



BOLDSALE FINANCE

***Building the Most Secure Crowdfunding
and Projects' Launchpad Platform***



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ABOUT

Boldsale Finance aims at creating the most secure crowdfunding and projects' launchpad platform by incorporating the best tenets of blockchain technology and security protocols. Our goal is to have a decentralized yet still highly flexible platform controlled and managed collectively using a governance system that incorporates all Boldsale Finance governance token holders, a board of 12 rotationally-elected committee members, and a technical team of 5 competitively selected experts.

WHAT IS CROWDFUNDING?

Crowdfunding is a method of raising capital from many distributed individuals or entities, each raising a predefined minimal amount, or an amount that they can afford.

BENEFITS OF CROWDFUNDING

- Spreads risks – risks are spread among a large number of investors.
- Simplifies funds sourcing - it is much easier to get funds from lots of people spread across the globe than getting huge amounts of funds from a few investors.
- Serves as a marketing tool – automatically utilizes investors' networks to market the projects' products.
- It's a great source of feedback and guidance – projects can get useful feedback from investors and their networks right from launch.



CAUSES OF LOW TRUST IN TRADITIONAL CROWDFUNDS

- Prevalence of fraudulent projects
- Vulnerability to information asymmetries between investors and the project managers

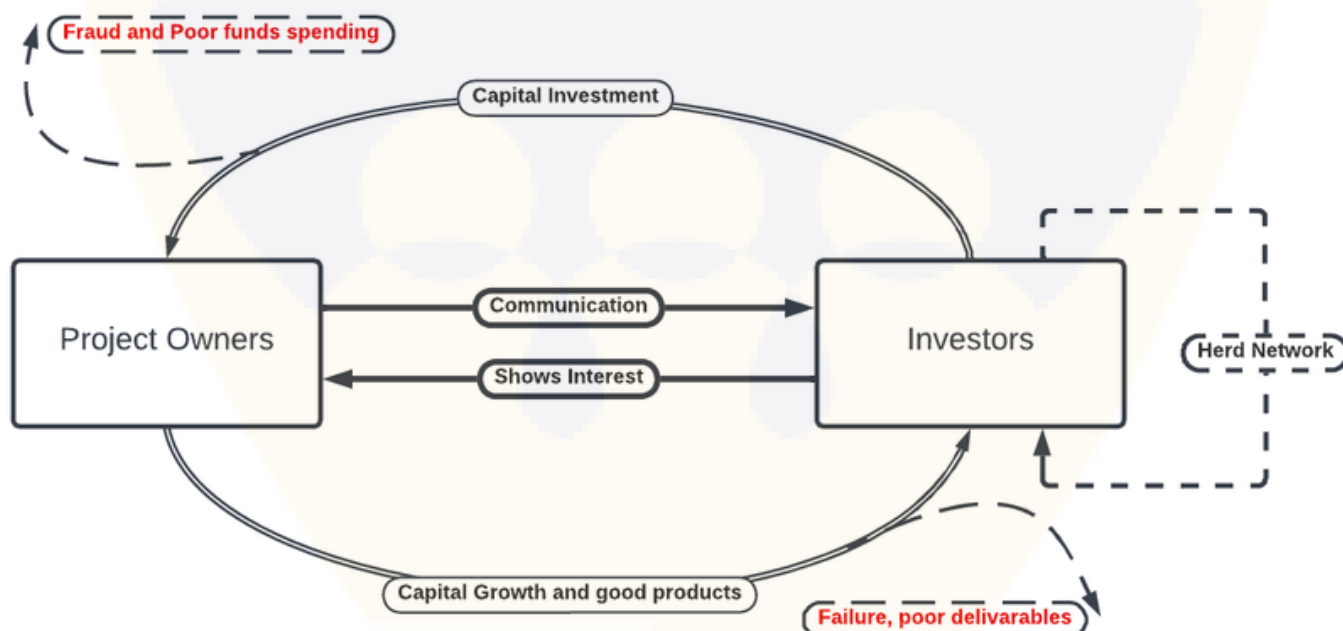


Figure 1. Information asymmetries



ROLE OF BLOCKCHAIN IN BUILDING TRUST IN CROWDFUNDS

- Crowdfunds build and run using blockchain smart contracts can be made in such a way that they are fully transparent, verifiable, and highly secure.
- Enhances responsibility on the part of project owners as every record of how funds are being used can be seen or traced back.
- Using blockchain technology to execute crowdfunds greatly reduces overhead costs involved in planning and execution of processes as smart contracts written and deployed on the blockchain help automate most of the processes securely.
- Can be useful in reducing cases of fraud as the possibility of data altering is removed because transactions that happen on the blockchain are immutable and cannot be changed or erased

SHORTCOMINGS OF EXISTENT CROWDFUNDING PLATFORMS

- They are centralized - they are private businesses owned by someone or a group of people hence much likely to put their business interests ahead of investors security.
- Fraudulent projects – there is still a proliferation of badly run projects or even outright scam projects that have duped investors of their money.



