



# Close-out Report

By AdaLink

## Name of Project and Project URL on IdeaScale

**Project Name:** “AdaLink: Affiliate Network for SPO Growth”.

**IdeaScale URL:** “<https://cardano.ideascale.com/c/idea/114062>”.

## Project Number

**Project Number:** “1100015”.

## Name of Project Manager

**Project Manager:** Natalia Rosa

## Date Project Started

**Starting Date:** February 1<sup>st</sup>, 2024.

## Date Project Completed

**Completion Date:** September 22<sup>nd</sup>, 2024.

## Challenge KPIs

1. Platform Engagement.
2. Customer Satisfaction.

## Results, Thoughts and Challenges

At the end of the alpha testing phase, which lasted 2 months, 3 SPOs and 3 affiliate users registered on the platform. The overall experience is positive and satisfactory by the users. There were some minor issues reported, check Alpha Testing report for details. These issues were all solved in addition to implementing some new added features as recommended by the user base.

The main challenge we are facing is the traffic volume, or lack thereof. Depositing ADA upfront at the beginning of a marketing campaign seems to discourage SPOs to use the platform. On the other hand, affiliates would ideally prefer a continuous stream of income instead of an ending date campaign.

## Project KPIs

1. MVP Completion.
2. User Registration.
3. Active Partnerships.
4. Commission Rewards.
5. Incoming Delegation.
6. Successful Transactions.

## Results, Thought and Challenges

All the above KPIs were met at the end of the project development period. The MVP dApp is built and functioning as intended, URL provided at the end of the report. Successful user registration and overall experience were achieved. Number of created partnerships is 16. Commission rewards at the time of writing this report reached 205 tADA. Brought stake to stake pools reached 56,201 tADA. Number of successful transactions during the first 2 months is 94.

## Key Achievements

1. Building a fully functioning MVP.
2. First hand studying Cardano's community response to this new concept in space.

## Key Learnings

The main points learned while studying the response of the community to the MVP is as follows:

1. SPOs are discouraged to pay large ADA sums upfront to start a marketing campaign to their stake pools.
2. Affiliates are discouraged to market stake pools knowing they will be rewarded for a maximum of 10 epochs. Instead they would rather keep getting commission as long as the stake they brought to the pool is kept delegating to it.

## Next Steps for the Product

Three main steps are set to be executed next:

1. Designing a new attractive UI for the platform.
2. Designing a new affiliate marketing campaign type/method that does not require SPOs to pay upfront. Additionally, giving affiliates a continuous commission for as long as the brought stake is kept delegated to said stake pool.
3. Further marketing and raising awareness about our platform and brand to the community.

## Final Thoughts

The project development and alpha testing phases have been successful, with all key KPIs met and a functioning MVP delivered. However, user feedback has highlighted the need for improvements, particularly around the financial model and user incentives.

While we've made significant progress, few refinements remain to ensure the platform fully meets user needs. Our primary challenge is to align the platform with the preferences of both SPOs and affiliates. Moving forward, we are focused on refining the UI, rethinking our marketing strategy, and enhancing user engagement to better meet community needs.

## Links to Other Relevant Project Sources and Documents

**dApp URL:** "<https://app-preview.adalink.io>".

**dApp Code Source URL:** "[Click here](#)".

**Platform Architecture Report URL:** "[Click here](#)".

**Wireframes & Mockups Report URL:** "[Click here](#)".

**Alpha Testing Report URL:** "[Click here](#)".

## Link to Close-out Video

**Close-out Video URL:** "[Click here](#)".