

Whitepaper version 1 / October 2021

# Whitepaper Raisy

Decentralized fundraising platform



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# 1. Introduction

## 1.1 Crowdfunding

Crowdfunding (or participatory financing) is a mechanism that aims to collect financial contributions from many individuals through an Internet platform. The goal of this collection is the financing of a project. These projects can concern start-up, social assistance, art, agriculture and more.

Two parties are involved in a crowdfunding operation:

- The investor who invests a sum of money in a project or in a social action he believes in
- The project owner who does not have the necessary funds to implement the project, or to realize something.

There are 3 main types of crowdfunding: donation, loan and investment.

### **The donation**

The investor decides to support a project and gives money without expecting any financial compensation. On the other hand, for example in the case of a cultural project, the investor can obtain a counterpart in kind such as a free ticket, a symbolic gift, etc.; this is called a reward.

The main advantage of this type of participatory financing is the absence of a counterparty. Moreover, there is rarely a minimum participation required.

### **The loan**

The money advanced by the investor is repaid to him with or without interest according to a schedule fixed at the time of the loan. The investor runs the risk of total or partial loss of the invested capital in case of failure of the project.

### **The investment**

The saver guarantees a project and, in return, receives financial securities such as shares, interest rate or convertible bonds

This type of participatory financing is quick to implement. It also allows you to benefit from support and advice from investors. Moreover, it does not impose any guarantee for the project owner who thus avoids endangering his personal assets by being a guarantor for example.

On the other hand, the crowdfunding by the investment raises the number of associates or shareholders in the company of the project holder which can increase the management and the operating costs.

## 1.2 Limits of centralized Crowdfunding

There are now many centralized platforms of Crowdfunding. These companies stand out according to the way they select their project and the type of project they are looking for: Tech & Innovation, creative works or community projects. These many centralized crowdfunding platforms face many drawbacks, among them:

- They have a single point of failure (SPOF). Thus, a failure results in the complete shutdown of the system.
- These platforms do not provide free opportunities for people to join the projects.
- The data relies on the web server hosted by the company and therefore can be shutdown at any time.
- All private information from users is stored into one unique infrastructure, privacy can be compromised with any cyber-attack.
- Crowdfunding organizations have too much power, the funds are retained by the centralized organization.
- Money transfer isn't accessible for users, they have to trust the platform.
- Centralized crowdfunding platforms cannot deal with campaign creators who do not keep their promises.
- Users have no power and cannot decide for example which pledges will be displayed on the front page and have more visibility, or which fundraisers have more legitimacy than others.

## 1.3 Raisy's solution

First, let's explain what Raisy is. Raisy is a decentralized crowdfunding platform. Raisy's focus is on donation crowdfunding.

This platform was built with the aim of bringing a human and social side to the blockchain. Let's start with a little background.

In 2008, Satoshi Nakamoto published the whitepaper of a new currency called Bitcoin. The main idea of this currency is to replace the currency carried by central banks, replacing it with a currency using cryptography to prove transactions. This currency would replace centralization with decentralization, and thus give the power back to the users, and not to the sometimes-corrupt governments.

From there, rethinking the economic system is a first step to make a better world. Simply, we believe that changing the world economy is not enough to make our society better. In order to achieve this goal, we must also question the whole social system.

Raisy was born from this questioning. Indeed, in the current system, the population must pay taxes, in order to finance the system, and to help people in need. But this system doesn't work, because there is no transparency from the authorities collecting these taxes, and the money sometimes feeds corrupt politicians. On the other hand, in an ideal economic world on the blockchain, users are anonymous and are therefore not subject to any taxes.

We think that taxes are a bad way to help people in need. Indeed, the constraint and the non-transparency make this system bad.

Raisy aims to offer a solution to give to people in need in a transparent way. This solution takes the form of a platform, where everyone is free to give to whoever they want, in order to help people in need, and thus make the world better. No constraint, simply a platform allowing every human being to make the world around him better. No minimum donation, just give what you want.

Raisy aims to rethink the current system, to really reconnect people with each other.

Our vision is to empower every person in the world to achieve their dreams. Raisy is a way for everyone to raise funds, whether you are an individual, a company, a group of people or an association.



