in the present ecosystem. Our Crowdfunding model is built on Avalanche blockchain which makes the complete process steady, speedy, and secure for all participants' creators, backers, and liquidity providers.

It allows auto processing of funding over the smart contract without the need of middlemen. Our current market strategy focuses on making the funding platform accessible for the creators and startups who are either not eligible for bank /institutional loan or cannot access VCs and HNI funding. We aim to allow the massive participation of the crowd and derive major benefits for these creators in terms of funding and tokenized return for the backers.

Our mission is to create the most trusted, transparent, technically advanced Crowdfunding ecosystem for creators to bridge huge funding gaps..
Our vision is to provide the startups and indie artists with a vast pool of funds by letting their innovation meet investors.

Pool Funders Structure

The structure of The Pool Funders comprises various steps which take place in the sequential format. The backers, project owner, private key, tokenized reward are few of the essential elements. As a result, The PoolFunders stand potent to introduce the secure, democratic, decentralised and transparent nature of online funding. The multi-dimensional feature of The PoolFunders can be explained well considering the flow it follows.

Verification and Project Validation: The backers and entrepreneurs who are also referred to as creators or project owners log into the platform and go through the KYC process. Once approved the backer can back any project on the platform. Whereas the entrepreneurs are eligible to request for funding their project by filling up a form. The role of the back-end team (Project Validators) begins with the onboarding of the creator on the platform. They assist in creating a wallet for the creator; verify their documents, and other formalities. Only after their approval the interaction between the creator and backers starts. It is the primary responsibility to validate and verify the authenticity of the project coming for funding to avoid funding for fraudulent projects. It is to be noted that, for the initial stage the process is manual with the backend team verifying the KYC however, this will be automated in the second phase. The goal amount and duration of project campaign is defined before funds are raised, so that the expectations between creators and backers are clear.

Staking to go live: Once the project is approved by the backend team it is moved to the final step i.e. staking from startups and indie artists. They would need to stake 5% of their asking goal amount to be able to list the project live. This 5% staking amount is only as a security amount that will be returned to the project creators once the project goal end date is reached.

Listing fees: Once the creator's goal amount is met in the set time duration, 95% of the raised amount is dispatched to them and 5% is deducted as a platform fee which includes blockchain network gas fees. The creators do not have to bear listing fees. The fee so collected might also be distributed to the pool community.

Smart Contracts Protocol (OceanPool): When backers invest money on their choice of projects, the amount they invest goes on the escrow contract called OceanPool. This Pool comprises several micro pools which are assigned for each project and the funds land directly in the respective pool. The funds collected from investors is stored in the form of DAI Tokens on smart contract until the timeline for the project completes.

Token distribution: The backers on the platform get Platform Tokens called TPFT in proportion to their investment which has limited total max supply. The token economy of the PoolFunders is its major strength due to its profound incentive model.

Funds to startup/creators: If 80% of the goal amounts are met, then 95% of the funds, in the form of DAI are transferred to the Startup's wallet. In case, the goal threshold are not met then the amount is refunded back to platform investors.

Market Size

According to the reports of Statista , the global crowdfunding market for startups and creators is expected to grow at a CAGR of 11.8% i.e 200 billion by 2026 .

- Total Available Market (TAM) = $114 billion
- Serviceable Available Market (SAM) = $19 billion
- Serviceable Obtainable Market (SOM) = $ 6 billion

$6 Billion
Serviceable Obtainable
Market (SOM)

$19 Billion
Serviceable Available
Market (SAM)

$114 Billion
Total Available Market (TAM)
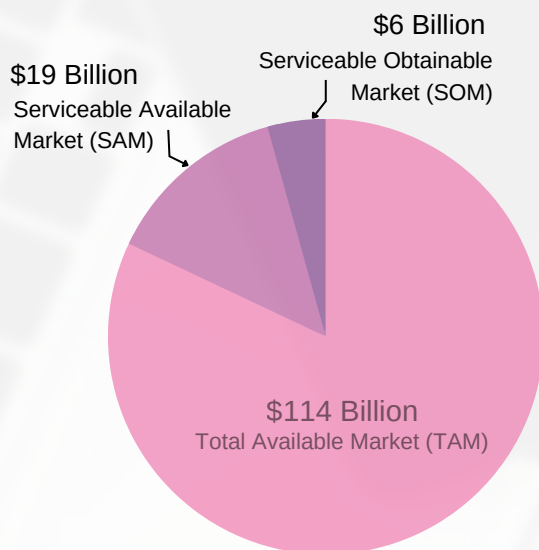
Market Size

Market Penetration Strategies

With the major aim to bridge the gap between the Startups and their funding we look to penetrate the market through emerging economies of the world. Presently, being third in row after USA and China, India is significantly grabbing the global attention with its many Startups. Therefore, we plan to execute our Crowdfunding model from all Tiered Cities of India where raising funds is still a big challenge.

