

Vaada: The Promise Market

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Abstract

Vaada is a commitment market where users stake money on personal promises. Keep your promise, keep your stake. Break it, and your money goes to those who succeeded.

Think Polymarket, but for personal commitments instead of world events. “Bet on yourself.”

“Vaada” means “promise” in Hindi.

Status: Live on Base Mainnet

The Problem

\$72 billion is spent annually on fitness and self-improvement. Yet:

- 92% of people fail their New Year’s resolutions
- 50% of gym memberships go unused
- Fitness apps have <5% long-term retention

The missing ingredient isn’t information or access — it’s **commitment with real stakes**.

Behavioral economics shows loss aversion is 2x stronger than gain motivation. People work harder to avoid losing \$100 than to gain \$100. Existing accountability tools don’t work because:

- Existing apps (Beeminder, StickK) are niche, ugly, and don’t grow
- No social/competitive element — it’s just you losing money to a company
- No crypto-native solution exists

The core insight: People don’t fear losing money to an app. They fear losing money to *other people* — especially people trying to beat them.

The Solution

Vaada turns promises into markets.

1. **Stake** — Put real money on your goal (e.g., “\$5 on 10K steps today”)
2. **Compete** — Others join the same challenge with their stakes
3. **Verify** — Automatic verification via Fitbit, Strava, etc.
4. **Settle** — Hit your goal = stake returned + bonus from losers. Miss = stake goes to winners.

No middleman. No refunds. No excuses.

Why it works: - Real money at risk (not points or badges) - Social pressure (you’re competing against real people) - Upside potential (you can *win* money, not just not-lose it) - Trustless payouts (smart contract, not company discretion) - Money works while locked (stakes earn yield via Morpho vault)

Why Crypto — Five Properties That Make Vaada Impossible Without It

1. Programmable Consequences

You can't call Chase and say "hold my \$50 and release it based on a Strava API call next Tuesday." They'd hang up. Smart contracts make this trivial.

Vaada's killer feature isn't money — it's **programmable rules around money**. The contract encodes exactly what happens when you succeed or fail. No human in the loop. No dispute process. No customer service. The code is the judge.

Future applications: - Progressive consequences — miss day 1, stake drops 10%. Miss day 2, another 20%. Real-time pain, not just end-of-week binary. - Consequence routing — "If I lose, my \$50 goes to a cause I hate." Anti-charity motivation. - Conditional unlocks — "I can't access my own \$500 until I've run 50 miles." Self-imposed, code-enforced savings.

2. Instant Global Settlement

When you win a Vaada goal, your winnings + yield settle instantly to your wallet. Not 3-5 business days. Not an ACH transfer. You run 20 miles on Sunday, you have your money Sunday.

Someone in Lagos and someone in London can join the same goal. No currency conversion, no international transfer fees. USDC is USDC everywhere. This is a massive unlock for global expansion.

3. Ownership Without Intermediaries

Your money is held by code, not a company. No Vaada employee can touch user funds. No server to hack. No CEO who can run off with deposits. The contract is the custodian.

Future applications: - Onchain goal receipts — non-transferable proof of completion. "Shane ran 20 miles, Feb 2026. Verified by Strava. Settled onchain." Your fitness diploma that nobody can fake or revoke. - Portable reputation — your commitment history follows your wallet, not your account. "This wallet has completed 47 goals with a 92% win rate."

4. Composability

Stakes already sit in Morpho earning ~4.9% APY while goals are active. Idle money isn't idle. But this goes further.

Every crypto app can read and build on every other crypto app without permission. Vaada contracts are public infrastructure: - Fitness apps that display your active Vaada stakes - Health insurance apps that read your onchain commitment history and offer lower premiums - DeFi protocols that accept locked Vaada stakes as collateral - Other developers creating new goal types on top of the Vaada settlement layer

5. Skin in the Game as a Design Pattern

Vaada doesn't just use money — it uses money to **change who people become**. The stake isn't a payment. It's a psychological commitment device. You're not buying a service. You're buying accountability from yourself.

This is the most elegant solution for accountability: no trust required, no courts, no arbitration. Just math.

Vaada is the only product that uses every unique property of crypto to solve a universal human problem.

The Innovation

Programmable consequences for real-world behavior.