## 2. Use case

Raisy aims to offer any user of blockchain a way to raise funds in order to realize his projects, his dreams or to satisfy his needs. Many people on various blockchains have been making large profits for years, and therefore have a high propensity to give to people and businesses in need. It is in this sense that Raisy offers itself as an obvious way to fill a gap in the blockchain sector, both on the social side, where few actions are taken, and on the philanthropic side.

Raisy adds value in several ways. The first value brought by Raisy is economic, as the crowdfunding business is huge. The current market size is \$12 billion and is expected to double by 2027. These figures are oriented on the fiat market, and it is difficult to evaluate the current crypto market. Nevertheless, several observations seem interesting to make. On the one hand, people in the cryptocurrency business will have a much stronger interest in using Raisy than a centralized fiat-based crowdfunding platform, as they won't have to pay taxes related to the exchange of cryptocurrencies into fiat. Hence, the decentralized crowdfunding market seems to be difficult to attract by centralized platforms. The opposite seems much more feasible, as decentralized crowdfunding and thus Raisy offers much more significant transparency, as well as user integration via DAO governance. These advantages will be as many marketing assets as possible in order to gain market shares on centralized platforms a second time, by proposing simple solutions for non-tech people to use Raisy (use of credit card to give, simplification of the interface...).

Raisy also brings social value. As explained many times before, Raisy gives people the ability to help people in need, both in their lives and in their business. Although with the increased exposure of NFTs in the summer of 2021, many projects have decided to donate to associations, we believe that this kind of initiative is not yet present enough in the blockchain world. We at Raisy are proud to be at the forefront of developing the social side of blockchain.

Finally, Raisy provides a solution for every person in this world to get funds without necessarily having to give their identity and being able to avoid the repression of governments and organizations. Many brilliant people in the world do not have the means to realize their projects to revolutionize the world, Raisy gives them this possibility, regardless of their horizon.



## 3. Features

### 3.1 Send a donation

Choose your favorite project and send some \$RSY. You can either give to a project, which aims to create something, or to a person in need looking for funds, or to a charity which aims to help make the world a better place. You'll receive a unique NFT corresponding to the universe of the project, if the project proposes it. It will act as much as an artistic and funny picture than a donation proof (transaction details in the NFT metadata). You'll be able to use this NFT to receive prizes once the project is developed.

In addition, donating to a project will be rewarded as staking. Indeed, you will receive rewards in \$RSY according to the amount staked and the APYs of the project in which you stake. The token you'll earn with staking will be locked for a long period in order to limit volatility and increase the price of \$RSY.

### 3.2 Submit your project

Any user is free to submit any project he assesses legit while it respects our core values. If the project is elected, the project will be potentially funded. If the project target isn't reached in the time limit, all donors will be refunded.

You can list it on the raisy website following these steps:

- **Completing a KYC (optional)**

While completing a KYC, you'll obtain a verified status on your project. Thus, you'll reassure funders in your dedication and implication in the project. KYC is optional as we care about decentralization and of course in some cases we still want people in need to have the opportunity to use our platform.

- **Introduce yourself**

Who are you ?

How did the project come to your mind?

Where can we contact you?

- **Present the project**

A Title

A brief description  
A presentation video  
Some pictures and reference  
A fully detailed description  
Your long term vision.  
Website  
& More

#### - **Complete the fundraising**

Amount to raise in order to fund the project.  
Wallet Address of the business owner. (You can add several addresses to split the funds)  
How long will the funding campaign last?  
Do you lock the amount of donation if the target has been reached?  
Donations' rewards depending on the donation amount which will be given if the campaign ends with success.

## 3.3 DAO governance token

As we wrote earlier, Raisy is a fully decentralized platform. In this sense, the governance of the protocol is too. The users have the control of the protocol. They will be the owners of the smart contracts implementing the protocol.

In addition, they will have the possibility to decide on the projects in the front page of the website. This decision is important, because projects with a good visibility will have a better propensity to attract investors.

Furthermore, we believe that all users of the platform should have a say in decisions, although those with more \$RSY should have a greater say in decisions. Thus, the following system has been put in place. All users stake their \$RSY in the voting contract. Then the votes are distributed as follows.

We calculate the amount of \$RSY corresponding to 10% of the staked amount. This quantity is used as a cap. All users who have staked more than 10% of the total supply have their voting weight reduced to 10%. By reducing the amount staked by those who have staked more than 10% of the supply, we get the final vote.

This 10% cap is changeable, its value is decided by the community through voting.



