WEFUND

WHITE PAPER 2.0

TABLE OF CONTENTS

LEGAL DISCLAIMER

This whitepaper does not constitute investment advice, financial advice, trading advice, or recommendation by WeFund affiliates, or its respective or prospective officers, directors, managers, employees, agents, advisors, or consultants on the merits of purchasing WeFund nor should it be relied upon in connection with any other contract or purchasing decision. This whitepaper does not constitute a prospectus or financial service offering document and is not an offer to sell or solicitation of an offer to buy any security, investment products, regulated products, or financial instruments in any jurisdiction. WeFund's tokens are not being structured or sold as securities.

No representations or warranties have been made to the recipient of this whitepaper or its advisers as to the accuracy or completeness of the information, statements, opinions, or matters (express or implied) arising out of, contained in, or derived from this whitepaper or any omission from this document or of any other written or oral information or opinions provided now or in the future to any interested party or its advisers. This whitepaper also does not constitute any form or any part of any opinion which can be considered advice, or which can sell, or which can solicit any offer by WeFund to purchase our token nor shall it be considered a part of any effect which can be used for the formation of contract or investment decision. This whitepaper also does not have any capacity to bind any person to enter into any contract or consider it a binding legal commitment to the contribution of the whitepaper.

RISK STATEMENT

Purchasing crypto tokens involves substantial risk and may lead to a loss of a substantial or entire amount of the money involved. Before purchasing any crypto tokens, one should carefully assess and take into account the risks, including those listed in any other documentation. A purchaser should not purchase crypto tokens for speculative purposes. Purchasers should only purchase tokens if they fully understand the nature of these tokens.

The regulatory status of cryptographic tokens and digital assets is currently unsettled, varies among jurisdictions, and is subject to significant uncertainty. It is possible that in the future, certain laws, regulations, policies, or rules relating to cryptographic tokens, digital assets, blockchain technology, or blockchain applications may be implemented which may directly or indirectly affect or restrict cryptographic token holders' right to acquire, own, hold, sell, convert, trade, or use cryptographic tokens.

The uncertainty in tax legislation relating to cryptographic tokens and digital assets may expose cryptographic token holders to tax consequences associated with the use or trading of cryptographic tokens. Digital assets and related products and services carry significant risks. Potential purchasers should take into account all of the above and assess the nature of, and the appetite for, relevant risks independently and consult their advisers before making any decisions. You should consult a lawyer, accountant, tax professional, and/or any other professional advisors as necessary before determining whether to purchase crypto tokens.

INTRODUCTION

WeFund is a community crowdfunding incubator for blockchain and real-world projects hosted on various blockchains including Terra, Solana, Ethereum, and more. WeFund's native token (WFD) and platform are built on the Terra blockchain, a stable-coin-based ecosystem with high-quality protocols, low gas fees, and a strong community. WeFund has the capability to implement various blockchain and real-world projects, bridging the gap between the real world and blockchain. In addition to this, WeFund is being developed to be a 360-degree incubation service for projects hosted on the WeFund platform through support and guidance before, during, and after funding has been completed. WeFund's strategy for scalability is to build and maintain a strong community with voting power, providing continuous feedback for our platform and the projects WeFund incubates and hosts.

Mission

WeFund's mission is to host and incubate high-quality projects that align with WeFund's investor community, community-driven decision making for 100% transparency, and manage funds exclusively on Terra's Anchor protocol using smart contracts for security and transparency. WeFund's brand will be associated with quality, transparency, community, and security.

PLATFORM

The WeFund platform is designed with a friendly user experience and community in mind. Users can easily connect their Terra wallet (soon other wallets available), find projects, create projects, and learn more about WeFund. On the platform, users can search project categories including crypto/blockchain, sports, gaming, real-estate, and more.

How Does it Work?

1. **Project Evaluation** - Projects are carefully selected for their quality and potential success so they align with the WeFund community and brand.
2. **Project improvement and preparation** for milestone delivery, roadmap, and community approval - After the initial evaluation, the WeFund's team of experts will work with project creator(s) to fill any gaps in the project's model that may limit the project's chance of success with the WeFund community and scalability after fundraising.
3. **Seed Phase** :
   a. Each backer (investor) of the project will receive 1 vote to approve or reject the quality of the project's milestone delivery.
   b. Seed round funds will be deposited in Achor for security.
   c. Project milestones approved (or rejected) by the community will trigger a smart contract with automatic fund release.
4. **Pre-Sale** :
   a. Each backer (investor) of the project will receive 1 vote to approve or reject the quality of the project's milestone delivery.
   b. Pre-sale round funds will be deposited in Achor for security.
   c. Project milestones approved (or rejected) by the community will trigger a smart contract with automatic fund release.
5. **Initial Offering** :
   a. Open for the public.
   b. Initial offering funds are deposited in Anchor until the project is complete.

   c. Project milestones approved (or rejected) by the community will trigger a smart contract with automatic fund release.
6. **Deliver a winning project** with full community approval, transparency, and minimal risk.
7. If projects do not meet milestones:
   a. **Delay** - Work with the project team and create a time extension for milestone delivery.
   b. **Rejected** - Money returned to backers with Anchor yield.