Before now, you could: - Bet on sports (someone else's behavior) - Bet on prices (market behavior) - "Commit" to personal goals (honor system, no enforcement)

With Vaada, you program automatic, trustless consequences for *your own* verified actions.

The oracle fetches your data, the contract evaluates the outcome, the money moves. No disputes. No referees.

This pattern — verifiable real-world outcomes triggering on-chain settlement — unlocks consequences for any behavior with a data source:

Domain	Data Source	Example
Fitness	Fitbit, Strava, Apple Health	Steps, miles, workouts
Learning	Coursera, Duolingo	Course completion
Productivity	GitHub, Linear	Shipping code
Health	Oura, Whoop	Sleep, recovery
Finance	Plaid	Savings goals

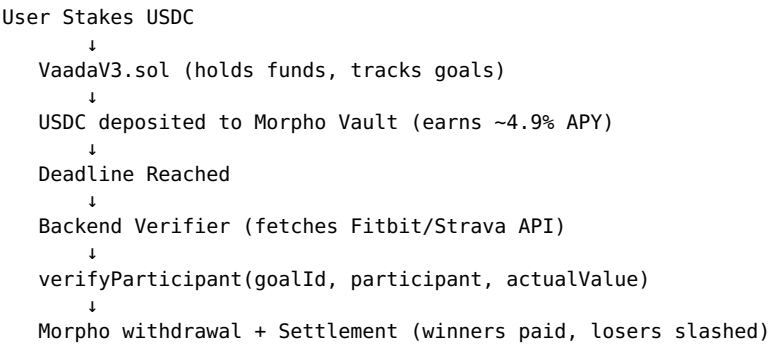
Vaada is the first product built on this primitive. It won't be the last.

Why Now

1. **Polymarket proved it** — Prediction markets hit mainstream in 2024. People understand “stake money on outcomes.”
2. **Crypto UX is finally good** — Base (cheap, fast), Privy (email login), USDC (stable). No more MetaMask + ETH gas nightmares.
3. **Wearables are everywhere** — 30%+ of US adults have a fitness tracker. Verification is automatic.
4. **Self-improvement is massive** — \$15B+ market in the US alone. Apps, coaches, programs — but no one's added real stakes.

How It Works

Smart Contract Architecture



Goal Types

GoalType	Data Source	Metric
STRAVA_MILES	Strava API	Miles run/cycled
FITBIT_STEPS	Fitbit API	Daily step count

Economic Model

For Users: - **Winners:** Receive stake back + proportional share of loser pool (based on stake size) - **Losers:** Stake distributed to winners weighted by their stakes - **Fee:** 0% — platform never touches user stakes

Payout formula:

$$\text{Your Bonus} = (\text{Your Stake} / \text{Total Winner Stakes}) \times \text{Loser Pool}$$

Business Model

Revenue Streams

1. **Yield on deposits via Morpho** (current, primary)
 - All staked USDC auto-deposited into Morpho vault (Gauntlet USDC Prime)
 - Earns ~4-5% APY while funds are locked
 - Users get their stake back; Vaada keeps the yield
 - Zero friction — happens automatically in the smart contract
2. **Platform fee** (future)
 - 2-5% of each pool at settlement
 - Not currently active — yield covers early costs
3. **Premium features** (future)
 - AI Coach (personalized nudges, progress tracking, strategy)
 - Custom/private challenges
 - Corporate dashboards
 - White-label licensing
4. **B2B / Enterprise** (future)
 - Corporate wellness programs (companies fund employee goal pools)
 - Insurance partnerships (commitment score = lower premiums)
 - Gym/health app integrations (white-label accountability)

Yield Scales with TVL

TVL	Annual Yield (5%)
\$10K	\$500
\$100K	\$5,000
\$1M	\$50,000
\$10M	\$500,000
\$100M	\$5,000,000

Unit Economics

Metric	Assumption
Avg stake	\$10
Avg pool size	\$50 (5 players)
Avg challenge duration	7 days
Revenue per user/month	~\$3
CAC target	<\$10
LTV target	>\$30

Market Opportunity

The Promise Market

Commitment isn't a feature — it's a **market**.

Every coach, gym buddy, AA sponsor, and accountability partner proves demand exists. People pay for someone to hold them to their word. Vaada makes that programmable.

