ADA Wallet for Salesforce

Web3 Enabler

Project Closeout Report

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Project Details

Project Number: 1300016

Project IdeaScale URL: https://cardano.ideascale.com/c/cardano/idea/127968

Name of project manager: Zoe Braiterman

Date project started: February 1, 2025

Date project completed: September 19, 2025

List of Challenge KPIs and How the Project Addressed Them

1. Finding Cardano libraries that worked for our needs that integrate with the Salesforce Lightning Web Component and Salesforce security system: We were thrilled to finally find Blockfrost, which worked well to fit our needs.
2. Embedding those properly, so that we can build out the full workflow automation: After several dedicated meetings and ongoing research, Spencer, our Lead Engineer, and Gleb, our Salesforce development specialist, we're able to get the flows working to provide users with automated Slack and email notifications, as well as other features we look forward to enhancing as part of future projects.
3. We learned the hard way that Salesforce has recently redone their process for open source project applications. This took a few weeks and support tickets, and multiple employees at Salesforce to get approval for both the English and Japanese language AppExchanges. Our persistence finally resulted in the approval of the listings, the contracts being set up and currently having everything submitted for Salesforce security review.

List of Project KPIs and How the Project Addressed Them

Web3 Enabler, the company making blockchain technology simple and safe for corporate users by bringing it to their existing infrastructure. We are proud to drive enterprise adoption of Cardano by bringing it to Salesforce, starting with the Salesforce native ADA wallet component.

When we submitted the Catalyst Fund 13 grant proposal, we set out to make sending and receiving ADA transactions simple and safe for corporate users by bringing it to their existing infrastructure.

We succeeded in building out the workflow automaton features, involving the following, in addition to the transaction functionality.

- Transaction approval processes that can be carried out by cross-functional corporate teams
- Slack and email notifications

Our project KPIs for driving enterprise adoption of Cardano include leveraging our Salesforce Independent Software Vendor (ISV) partnership to reach
- 150,000 companies using Salesforce, including 91% Fortune 500 companies
- 90% of the Fortune 500 using AppExchange apps

Key Achievements (in Particular around Collaboration and Engagement)

ADA Wallet for Salesforce is the first open source, white label app we have successfully submitted to the Salesforce AppExchange. With a Cardano centric app in the AppExchange, we can start the adoption process.

Our CEO, Alex, and our Project Manager, Zoe, had the pleasure of participating in multiple Cardano / Catalyst X Spaces during the development of ADA Wallet for Salesforce and in planning for / promoting our ongoing partnership with Cardano. They both received some very positive feedback and enthusiasm about what our Salesforce integrations mean for enterprise adoption of Cardano.

Key Learnings

The challenges we faced when developing ADA Wallet for Salesforce and navigating the Salesforce AppExchange submission/review process, ended up serving as great learning and growth opportunities for our team. Consider the following examples of how the process of addressing these challenges ended up being a blessing in disguise.
- We got to learn how simple Blockfrost is to use and promote Blockfrost among corporate IT leaders in the Salesforce ecosystem by making it a core part of our product.
- We are set to launch ADA Wallet for Salesforce as our first white label product on the Salesforce AppExchange, which will bring major exposure to the Cardano ecosystem.

Next Steps for the Product or Developed

Our next steps are to build Cardano for Salesforce, a full payment rails app, and heavily promote our projects, and the Cardano ecosystem in general, within the Salesforce ecosystem to drive corporate adoption.

- We have submitted a [Catalyst Fund 14 proposal](#) for each of these steps.
- Cardano for Salesforce will be a fully featured Salesforce native payment rails, which will meet the following objectives.
  - Build upon the ADA Wallet for Salesforce functionality
  - Add support for third party wallets
  - Add full Payable/Payment request tracking, this is a full payment solution
  - Add support for Stablecoins that comply with the GENIUS Act
  - Enable on-ramp and off-ramp support without being comfortable with the complexities of web3

Final thoughts/comments

We have heard multiple Cardano ecosystem leaders during multiple Cardano community discussions, including but not limited to, Project Catalyst Town Halls and Intersect Committee meetings, discuss the need for improved go-to-market of Cardano's innovative technology. We are proud to play a key role in driving these efforts by making ADA payments simple and safe for corporate users in their existing infrastructure.

Links to other relevant project sources or documents.

- Project GitHub repository: https://github.com/MuKnSys/ada-wallet-for-salesforce
- Cardano for Salesforce Catalyst Fund 14 proposal: https://projectcatalyst.io/funds/14/cardano-use-cases-concepts/cardano-for-salesforce
- Our Catalyst Fund 14 proposal to Corporate Promotion of Cardano: https://projectcatalyst.io/funds/14/cardano-open-ecosystem/corporate-promotion-of-cardano

Link to Close-out video

https://youtu.be/8B_QyOPcZsU