## 3.4 Proof of Donation

When participating in a kitty, it's good to receive proof that you've been part of it. That's why with Raisy if the campaign is a success meaning it has reached its objective, everyone who has participated will receive a special NFT following the ERC-721 token standard. This NFT will contain all the information regarding the participation in its metadata:

- Name of the campaign
- Amount of the donation
- Time of the donation
- Wallet Address of the donor

This NFT will be tradable and exchangeable on marketplaces such as OpenSea.

Once the funding campaign is over, every owner of this special NFT will be able to enter their private information on the campaign page. The fundraiser will then have access to this information in order to send the rewards he has been willing to give.

## 3.5. Funds Release

When participating in a campaign, one would like to make sure the funds raised are used for the purpose they were raised for. To deal with that issue, Raisy leverages the power of the Proof of Donation. Everyone who has participated in the campaign will be able to vote whether they want to release the next portion of the funds.

The funds release schedule will be the following:

- 20% directly released once the campaign is over
- 20% each time the campaign donors decide to, until all the funds have been released

These parameters will be updatable through Raisy DAO proposals and will be discussed with the community in community calls.

Please note the funds will start being released only when the campaign deadline is met and not as soon as the campaign objective is reached.

Some campaigns can turn out to be scams and the funds are not used for what they were meant to be used for. In such cases, the campaign donors verified by the Proof of Donation will be able to get refunded what has not been released yet. If 90% of the donors declare they want a refund, then

they'll automatically get refunded. This 90% threshold will also be updatable through the Raisy DAO proposals and discussed thoroughly in community calls.

## 4. Token

### 4.1 Governance

Raisy aims to be a fully decentralized platform. In this sense, in order to decentralize as much as possible, the important decisions of the protocol, these decisions will be taken by the community. We believe that the DAO governance system is the future. That's why \$RSY holders will have the power and responsibility to propose and vote on important decisions of the protocol. More information on how the DAO is built is available in the protocol architecture section.

### 4.2 Token design

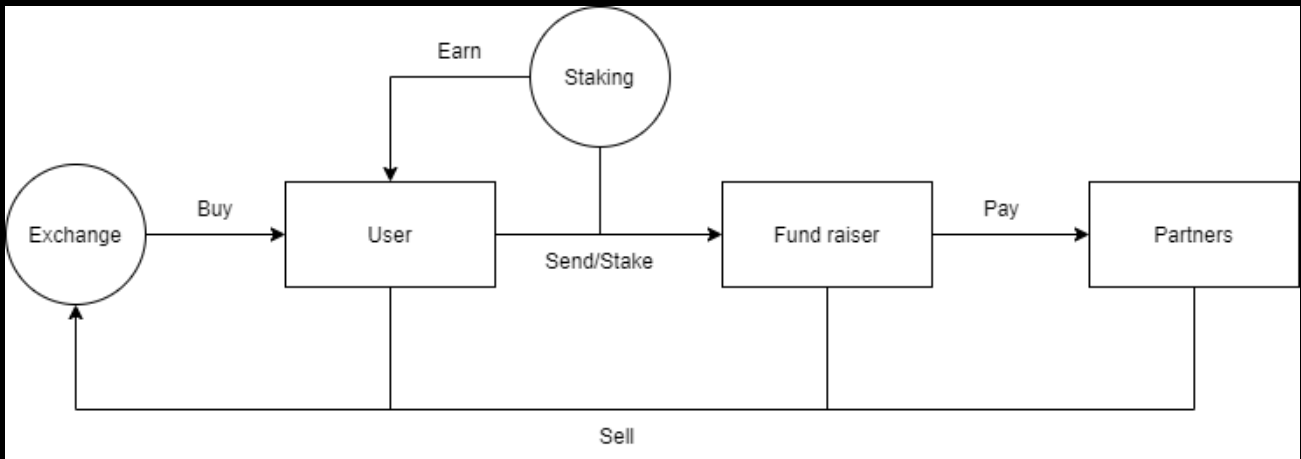
The \$RSY token is a governance token, but not only. The token is built under the ERC20 standard.

Its use is first a governance token, this means people will be able to vote on important decisions with \$RSY. In addition, a portion of the revenue from the protocol will go directly into the \$RSY token to give it value.