In India, Tier1 cities include Delhi, Mumbai, Bangalore, Chennai, Hyderabad, Kolkata, Ahmedabad and Pune. These are the ones that are highly populated and have a higher standard of living cost. On the other hand there are 104 Tier 2 cities in India. These cities have lesser cost of living and healthy work life balance whereas the remaining cities fall under Tier 3 and are quite underdeveloped backed by weak infrastructure. The Startups in these Tier 2 and Tier3 cities have very less knowledge and access to funding. Hence we would like to target these cities and bridge the gap.

Similarly, we aim to target all the emerging economies of the world including LATAM, Africa and SouthEast Asia. Our powerful blockchain technology is potent to address the funding gaps of multiple economies by reaching their underprivileged cities and towns too.

SECTION 3

GOVERNANCE MODEL (MINI DAO)

The responsibility of the fair operations of the PoolFunders platform is spread across Liquidity Providers comprising Investors as per their LP tokens weightage.

Role Players in Governance Model

The Liquidity Providers receive GPFT against their investment in the PoolFunders Ecosystem based on which weighted special rights are provided to them . They do not require additional eligibility requirements. On the other hand, the other individuals aiming to receive such rights and be a part of the Governance community of Pool Funders shall stand by the defined criteria. Hence, PoolFunders Governance Model is a result of collective rights of Investors and other eligible individuals who are termed as Liquidity Providers.

Liquidity Providers play a key role in:

1. Token utility, by providing liquidity for TPFT
2. Maintaining the health of the ecosystem by participating in PoolFunders ecosystem as validators, for eliminating ill elements that violate the terms of service.

They are a crucial part of PoolFunders system and own a certain stake in the TPFT which provides them the special right to flag, cancel, or promote any projects in the system. They also get to define working terms of PoolFunders. Thus, any Liquidity Provider who suspects any instance of fraud, morale abuse or illegality is open to flag and highlight the alleged violation by calling for vote. These violations are defined by the Pool Funders' admin community which sets the terms of services too.

Working of Governance Model

The compensation and reward structure in PoolFunders is largely defined in the form of digital tokens. The GPFT holders will get TPFT as a reward based on their liquidity provided proportions.

Besides, the benefits of GPFT to get a reward as TPFT, they also get a proportion of the platform fees from the project, if successfully funded. Together all LPs receive a 15% share from PoolFunders platform commission fee. (every successful goal amount fee, charged by PoolFunders from Startups).

The Governance Model of PoolFunders also comprises 12 jury members (12 highest early stakers-liquidity providers valuing each to stake $50,000). This is on a "first come first serve" basis. They are the ones to call for the proposal for voting on any project and also help in running the PoolFunders ecosystem. The consensus of minimum 55% is required to implement a corrective action plan for PoolFunders. In exceptional cases, this limit can be extended to more liquidity providers too.

Only after the consensus is achieved, the identities of the Governance and their decisions are revealed to expose the suspicious behaviour if any. In case they are suspected to be abusive to their positions, then they can be flagged too. This is backed by forfeiture of their compensation.

Calculations

From total PoolFunders commission fee, 15% of it is given as LP rewards. Where 36% of total LP rewards is given to the 12 Jury members, and the remaining 64% is distributed to all the LPs which is calculated as:

Total LP Rewards = 15% of Total Commission

Since, LP constitutes 12 jury members , therefore

- Total Jury Share = 36% of Total LP Rewards = 36% of 15 = 5.4%
- Share of each jury member = 5.4/12 = 0.45%
- Share of Remaining LPs = 64% of Total LP Rewards = 64% of 15 = 9.6%