TERRA

Terra is a blockchain protocol that uses fiat-pegged stablecoins to power price-stable global payments systems. According to its white paper, Terra combines the price stability and wide adoption of fiat currencies with the censorship-resistance of Bitcoin (BTC) and offers fast and affordable settlements. As of September 2021, it offers stablecoins pegged to the U.S. Dollar, South Korean Won, Mongolian Tugrik, and the International Monetary Fund's Special Drawing Rights basket of currencies — and it intends to roll out additional options. Terra's stable-coin system, community, and security add great value to the WeFund crowdfunding and incubation model.

ANCHOR PROTOCOL

Anchor is a savings protocol offering low-volatile yields on Terra stablecoin deposits. The Anchor rate is powered by a diversified stream of staking rewards from major proof-of-stake blockchains and therefore can be expected to be much more stable than money market interest rates. The benefits of Anchor include high, stable deposit yields, instant withdrawals, and principal protection. **All funds will be managed by the Anchor Protocol** (WeFund does not hold or touch the money being crowdfunded) and deployed via smart contracts. Anchor is a major attribute and advantage to WeFund's investor security focus.

The Functionality of Project Proposers

Anyone can propose projects from any vertical and undergo initial project evaluation from the WeFund team and its community.

Proposers can create ad campaigns on WeFund to get prioritized placement.

Connect directly with investors.

Offer profit sharing, token allocation, and more to project backers.

The Functionality of the Project Backers:

Individual, institutional, and WeFund community investors can easily find various projects to be funded directly on the platform.
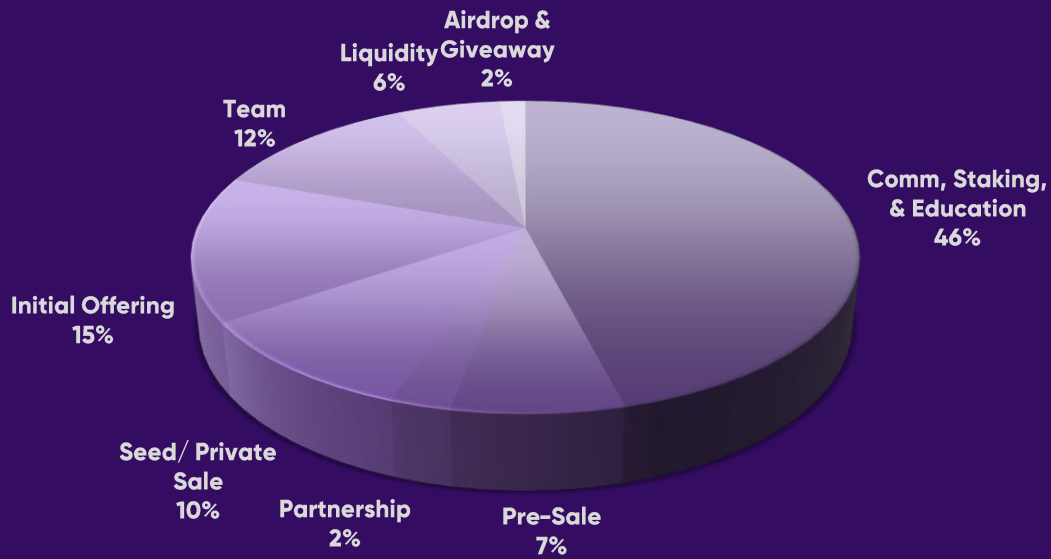
High security and minimal risk. All funds will be managed by Terra's Anchor Protocol and if a project does not meet its milestones, money will be returned to backers with Anchor yield (average 20% APY).

Allocation will be dedicated to all investors, big and small, who have the ability to fund projects.

TOKENOMICS

A total of 100,000,000 WFD tokens will be produced.

- Airdrop & Giveaway: 1.5%
- Partnership: 2.5%
- Seed/Private Sale: 10%
- Initial Offering: 15%
- Team: 12%

- Liquidity: 6%
- Pre-Sale: 7%
- Community, Staking, and Education Rewards: 46%

Note : Community, staking, and education rewards are designed to prevent token price volatility, increase token holder engagement, and incentivize project proposers and backers to take full advantage of WFD's utility.