The native \$RSY token has other uses that make it more valuable. Donations/staking in \$RSY will have no fees, to encourage people to use the token, and the APRs will be higher for staking.

In addition, the prize pools displayed on the front page will be determined according to several factors, one of the most important of which will be the quantity and especially the percentage of donations in \$RSY.

Here is a diagram of the use of the token, with the various possible uses and flows.



*Figure 1: Token life cycle diagram*

## 4.3 Tokenomics

The value of an innovative project can be completely spoiled by bad tokenomics. That's why we take this point of the project very seriously. We have thought about this point for several weeks with competent advisors in the field.

First, let's study the buying and selling pressure. The objective is obviously to tilt the balance to the side of the buying forces, by increasing as much as possible the holding time. On the side of the buying forces there are mainly people who want to give to projects at no cost, and people who want to invest in project governance and CAD. On the other hand, there are also people who want to expose themselves to the token as an investment. This buying pressure can be optimized by developing the visibility of the project, as well as by developing new features. On the selling side, there are mainly the project owners and beneficiaries of pools as well as people who have received tokens from staking. There are also speculators taking profits.

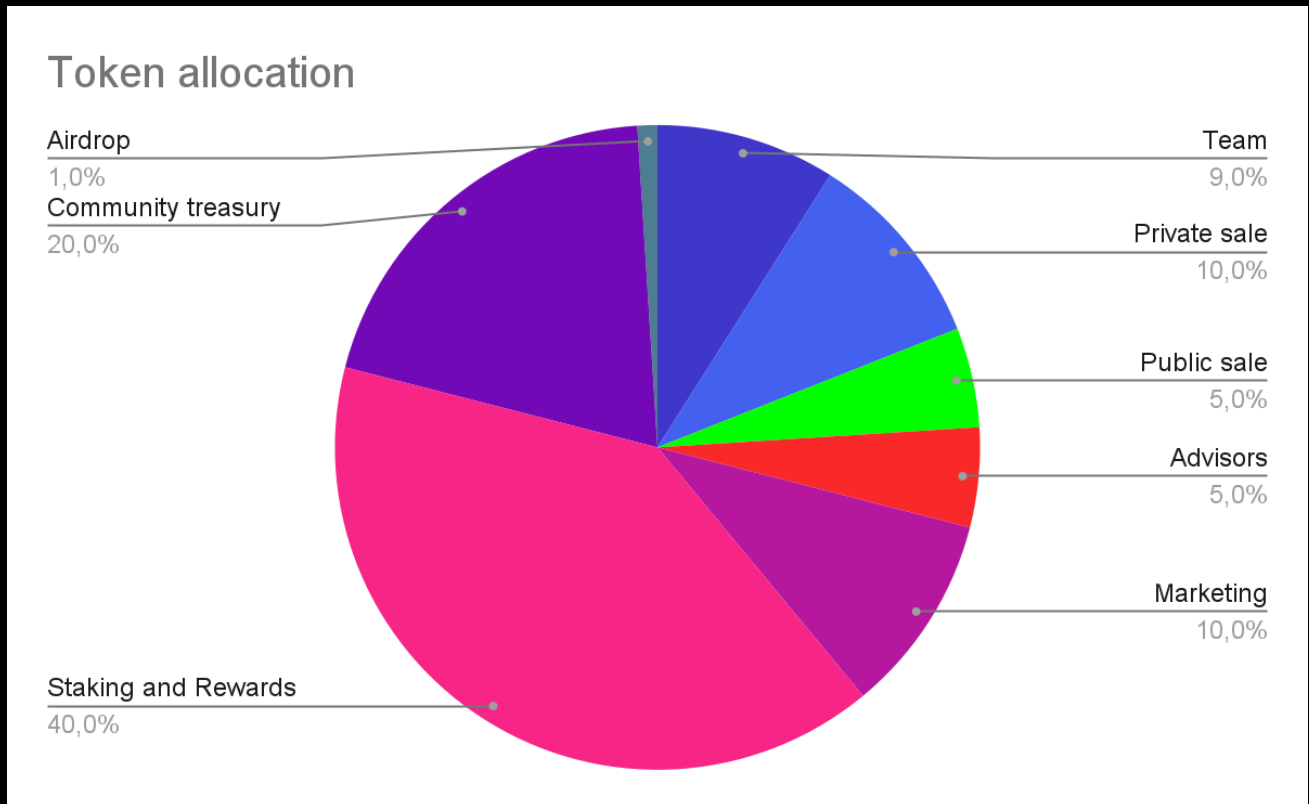
The main objective of the protocol will be to tilt the balance of power to the side of the buying pressure:

- Giving as many use cases as possible to the token in order to limit the sale of the token by the fund raiser.
- Giving visibility to the project through marketing campaigns, and donation campaigns to raise awareness.