LP Rewards

15%

Platform Fees

EachJury Members
Shares 0.45%

Total Jury Shares 36%

64% Other LP
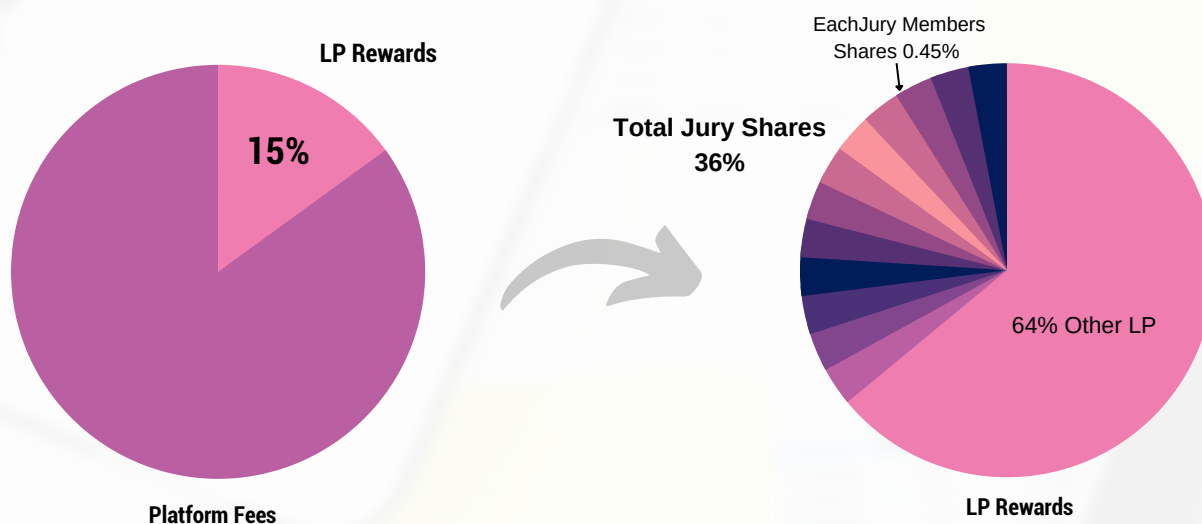
LP Rewards

Eligibility for Gaining Governance Status

The individuals have to fulfil three basic conditions to be eligible for Governance rights and rewards.

- They have to undergo KYC norms and fulfil the eligibility criteria for their jurisdiction.

- They are required to stake the minimum USD 5,000 worth of TPFT to be regarded as the Liquidity Providers.

- To become a Jury member, each Jury is required to stake USD 50,000

- The lock-in period for Liquidity Providers extends for 12 months.

SECTION 4

POOL FUNDERS ECONOMIC MODEL

Reward Model Economy

The Reward Model in PoolFunders is defined in the digital terms for Investors on the platform. With the introduction of digital rewards we aim to establish the pre-defined, profitable, and pioneer reward-based Crowdfunding structure where all the participants feel welcomed and valued.

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 stablecoin called DAI to eliminate volatility of any digital token .The investors receive TPFT (The PoolFunders Token) as a reward in proportion to the investment made by them.

GPFT: These Tokens are named as Governance PFT which is primarily designed to distribute to compensate the LPs based on their stake on the platform.

NFT: This utility NFT will be given as a reward along with or without TPFT to backers who are backing projects on the platform.

MENT: These are the tokens that will be distributed to the mentors registered on the platform. Mentors will advise creators on their startup journey.

Staking Overview

The Staking feature lets platform users stake TPFT and in return, they receive benefits in the form of an APY. Initially, users would stake their TPFTs for a time based variable APY. Later, there will be more pools on the platform to facilitate staking with different assets and therefore, will be distributed as:
- DAI/TPFT
- USDT/TPFT
- ETH/TPFT
- AVAX/TPFT

Each of the above pool will have certain variable APY depending upon the duration and pool size. The users who stake amongst these pool pair, will get certain percentage of TPFT as a staking yield benefits.

Three-token economy

"The important thing is that for the token to have a stable value, it is highly beneficial for the token supply to have sinks – places where tokens actually disappear and so the total token quantity decreases over time."

-Vitalik Buterin, On Medium-of-Exchange Token Valuations (2017)

Token economy of the PoolFunders is based on the concept of three-token economy comprising DAI, TPFT, and GPFT. This economic model focuses on creating stable value of the tokens as the medium of exchange.