FUNDRAISE

Round	Token Value	WFD Token Allocation	Target Raise
Seed/Private Sale	$0.06	10,000,000	$600,000
Pre-Sale	$0.09	7,000,000	$600,000
Initial Offering	$0.60	15,000,000	$9,000,000
Total	–	32,000,000 (32%)	$10,200,000

Note : Seed/Private Sale investors will receive 3% of all revenue generated, equally distributed to investors by weighted investment amount.

VESTING SCHEDULE

A vesting schedule will be implemented upon the TGE (Token Generation Event) to prevent token volatility and incentivize investors to buy more tokens. The vesting schedule will operate as follows:

1 **Seed/Private Sale** : On the TGE date, 20% of an investor's token allocation will be released and followed by a daily, linear token release for **8 months.**

2 **Pre-Sale** : On the TGE date, 20% of an investor's token allocation will be released and followed by a daily, linear token release for **8 months.**

3 **Initial Offering** : On the TGE date, 15% of an investor's token allocation will be released and followed by a daily, linear token release for **6 months.**

4 **Team** : After all vesting schedules are completed, the team's token allocation will be released on a daily, linear token release for **12 months.**

TOKEN UTILITY

The WFD token will have several utility purposes for project proposers, backers, and token holders. With the WeFund community in mind, WFD token holders will have dedicated allocations available to them. The dedicated allocation will vary based on project proposers and community feedback. The purpose of dedicated allocation for WFD token holders is to give small, individual investors the opportunity to participate in projects, preventing institutional investors from filling the entire allocation. Additional benefits include :

Deflationary Action – A percentage of WeFund profit will be dedicated to buy and burn WFD tokens as needed to keep WFD value high and reduce volatility.

0% Transaction Fee & Prioritized Placement – Project proposers that decide to fundraise with the WFD token, instead of UST, will not be subject to a transaction fee and will automatically be subjected to prioritized placement on the WeFund platform for more exposure.

Community, Staking, and Education Rewards – WeFund will implement various opportunities that reward the WeFund community, token holders staking the WFD token, and various educational programs to increase engagement with Terra, projects on WeFund, and the WeFund community.

STAKING

WeFund will be implementing a new way of staking to maximize the benefit for WFD stakers and utilize the unique funding model used for incubated projects. Each project will go through multiple milestones with funding rounds. During each milestone, there will be 2 or more funding rounds. The following funding model will be implemented in every milestone of all incubated projects on WeFund :

1. 1st funding round in every milestone of every project will require a minimum percentage of the funding required to be allocated for WFD stakers. The formula seen below will be used to decide the allocation available per individual staking WFD.

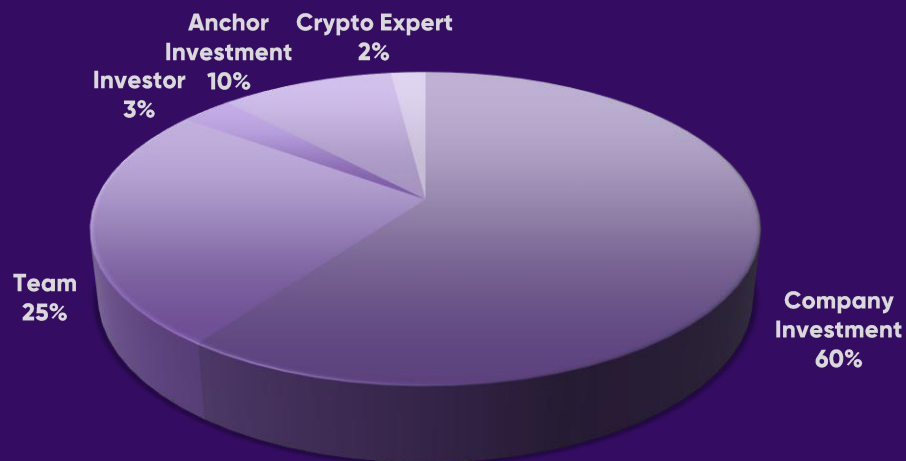   Staking Investment Allocation Per Investor Example

$$\frac{Amount\ of\ WFD\ staked\ by\ an\ investor\ in\ project\ X\ pool}{Total\ WFD\ staked\ in\ project\ X\ pool} \times Target\ raise\ in\ \$$$

   If an investor is staking 16,000 WFD and the total staked is 1,000,000 WFD while the project is raising 80,000 $USt for stakers the calculation will be as follows :

$$\frac{16,000\ WFD}{1,000,000\ WFD} \times 80,000\ \$USt\ =\ 1,280\ \$USt$$

2. 2nd funding round in every milestone of every project will require a minimum percentage (and any remainder allocation from round 1) of the funding required to be allocated for the public community that does not stake or holds WFD tokens.
3. The 3rd funding round will be an FCFS (first come, first serve) if rounds 1 and 2 do not fulfill the funding amount required.