HOW BOLDSALE FINANCE WILL TO ADDRESS THESE PROBLEMS

- Integrating frictionless ID-proofing systems that calculate user risk scores depending on various factors informed by data enrichment and machine learning algorithms.
- Enacting a decentralized governance system that will be controlled by the community to ensure they devise the best methods and practices to protect themselves depending on factors that emerge as the industry evolves.

PROBLEMS FACING DECENTRALIZED AUTONOMOUS ORGANIZATIONS

- Difficulties in coordination and reaching voter quorum - Making key decisions in such protocols requires massive coordination efforts to sensitize their communities about the importance of some matters which create expensive overheads that make it extremely difficult to propose, pass, and enact key decisions.
- Difficulties in defining legally compliant relationships with employees – protocols for guiding relationships between DAOs and their employees are still a challenge to define.
- Difficulties in onboarding and managing employees – hardships in establishing the best practices for hiring and onboarding talent in the organization



HOW BOLDSALE WILL ADDRESS CHALLENGES THAT COME WITH DECENTRALIZATION

- By having a board of rotationally elected committee members that will handle the day-to-day management as well as dealing with issues that require quick decision-making.
- By having a technical team that will handle all the urgent technical stuff without opposition after which all their decisions will be put to the vote for the larger community to approve or disapprove.

How Governance will work at Boldsale

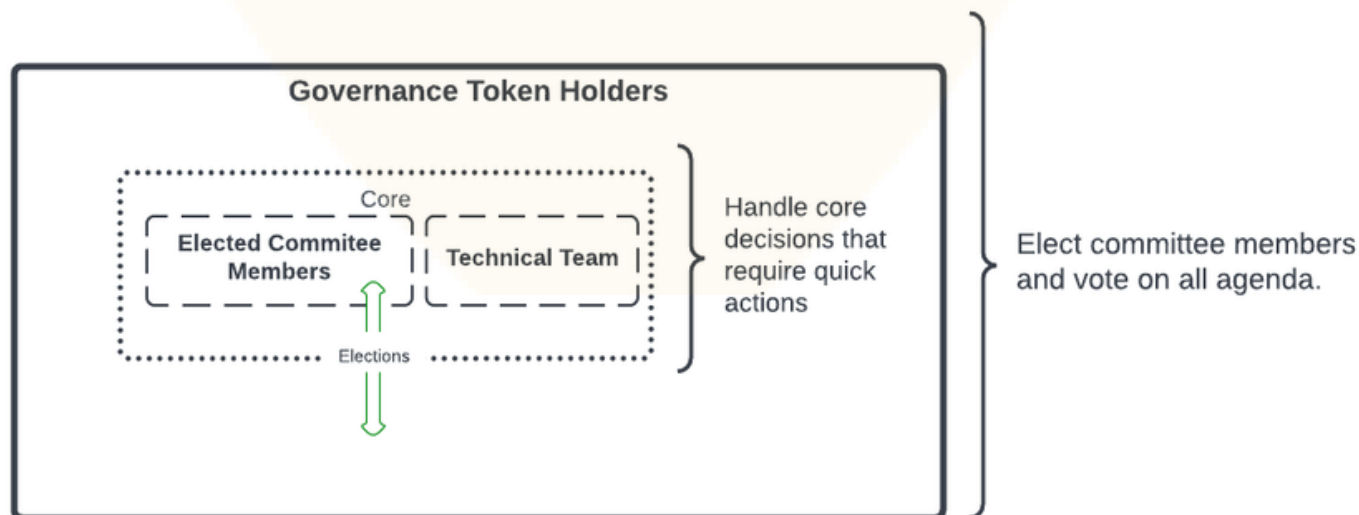


Figure 2. Boldsale Finance Governance Structure



BENEFITS OF BEING A BOLDSALE FINANCE COMMUNITY MEMBER

Legibility to:

- Make proposals
- Participate in voting for or against active proposals
- Participate in voting for committee board members
- Vie for a seat on the committee board

HOW BOLDSALE WILL SOLVE THE ISSUE OF LOW VOTER TURNOUTS

- Rather than defining a strict voter participation quorum, Boldsale Finance's voting mechanism will have a flexible quorum that will shift predictably depending on the rate of the voter turnout.