DAI: This stablecoin comes into the picture with the investment made by the backers in the micro pool for specific projects. It acts as a digital storage value against the fiat currency (US dollar). It remains in existence till the Creators campaign cycle is active. With the end of the cycle DAI tokens are transferred to the project creator's wallet.

TPFT: This is the digital token for rewarding investors for their contribution in the project. It is variable in nature and is pegged with the market value depending upon its total market circulation mechanism. Since this is tradable in nature it provides long-term benefits to the investors as its value grows with the currency appreciation. Hence, the investors are rewarded for the long run not merely for the specific project investment. The value of TPFT may surpass greatly as compared to their invested project amount.

GPFT (Governance' PFT): 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. Higher the stake, more will be the GPFT allocation and vice-versa. These are also the long-term reward mechanism for the Liquidity Providers to strengthen their association with the Pool Funders.

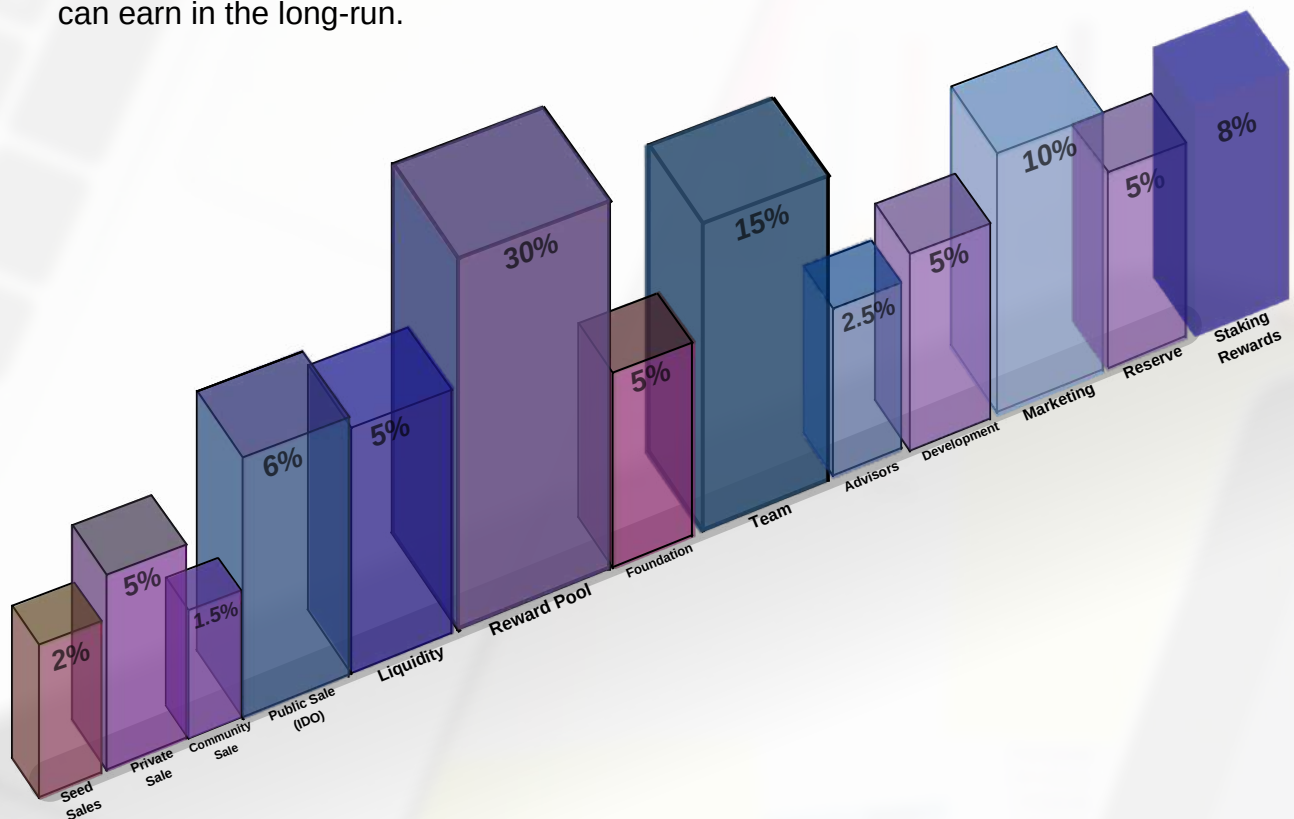# SECTION 5

POOLFUNDERS TOKEN ECOSYSTEM

With the investment in founders and indie artists on PoolFunders, an investor enjoys the direct exposure to long-term earning. The TPFT allocated to the investors as a reward comes with two major benefits which act as the long-term investment model for them.