-Offer more and more features to attract as many people as possible.

All these optimizations will also aim to reduce the volatility of the token price.

The distribution of the token will be as follows in figure 2. The total supply of \$RSY is 10 million. It will be distributed as follows.

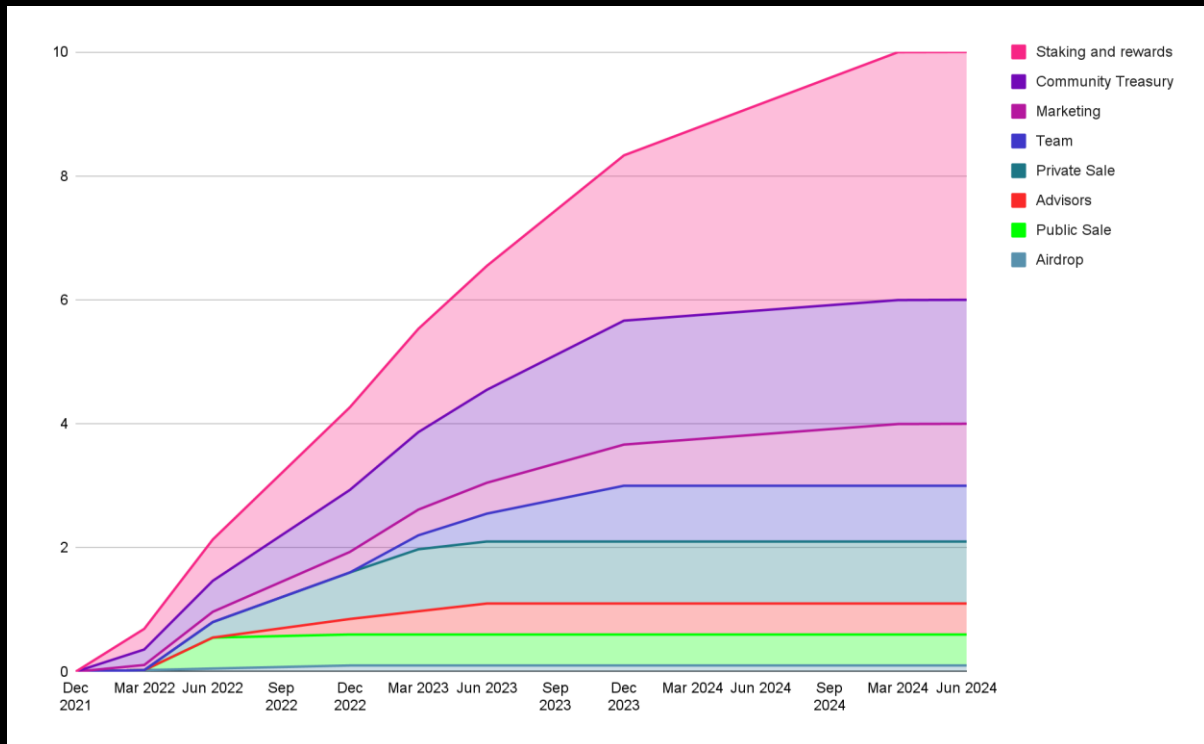


*Figure 2: Token répartition*

The token will not be released at once. Numerous vestings will allow to spread and smooth the tokens emission. Here are the conditions of release of the various allocations of tokens:

- Team: Locked for 1 year, then 1-year linear vesting.
- Airdrop : 1-year linear vesting.
- Community treasury: 2-year linear vesting.
- Staking and rewards: 3-year linear vesting.
- Marketing : 3-year linear vesting.
- Advisor: Locked for 6 months, then 1-year linear vesting.

- Public sale : No restriction.
- Private sale: 1-year linear vesting.



The figure 3 describes this information in a more visual way.