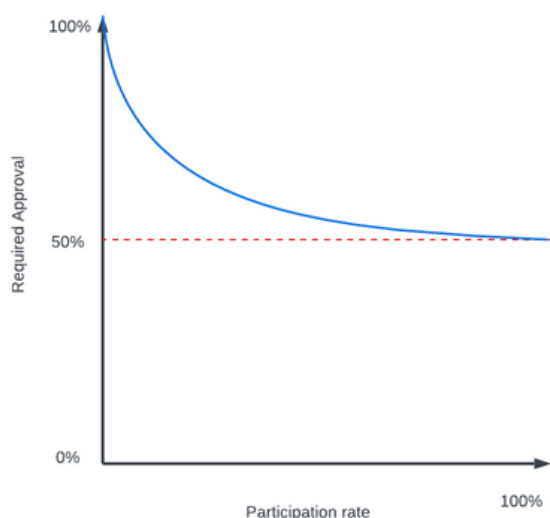


Figure 3. Adaptive approval

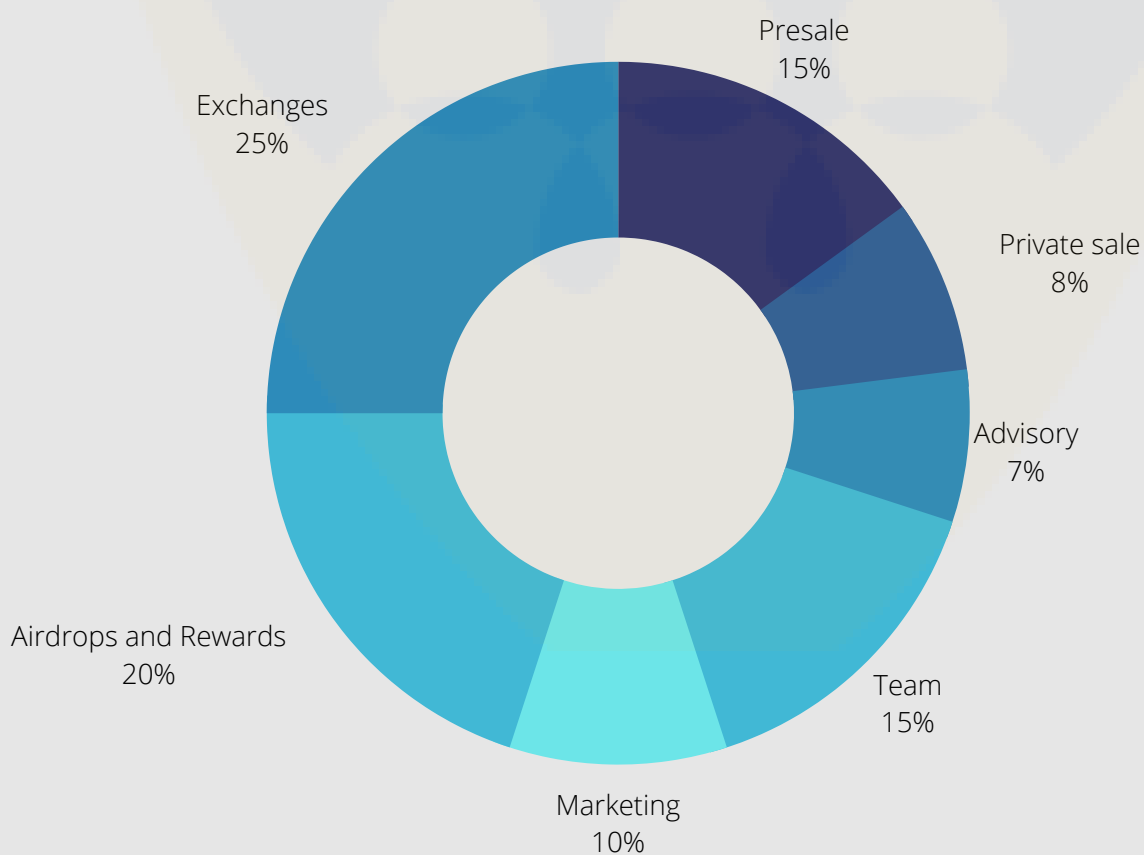
- If a proposal receives a low voter turnout, it will need a super majority aye votes for it to pass but when the voter turnout rate approaches 100% , the simple majority will carry the day.



TOKENOMICS

Total supply: 100,000,000

- 15% Team, vested for 3 years.
- 10% Marketing, vested for 2 years
- 7% Advisory, vested for 1 year
- 15% Presale, vested for two weeks
- 8% Private sale vested for 1 year
- 25% Exchanges (50% initial DEX, 50% other CEXs)
- 20% Airdrops and rewards





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