Supply- TPFT

The PoolFunders plan to mint only 1 billion TPFT in their lifetime which will reduce their supply in the future. With the limited supply of the token and growing demand for it, the price of TPFT may rise in the near future. Hence, earlier the investor invests in the project and receives TPFT better return they can earn in the long-run.

Tokenomy

The PoolFunders will mint the tokens with the intention to support campaigns, hiring services, managing the platform and attaining the Governance status. Total Max Supply will be 1 billion with the cap on the supply. The token allocation will follow the following structure:

- Seed Sales — 2%
- Private Sale — 5%
- Community Sale — 1.5%
- Public Sale (IDO) — 6%
- Liquidity — 5%
- Reward Pool — 30%
- Foundation — 5%
- Team — 15%
- Advisors — 2.5%
- Development — 5%
- Marketing — 10%
- Reserve — 5%
- Staking Rewards — 8%

Distribution

Distribution	Vesting
Seed Sale	Vested over 24 months. 20% on TGE, 10% each Quarter, 3 months cliff.
Private Sale	Vested over 24 months. 20% on TGE, 10% each Quarter, 3 months cliff.
Community Sale	50% unlock at TGE, 50% unlock after 60 days
Public Sale (IDO)	100% unlocked on successful TGE
Liquidity	25% on listing day, 25% every next quarter
Reward Pool	100% Unlocked on successful goal amount raise at PoolFunders Platform
Foundation	60 days cliff, 2.8% per month over 36 months
Team	Vesting for 24 months, 0% on TGE, 4 months cliff, after 5% each Month unlocking
Advisors	Vesting for 24 months, 0% on TGE, 4 months cliff, after 5% each Month unlocking
Development	Vesting for 20 months 5% each Month unlocking
Marketing	30 days cliff, 2.8% per month over 36 months

SECTION 6

ROADMAP

The PoolFunders is a DeFi reward based Crowdfunding platform which provides a trustworthy investment system and raises funds for the potential Startups and Indie Artists. Additionally, PoolFunders is geared up to create more job makers than job seekers. The journey of the PoolFunders is bifurcated into three phases, which are largely the milestones to be achieved.

Phase 1: The PoolFunders will be launched as the reward based Crowdfunding system for the world. Here, the major focus will be to bring potential founders and creators to the sustainable position of existence with the funding from backers. Thus, in this phase PoolFunders will provide a digital interface to raise capital up to $50,000 for start-ups and up to $25,000 for Indie Artists. And for investors, to back their favourite projects in return of rewards tokens (NFT and TPFT).

Start-ups
$50,000

Indie Artists
$25,000

Phase 2: The PoolFunders plans to create a marketplace, and a decentralised digital incubator centre for Startups. This means PoolFunders will emerge as the mentor support system to the global start-ups.

Phase 3: The PoolFunders aims to make a major leap ahead and emerge as the DeFi resource marketplace through its Dapp, where resources can be found to work on startup's projects.

Phase 01

- Platform Token (TPFT)
- Review System Integration
- NFT Creation for creators
- NFT and TPFT for Investors of startups
- NFT for Patrons

Phase 02

Q1 2023

- Startup Crowdfunding Platform
- Creators Crowdfunding Platform
- Staking Platform
- Governance protocol
- DAO formation
- Presale of TPFT on website

