



# BLOCKROLL

PROOF OF CONCEPT DOCUMENT

# PROJECT OVERVIEW

Blockroll is a smart contract-based payroll solution that enables businesses to make bulk payments to their employees in NEAR, as well as allows for the secure creation, sending, and payment of invoices by anyone using NEAR.

## THE PROBLEM

One problem that remote Web3 businesses face is the difficulty of making bulk crypto payments to employees in a secure and efficient manner. Additionally, the process of creating, sending, and tracking invoices for crypto payments can be time-consuming and prone to errors. Furthermore, businesses struggle with securely and easily managing employees' cryptocurrency payments and have difficulty providing flexible payroll options to employees, like on-ramping or off-ramping from crypto.

## TARGET AUDIENCE

- Web3 Startups
- Freelancers
- Remote Teams
- Suppliers
- Consultants

## RESOURCES NEEDED

- UI/UX Designers
- Frontend Developers
- Backend Developers
- Smartcontract Developers
- Digital Marketers
- QA Testers
- Development Infrastructures: Mystiko, Web3.Storage, Storj, Vercel, Transak, Mecuryo etc.

## SUCCESS CRITERIA/KPI

- 20,000 Monthly Active Users (MAU)
- \$20M Annual Recurring Revenue (ARR)

## PROJECT SCOPE

Upon registration, each user will be assigned a new NEAR wallet linked to their account. The frontend will feature a web2 authentication experience, while the core backend infrastructure will be deployed on the blockchain and communicated with through APIs.

Blockroll v1 will include the following features:

- Bulk and single payment of employees in NEAR or supported stable currencies.
- Creation, sending, and payment of invoices using NEAR.
- Automatic assignment of NEAR wallets to users upon registration.
- Web2 authentication on the frontend with backend infrastructure deployed on the blockchain and stored on IPFS.
- API integration for communication between the backend and frontend.
- Allow users to on-ramp and off-ramp crypto directly from their account to fund or withdraw from their NEAR wallet.

# PROJECT TIMELINE

## Phase 1

## Phase 2

## Phase 3



### **Frontend Development**

- Design UI
- Develop UI

### **Backend Development**

- Create & Test Smart Contract
- Integrate backend API

### **Marketing Campaign**

- Prepare Marketing Material
- Launch Marketing Campaign



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