Business Plan for Proof of Trade (POT)

1. Executive Summary

1.1. About the Project

Proof of Trade (POT) is a decentralized trading platform (DEX) for margin trading, built on the TON blockchain. It focuses on volatile and low-liquidity tokens, including meme coins, allowing users to open long and short positions using smart contracts.

1.2. Project Goal

Create an innovative DEX where users can:

- Trade any token with leverage.

- Provide liquidity without impermanent loss risk.

- Use smart contracts for secure transactions.

2. Market Analysis

2.1. Market Trends

- 50+ million DeFi users. (Source: Statista)

- $40+ billion maximum daily trading volume on DEXs and $100+ billion maximum weekly volume. (Source: DeFiLlama)
- Growing popularity of meme coins and niche assets.

- Users shifting from CEX to DEX.

2.2. Existing Market Problems

1. No way to profit from falling tokens on DEX → Solved through short positions.

2. High liquidity risks on DEX → Solved through liquidity without impermanent loss.

3. CEX blocking risks → Solved through full decentralization.

2.3. Competitive Analysis

Platform	Short Selling	Liquidity Pools Without Impermanent Loss	Automatic Listing
POT	✅ Yes	✅ Yes	✅ Yes
Uniswap	❌ No	❌ No	✅ Yes
StormTrade	✅ Yes	✅ Yes	❌ No

3. Business Model

3.1. Core Mechanics

- Trading fees (0.05–0.5%).
- Liquidity pools without impermanent loss.
- Liquidation penalties.

3.2. Monetization Channels

1. Trading fees: 10–20% of commissions go to the platform.
2. Premium access: analytics, API, and paid subscriptions.
3. Liquidity pools: a portion of fees goes to the platform.
4. Referral system: attracting new users.

4. Technical Structure

4.1. Blockchain Architecture
- TON smart contracts: ensure transparency.
- Oracles for price data: provide real-time quotes.
- Multisig for governance: protects assets.

4.2. Key Features
1. Automatic token listing – supports all new assets.
2. Margin trading – leverage for high-risk trading.
3. DAO governance – community-driven platform changes.

5. Financial Plan

5.1. Expenses

Category	Amount ($/month)
Backend (Blockchain)	4,000
Frontend Development	3,500
DevOps + UI/UX	3,500
Infrastructure	3,500
Total	14,500

One-time costs:

Smart contract audit: $10,000–20,000.

5.2. Expected Revenue

With 1,000 active users, making $1,000/month in trades:
- Revenue from trading fees: $10,000–50,000/month.
- Revenue from liquidity pools: $5,000+.

6. Roadmap

Phase 1 (1–2 months) – MVP Launch
- Development of smart contracts.
- Deployment of a test version on TON.

Phase 2 (2–4 months) – Optimization
- UI/UX improvement.
- API integration for traders.

Phase 3 (4–6 months) – Scaling
- Integration with Solana and Ethereum.

7. Marketing Strategy

7.1. Promotion Channels

1. Telegram and Discord – trader communities.
2. Twitter (X) – announcements and collaborations.
3. Referral program – user acquisition incentives.

7.2. Marketing Budget

- First quarter: $30,000+ for advertising and partnerships.

8. Investment Proposal

8.1. Required Capital
- Minimum investment: $50,000.
- Optimal investment: $150,000.

8.2. Why Invest in POT?
- DeFi growth and traders shifting from CEX.
- New niche: margin trading on DEX.
- Transparency through smart contracts.

9. Conclusion

POT is the future of decentralized trading. We are building a DEX, enabling leveraged trading of volatile assets, while offering a unique liquidity system. Our hybrid CEX convenience and DEX security model allows users to profit in all market conditions.

📣 Ready for launch! 🚀