Adjacent markets we pull from: - Fitness/wellness: **\$96B** - Prediction markets: **\$65B** - Habit/productivity apps: **\$12B** - Corporate wellness: **\$56B** - Personal coaching: **\$15B**

Competitive Landscape

No YC-backed startup (across 5,000+ companies) builds what Vaada builds. Zero on-chain competitors exist.

Direct Competitors

Competitor	Model	Weakness
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StepBet/DietBet (WayBetter)	Pool betting on steps/weight	Web2, centralized, dated UX
Forfeit	Habit contracts, forfeit to charity	Human referee verification (gameable), subscription model
HealthyWage	Weight loss cash prizes	Weight-only, video weigh-ins
StickK	Commitment contracts, \$ to charity	Ancient UX, self-report, never scaled
Beeminder	Pledge \$ if off track	Quantified-self nerds only, money goes to Beeminder

Crypto Adjacent

Competitor	Model	Weakness
Receipts.xyz	Points for workouts	Rewards not stakes — no loss aversion
STEPN/Sweatcoin	Move-to-earn	GameFi ponzinomics, not commitment

Feature Competitors

Platform	Note
Strava Challenges	120M users, but free = no behavior change
Nike/Apple/Fitbit	Massive distribution, no financial stakes

Why Nobody Has Won

1. **Web2 can't do trustless settlement** — StepBet decides who wins. Vaada's smart contracts decide automatically.
2. **Human verification is gameable** — Forfeit uses referees/photos. Vaada uses Fitbit/Strava APIs.
3. **Move-to-earn was backwards** — Printing tokens to reward activity is unsustainable. Vaada uses real money and loss aversion.
4. **No one combined all the pieces** — On-chain stakes + API verification + yield + consumer UX.
5. **Agentic future** — Voice-enabled AI agents will stake on behalf of users. On-chain contracts are agent-compatible; Web2 dashboards behind logins are not.

Vaada's Moat

- First and only crypto-native commitment market
- Trustless settlement via smart contracts
- Automated API verification (not human referees)
- Yield on locked stakes via Morpho (~4.9% APY)
- Built on Base — Coinbase's 110M user ecosystem, penny gas, Apple Pay onramp
- Composable — other apps can integrate Vaada as accountability infrastructure
- Expandable — works for any verifiable commitment, not just fitness

Go-to-Market

Phase 1: Friends & Fitness (Now)

- Seed with personal network — individual texts, \$10 stake challenges
- The win moment IS the marketing: "I won \$73 by keeping my promise"
- Iterate on UX based on real feedback

Phase 2: Crypto Twitter & Farcaster (Month 2-3)

- "I staked \$50 on 10K steps" threads with shareable screenshots
- Farcaster community activation — builders + fitness overlap

- Base ecosystem partnerships and grants

Phase 3: Fitness Communities (Month 4-6)

- Reddit (r/fitness, r/running), Strava clubs, Fitbit groups
- Running event partnerships
- Fitness influencer collabs — “The app that pays you to work out”

Phase 4: Mainstream Consumer (Month 6-12)

- TikTok/Instagram fitness creators
- Mobile app (iOS)
- Credit card onramp — user never sees USDC
- “The app that pays you to work out” narrative

Phase 5: B2B & Partnerships (Year 2)

- Corporate wellness programs
- Insurance partnerships (commitment score = lower premiums)
- White-label for gyms, health apps
- Employer-funded goal pools

Product Roadmap

Shipped (Q1 2026)

- Core contracts deployed (Base mainnet)
- Fitbit (steps) + Strava (miles) integration
- Privy wallet integration (email/Google login, embedded wallets)
- NewUserChallenge onboarding contract
- Morpho vault yield integration (~4.9% APY)
- Gas sponsorship (gasless for embedded wallets)
- Coinbase Onramp (Apple Pay, debit card)
- Profile names & leaderboards
- Automated cron verification + settlement
- Anti-cheat (manual activity filter)

Phase 2: First 100 Users (Q1 2026)

Feature	Description	Impact
AI Coach v1	Daily progress nudges via Telegram/SMS. “You’re 4 miles short, 3 days left.” Uses existing Strava/Fitbit data.	Retention — keeps users engaged mid-goal
Anti-charity routing	“If I lose, my \$50 goes to a cause I hate.” User picks consequence destination.	Viral — most shareable mechanic possible
Win moment screen	Confetti, sound, shareable screenshot. “I won \$73 by keeping my promise.”	Growth — the screenshot IS the marketing
Referral mechanic	Invite a friend to your goal. Both win = pool bonus.	Growth — organic invite loop