Figure 3 : Token emission schedule

## 5. Team

The team behind this project is composed of three people. We are all French students in our last year at the Ecole des Mines de Saint-Etienne, one of the best French engineering schools. We have specialized in computer science for 3 years. We developed a lot of test dapps, in the DeFi field. We decided to jump into the mainnet with the launch of Arbitrum and built a NFT collection and an NFT marketplace. These apps are available at [bunnygang.art](https://bunnygang.art) and [agoranft.io](https://agoranft.io). The team is subject to growth as the protocol is growing, but for now here is the presentation of the three founding members.



**Sacha Graff**

*Co-founder, Lead partnerships and strategy*

Sacha is a CS addict, and jumped into cryptocurrencies 2 years ago. He first invested in and is now developing dapps. He's leading the strategy of Raisy and focuses on concluding strategic partnerships. If he's not working, you'll very likely see him skiing in Courchevel.





**Matthias Hallgren**  
*Co-founder, Lead Developer*

Matthias is a CS addict too and jumped into cryptocurrencies 3 years ago. He's been coding since it's youngest age and dabbled into many fields such as game development, web development and more. He's way more organized than his haircut can let you think.

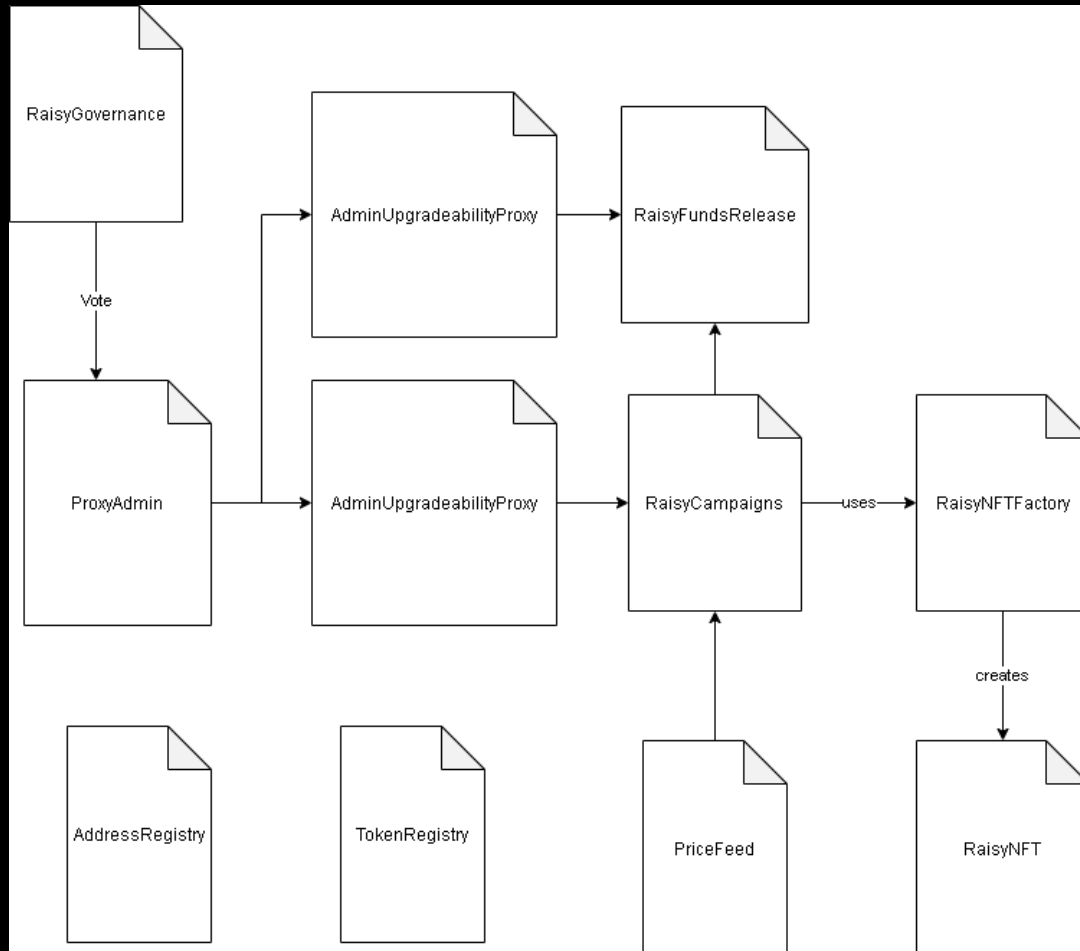


**Mattéo Georges**  
*Co-founder, Lead marketing*

Matteo is a CS addict too and jumped into cryptocurrencies 2 years ago. He's coding, but is also focused on marketing, and community. He's been acquiring experience in this field mainly in NFTs. If he's not working, you'll probably see him scrolling on Opensea or at the gym.