Phase 03

Q4 2023

- Decentralised Incubation Platform
- Accelerator Platform
- Mentor Token Launch
- Mentor DAO Launch
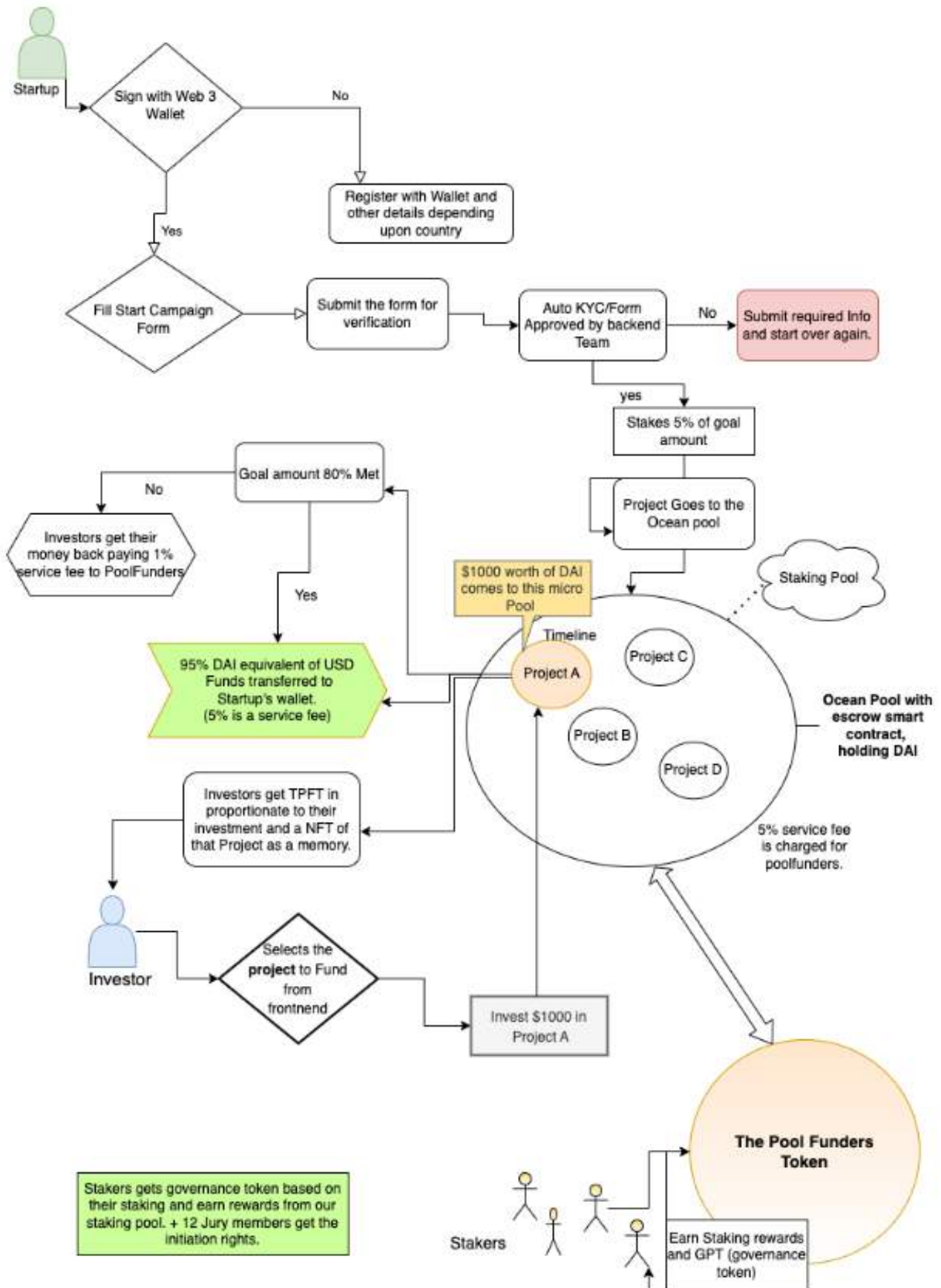
Phase 04

Q2 2024

- Resource Marketplace
- Resource Reward

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SECTION 7

SECTION 8

THE TEAM

Team is the strength of every project. In the end it is the human that counts towards the success of the project. PoolFunders team has all that it takes to make it a successful initiative. The diversification within the founders and advisors make it a thing to watch out for.

Amit (Founder): A Mathematician and a serial founder with an MBA Strategy and Finance from the UK. Amit has 12+ years of experience in Business Strategy & Finance, and Project Management. He helped the blockchain advisory team with the president of Bermuda, was a speaker at a few blockchain webinars and took part as a ghost panel Judge on a UN webinar.
https://www.linkedin.com/in/amit-blockchain/

Saurabh (CMO): Ex AMEX and Convergys with 14 years of Customer Service, sales and marketing experience across various domains. Saurabh has vast experience in managing and handling plenty of marketing campaigns and has been involved in building communities on social media.
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Rakhi: Technical Lead member of a venture backed company. She has a M.Tech Computer science with a major in Blockchain and AI. Rakhi has 4 years of web3 experience in 3 startups.
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ADVISORS

Jourdan: Creator, Investor and Entrepreneur with 20 years of experience founding and scaling tech start-ups and advising. Jourdan is a LBS alumni and has also developed advanced leadership techniques through his involvement with MIT , INSEAD and HBS. He Currently serves on the Board of Directors for several companies and delivers executive level courses on behalf of universities and major financial institutions in emerging markets.