Phase 3: 100 → 1,000 Users (Q2 2026)

Feature	Description	Impact
Onchain goal receipts	Non-transferable proof of completion. “Shane ran 20 miles, Feb 2026. Verified.”	Retention — your fitness diploma, building onchain reputation

Social feed	See friends' active goals, completions, and streaks.	Retention + growth — FOMO + accountability
Suggested stake amount	"Based on your history, we recommend \$75." ML-optimized for completion.	Retention — higher stakes = higher engagement
More Fitbit goal types	Active minutes, distance, calories.	Growth — broader appeal, same integration
Apple Health integration	iPhone users don't need Fitbit or Strava.	Growth — massive unlock, 1B+ iOS devices

Phase 4: 1K → 10K Users (Q2-Q3 2026)

Feature	Description	Impact
Streak system	Goals 1→2→3 with escalating stakes. Compounding commitment.	Retention — longest-term engagement loop
Group goals	5 friends stake together. Social pressure + bigger pools.	Growth — viral invites, bigger pools
Progressive consequences	Miss day 1 = 10% penalty. Miss day 2 = 20%. Real-time.	Retention — daily engagement, not just weekly
Dashboard v2	Goal history, win rate, total earned, commitment score.	Retention — your onchain identity
Education goals	Duolingo streak, Coursera completion. First non-fitness vertical.	Growth — new market, same mechanic

Phase 5: 10K → 100K Users (Q3-Q4 2026)

Feature	Description	Impact
Vaada Protocol	Open contract interface. Other devs build goal types and frontends.	Growth — become the settlement layer
Credit card onramp	Stripe/MoonPay. Pay \$50 with Visa, never see USDC.	Growth — removes last crypto friction
Self-lock vaults	"Lock my \$500 until I run 50 miles." Savings + fitness.	Retention — new use case, same contracts
Employer integrations	Companies fund employee goal pools. B2B revenue.	Revenue — enterprise product line
Mobile app (iOS)	Native push notifications, AI coach, daily engagement.	Retention + growth — real mobile experience

Phase 6: 100K+ Users (2027)

Feature	Description	Impact
Portable reputation	Wallet-based commitment score. Read by other apps: insurance, dating, hiring.	Moat — onchain identity that compounds
Multi-chain	Solana, Arbitrum, Ethereum. Go where the users are.	Growth — new ecosystems
Prediction market hybrid	"Will Shane run 30 miles?" Friends bet on your goals.	Growth — Polymarket meets Vaada
Vaada for Business	Enterprise dashboard. Corporate wellness. Treasury yield.	Revenue — B2B product line
Insurance partnerships	Lower premiums for high commitment scores.	Revenue — real-world value from onchain data
Agentic AI	Voice-enabled staking. "Hey Siri, stake \$50 I'll run 20 miles this week."	Growth — frictionless entry, future-proof

Build Priority Framework

At every phase, every feature must answer at least one:

1. **Does this get more users?** (Growth)
2. **Does this keep users coming back?** (Retention)
3. **Does this make users share?** (Virality)

If a feature doesn't serve one of these three, it waits.

Scaling Vision

Stage	Valuation	What Vaada Is
Seed	\$5-10M	Best commitment app
Series A	\$50-100M	Commitment market category owner
Growth	\$500M-1B	Commitment infrastructure / protocol
Scale	\$1B-10B	Global accountability layer

Each stage is an **abstraction shift**: App → Category → Protocol → Primitive.

The headcount stays lean because each level, the protocol does more and humans do less. Smart contracts are employees that work 24/7 and never ask for equity.

Users	Team Size	Focus
0-1K	1 (founder)	Product, users, iteration
1K-10K	2-3	Engineering, growth
10K-100K	5-8	Mobile, integrations, community
100K-1M	15-25	Protocol, enterprise, international
1M+	25-40	Platform, partnerships, compliance

Traction

Metric	Current	Target (3mo)	Target (12mo)
Users	Early beta	100	1,000
Total staked	—	\$5,000	\$100,000
Pools settled	—	50	500

Financials

Current

- Self-funded, minimal expenses (~\$50/mo infra)

Projections

Year	Users	GMV	Revenue	Expenses	Net
2026	1,000	\$100K	\$4K	\$10K	-\$6K
2027	10,000	\$1M	\$40K	\$50K	-\$10K
2028	50,000	\$10M	\$400K	\$200K	\$200K
2029	200,000	\$50M	\$2.5M	\$1M	\$1.5M
2030	1,000,000	\$500M	\$25M	\$5M	\$20M

Funding

Option A: Bootstrap — Day job + Vaada until profitable. Slower but keeps equity.