PROFIT DISTRIBUTION

WeFund revenue will be distributed accordingly:

- Company Investment: 60%
- Crypto Expert: 2%
- Anchor Investment: 10%
- Investor: 3%
- Team: 25%

Company Investment – WeFund will allocate the majority of its revenue towards company investment. This will include the buy and burn off of the WeFund token, platform and services (incubation, events, etc) development, and investments to projects on the WeFund platform.

Crypto Expert – WeFund has several cryptocurrency experts that provide guidance not only to the WeFund team but guidance for projects that are being incubated and fundraising with WeFund.

Investor – Seed/Private Sale investors will receive 3% of all revenue generated, equally distributed to investors by investment amount.

Team – WeFund offers profit sharing with the team contributing to WeFund's development and expansion.

Anchor Investment – Anchor Protocol, operating as a Terra-based saving protocol, will serve as a "cash reserve" for WeFund to maintain its growth and development.

ROADMAP

September 2021 — Complete
–Rebranded Fan$quad project to WeFund.
–Whitepaper 1.0

October 2021 — Complete
–Opened Seed/Private Sale to develop the demo app.
–Established several partnerships to help WeFund's marketing and expansion.

November 2021 — Complete
–Initial development of the demo platform and its smart contracts.
–Expand marketing efforts to build community and build a project pipeline to be incubated.

December 2021 — Complete
–Projects incubated and prepared to launch on the WeFund platform.
–Launch of demo app including functionally such as fundraising, connecting wallets, and creating projects.

JANUARY 2022

WeFund Platform:	Investment Status:	Incubated Projects:
●Community registration system	●Complete Seed/Private sale fundraising	●Bakso Mania
●Community project approval by voting power	●Initiate Pre-Sale fundraising	●Pandai Crypto
●Create a project with the milestone system		●LynxVR
●Multi-stage fundraising		
●Milestone money release with backer's approval voting power		
●Customer service		

FEBRUARY 2022

WeFund Platform:

- Set up Community allocation
- Set up WeFund holder allocation
- Set up staking mechanism

Investment Status:

- Complete Pre-Sale fundraising
- Marketing for Initial Offering

Incubated Projects:

- Incubate real-world projects

Documentation:

- Update litepaper
- Whitepaper 3.0

MARCH 2022

Investment Status:

- Initial Offering

Incubated Projects:

- First Sport Industry project
- First Game Industry project
- First Creative Industry project
- First Real Estate Industry project

MEET OUR TEAM

Andrea Bello (Co-Founder, CEO, & Co-CTO)

Most recently behind the development of a smart contract (Fan$quad) that was deployed Col-4 during a hackathon organized by Terraformlabs and former CTO of a Guild Game, successfully raising a $10 million Seed round. Founder of Mosquito Solution, an innovative natural misting system startup created and launched within 1 year, operating in Bali, Indonesia. Founder of Bello Service, Domotic System for smart-home efficiency, reducing electrical consumption by 30%. R&D engineer at ABB UPS system, an expert in coding C programming.

Ika Afifah (Co-Founder & CMO)

Previous CMO at Gamesta to successfully raise a $10 million Seed round. Prior to Guild Game, she worked at Tencent as an operation specialist, in a partnership division. Before Tencent, she was senior partnership manager at Bigo. She previously held a senior account executive position at one of the digital marketing agencies under Jet Group and was a manager at Waves who successfully helped founders to raise $1.2M in pre-seed funding.

Jason Galvin (Co-CTO)

World explorer, entrepreneur, and blockchain technology enthusiast. Came from a career in Silicon Valley building web applications during the dot-com boom. Wanting to do it all over again, this time helping to build Web 3.0.

Austin Taylor (CCO)

Comes from a background in investment and corporate finance. After completing his education he worked as a Business Analyst for Harman International in Seattle, Washington USA building AI applications to identify high-risk sale transactions. He now is an Investment Manager for Pegasus Tech Ventures located in Jakarta, Indonesia managing investment deals in the Southeast Asia region.

WEFUND

Let's keep in touch

🌐 https://wefund.app

🐦 WeFund_Official

✉ info@wefund.app

✈ @wefund777

◎ @wefundofficial