## 6. Protocol architecture

The global architecture of the protocol is designed as followed, figure 4:



*Figure 3: Protocol global architecture*

The Raisy Funding protocol consists of 9 smart contracts that are all connected.

The architecture has been thought to be easily upgradeable thanks to an Admin Upgradeability Proxy. You can read more about proxies in this OpenZeppelin blog post : <https://blog.openzeppelin.com/proxy-patterns/>

The main smart contract is the **RaisyCampaigns**, it's responsible for the main logic of the protocol such as adding new campaigns, funding a campaign and creating the PoD (Proof of Donation) NFTs. The secondary smart contract is the **RaisyFundsRelease** which will handle the releasing schedule of the funds through the donors' votes.

We explain here the basic idea of the protocol architecture but more in-depth articles as well as audits will be available in public on our GitHub: <https://github.com/raisyfunding>

## 6.1. Governance

The governance of the protocol will start in a straightforward manner before evolving to a fully on-chain proposal voting mechanism. We decided to choose the following straight forward governance system:

- Votes happen off-chain using snapshot.org and the \$RSY token
- Decisions are then enacted using a Gnosis-Safe multi-sig wallet. It's the most secured multisig contract today securing more than 100 \$B funds which makes it an obvious choice.

The Raisy DAO will be able to vote for every decision regarding the protocol.

## 6.2. Registries

The architecture consists of two registries:

- **TokenRegistry:** Smart contract responsible for managing the tokens enabled for payments. In fact, we'll add more and more tokens available to participate in campaigns as the protocol grows.
- **AddressRegistry:** Smart contract responsible for managing the addresses of the other deployed smart contracts to make interconnection easy and upgradeable.

## 6.3. Price Feed

The **PriceFeed** smart contract is responsible for fetching the latest price of tokens used in the Token Registry. Fetching the price of the tokens through Chainlink price feed oracles is very important to ensure a good estimation of the current amount in the kitty at any time which doesn't depend on any liquidity pool. Thus, it resolves liquidity pool imbalances and security issues.

## 6.4. NFT Factory

The **RaisyNFTFactory** smart contract is responsible for generating new **RaisyNFT** instances once completion of a campaign. Each user will be able to claim their NFT on the campaign page at the end of it. The NFT will represent a participation in a kitty and will follow the OpenSea metadata standards: <https://docs.opensea.io/docs/metadata-standards>

The metadata will be hosted on IPFS as well as the image using Pinata Cloud.

## 7. Fundraising and usage

The funds raised will be used to develop the protocol. Two types of fundraising will be available. The first type is via a private sale, and thus via an allocation of the \$RSY token. The second type is via the sale of shares in the protocol, i.e., via the transfer of part of the costs generated by the platform.

These funds will be used to finance the recruitment of new skilled people, especially in design and development. The first funds raised will allow us to submit the contracts to audits. We believe that audits are a priority in order to secure our platform, so this will be one of the priorities of the team.

## 8. Timeline

Here are the main checkpoints of the project. This timeline is subject to adjustments and is a first version. This list is not exhaustive and is only a reference point to give an idea of the overall vision we have for the project, as well as the strategy we adopt to best win the market. Our vision is to focus on development through testing and proving rather than developing an entirely theoretical product. That is why an MVP will be released on the testnet as soon as possible, so that it can be tested and audited. This starting point will be used to build the whole ecosystem we have designed around Raisy.

### Q4 2021

- Chainlink Hackathon participation
- Whitepaper
- MVP testnet release with all features
- Audits



- Private sale

## **Q1 2022**

- Mainnet release
- Social profiles and rankings
- Public sale
- Partnerships

## **Q2 2022**

- Fiat payments
- Philanthropist social network
- Integration of \$RSY in many protocols (partnerships)

## **Q3 2022**

Coming soon...

# 9. Conclusion

This whitepaper is a first version and will be improved. Nevertheless, it contains the main elements of the project, and gives a good general representation of the project, its features, tokenomics and architecture as well as the direction taken by the protocol.