Option B: Raise seed (\$500K-\$1M) — Go full-time, hire 1-2 people, accelerate to PMF.

Target: crypto-native VCs, angels from Coinbase/Polymarket ecosystem.

Exit Scenarios

Scenario	Valuation	Acquirer	Thesis
Acqui-hire	\$5-10M	Coinbase, Strava	Talent + product
Category acquisition	\$50-100M	Coinbase, health company	Own commitment market vertical
Growth acquisition	\$500M-1B	Major tech/fitness	Strategic platform play
Independent	\$1B+	IPO / protocol token	Stand-alone category leader

Risks & Mitigations

Risk	Mitigation
Regulatory (gambling classification)	Skill-based outcomes — user controls result through effort. Legal review before scaling. Comparable to DraftKings/StepBet.
Cheating / data manipulation	Anti-cheat filters (manual activities blocked), multi-source verification, anomaly detection planned
Low retention after first goal	AI Coach, streak system, social features, escalating stakes
Smart contract bugs	Capped pools, incremental scaling, audit before major TVL
Competitor enters (Strava, Fitbit, Nike)	First-mover advantage, onchain composability moat, protocol network effects
Crypto market downturn	USDC-denominated (stable), not token-dependent, real utility not speculation

Technical Details

Contracts (Base Mainnet)

Contract	Address
VaadaV3	0xAc67E863221B703CEE9B440a7beFe71EA8725434
GoalStakeAutomationV3	0xA6BcEcA41fCF743324a864F47dd03F0D3806341D
NewUserChallenge V3	0xdC9ee5e9E99e3568D2B5eA9409222fbFeCB56373
Morpho Vault	0xeE8F4eC5672F09119b96Ab6fB59C27E1b7e44b61
USDC	0x833589fCD6eDb6E08f4c7C32D4f71b54bdA02913

Stack

- **Chain:** Base (Coinbase L2) — Mainnet
- **Yield:** Morpho Vault (Gauntlet USDC Prime, ~4.9% APY)
- **Frontend:** Next.js 16, Privy (embedded wallets), wagmi
- **Verification:** Backend verifier → Fitbit/Strava APIs
- **Auth:** Privy (email/Google login, embedded wallets, gas sponsorship)
- **Onramp:** Coinbase (Apple Pay, Google Pay, debit card)
- **Token Storage:** Supabase (encrypted refresh tokens)
- **Oracles:** Chainlink Functions (Subscription ID 132)

Security

- Stakes held in audited ERC20 (USDC)
- Yield via Morpho vault (audited)
- Anti-cheat: only device-recorded activities count (manual: false filter)
- Gas sponsorship: Privy-managed, ~\$0.001/tx on Base
- Contracts are unaudited MVP — audit planned before major scale

Team

Shane Sarin — Solo Founder - UNC Chapel Hill, Economics - Product @ Consensys (2023-2025) — Growth across product suite including MetaMask - Founding Business Analyst @ RECUR (2021-2022) — \$50M-funded NFT platform, zero to launch - Analyst @ Infosys (2020-2021)

Building solo with AI tooling. Smart contracts + AI = one person ships what used to take ten.

Vision

Short-term: The best way to actually hit your fitness goals.

Medium-term: The protocol for all personal commitments — fitness, habits, learning, finances, career.

Long-term: The infrastructure layer for accountability. Every app that wants “stake money on X” uses Vaada under the hood.

The primitive: Helping people keep their promises is as fundamental a human problem as it gets. Every human makes promises to themselves. Every human struggles to keep them. Every human would put money on it if the experience was frictionless enough.

Polymarket let people bet on the world. Vaada lets people bet on themselves.

Links

- **Website:** <https://vaada.io>
 - **GitHub:** <https://github.com/2shanez/vaada>
 - **BaseScan:**
<https://basescan.org/address/0xAc67E863221B703CEE9B440a7beFe71EA8725434>
 - **Contact:** hello@vaada.io
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“Keep your promise. Keep your stake.”