

Capstone Letter of Intent (LOI)

I. Project Overview

- **Capstone Project Name/Idea:** Xzerz - Privacy On-Chain
- **Brief Project Description:** Xzers is a solution that wants to deliver privacy on chain for the people that want to have it.s
- **Reason for Choosing this Project:** One of the only reasonable goals to have in this life seems to be reaching a level of privacy/anonymity in the digital world.This has been one of the problems that hasn't really been solved fully yet. One of the biggest step towards this world is having that high speed and worldwide way of transferring money privately.

II. Go-to-Market Strategy

- **Target Audience:**
 - Banks: Sometimes bank need to handle internal transactions without other being able to notice it.
 - Users: Individuals who are interested in engaging with private transactions, so that they don't get labeled by their transactions.
- **Value Proposition:**
 - For Banks: Internal privacy for transacting funds.
 - For Users: Ownership of data.
- **Marketing and Distribution:**
 - Social media campaigns (engaging with relevant communities on Twitter, LinkedIn, etc.)
 - Content marketing (creating blog posts, articles, and whitepapers about privacy)
 - Participation in industry events and conferences
- **Competitive Landscape:** There are existing decentralized advertising platforms, but Xzerz differentiates itself through:
 - On and off ramps: Finding a solution for on and off ramps.s
 - Building apps based on privacy.s

III. Technical Details

- **Tech Stack:**
 - Blockchain Platform: Solanas
 - Smart Contract Language: Rusts
 - Token Standard: Token22
 - Front-End Framework: React or Angulars
 - Database: Decentralized database (e.g., IPFS, Arweave) for storing ad content
- **Smart Contract Development:**
 - Rust will be used for smart contract development, ensuring compatibility with the Solana ecosystem.
 - Testing: Unit testing, integration testing, and security audits will be conducted to

ensure the reliability and security of the smart contracts.

IV. Conclusion

- **Project Timeline:** MVP will be delivered till the end of the Co-hort
- **Commitment:** If not for the whole industry, I will be happy to discover the privacy aspect of the Solana blockchain. Finding like minded people and striving towards a better future with encryption.
- **Initials:** Monowal Shrestha