LI:

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Adam: Adam leverages his first-hand experience to help start-ups hone in on their unique advantage and leverage it for growth. His technology and marketing expertise were developed in both the world's biggest company and in building a 200+ person start- up.

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Lion: Multiple business owner and entrepreneur with over 20 years of experience in the gaming and tech industry. Several blockchain projects launched to date. Lion's vast marketing experience is into digital marketing and web3 marketing.

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SECTION 9

HOW IS POOLFUNDERS A NEW AGE SOLUTION FOR CROWDFUNDING 2.0?

The PoolFunders is an ultimate Reward based Crowdfunding solution that bridges the prevailing gap in the traditional ecosystem of Crowdfunding. The PoolFunders is an appropriate answer to all the vicious problems in the funding structure because of the features it is creating and norms it has followed.

Transparency: Built over the web3 platform, it is not controlled by a few individuals. As a result, complete transparency can be maintained on the Avalanche blockchain network.

Smart Contracts: The PoolFunders is powered by the stablecoin payment that allows entrepreneurs to easily empower their ideas. The rewards related to the project is easily achievable through MicroPool models where each project gets undivided attention and funding in the highly automated format.

Utility: Token utility is achieved through a staking process where the startups and indie artists are required to stake 5% of their asking goal amount before their project goes live on the platform.

Secure Token Economy: The PoolFunders operates on the concept of a three-token economy. It also leverages the long term investment along with a secure reward mechanism in the form of TPFT and GPFT.

Governance Model: The Liquidity Providers in the PoolFunders act as a crucial community player in eliminating the spam and suspicious activities from the platform. They are largely responsible for ensuring the healthy existence of the PoolFunders which results in the creating a sustainable growth environment for all participants.

Staking Module: Staking module allows users to stake their digital asset for the exchange of pool pairs and earn APY reward on their staking amount.

FAQ (FREQUENTLY ASKED QUESTIONS)

What is PoolFunders?

It is a DeFi reward-based Crowdfunding platform that serves as the solution to the insufficient funding issues for the Startups. Additionally, provides transparent and secure investment mode for the backers too.

Why is Pool Funders based on Blockchain?

Being a web3 platform, blockchain grants access to participants across the world to engage in the transactions that are programmable and secure. This enables smooth cross border payment flow without going through a lot of intermediaries. The PoolFunders utilises Avalanche blockchain technology to offer escrow contract and overall framework which is truly self-regulated and automated.

What is the significance of Smart contracts for Crowdfunding?

The smart contract provides additional security while making transactions on the platform. They also regulate any unnecessary or surplus transaction and ensure accuracy by differentiating the OceanPool into distinct MicroPools for each project.

How is TPFT distributed?

The TPFT is minted and then distributed as per the Token Allocation Plan. Although certain jurisdiction may be placed by the respective company to restrict acquisition of the PoolFunders Tokens.

What makes Pool Funders different?

The PoolFunders rewards a backer in the form of digital tokens called TPFT which are pre-minted and are variable in nature with limited supply. This provides them the long-term investment benefits, not merely acting as a one-time reward. Alongside it maintains transparency for the creators too. Being based on the blockchain, PoolFunders mediate the disputes and ensure financial enforcement without the requirement of a third party or custodian. Additionally, it provides the marketplace where participants are compensated for their contribution to the network. The format of token economy on PoolFunders creates a healthy ecosystem.

What is TPFT used for?

TPFT refers to the PoolFunders Token that is used for maintaining the PoolFunders Community and serves as a reward for all investors.

What benefits do creators receive?

Firstly, creators receive funds for their ideas and projects. In addition, it gets access to the gig economy. Marketplace features, knowledge centre and other resources on the platform. PoolFunders will create an Incubator centre too in the metaverse.

Is there any charges to list projects for funding on The Poolfunders?

There is no upfront fee to list on the PoolFunders platform. However, the platform charges 5% commission on the successful raise by a Startup and Indie Artists from PoolFunders platform.

CITATIONS & REFERENCES

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