



# Ambrosus for Entrepreneurs

A Deep Dive into a Growing Ecosystem of Opportunity

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# Introduction and Overview

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The purpose of this document is to serve as a blueprint for prospective entrepreneurs to better understand the numerous opportunities presented to them from the Ambrosus Ecosystem. This begins with a brief overview of the main components of the Ambrosus Ecosystem and its unique position at the nexus of cryptocurrency, the Internet of Things (IoT), and enterprise blockchain technology. The document then describes the different tiers of opportunities for Ambrosus blockchain entrepreneurs: from launching a startup and building an industry vertical, to using a Hermes Masternode - a vast array of solutions are presented.

Following this overview of opportunities, a more technical description of the Ambrosus Network architecture is provided. This description explains the core value proposition of using Hermes Masternodes on the Ambrosus Network to build solutions across industries in a cost-effective manner. To conclude, a broad framework is provided relating to the different methods by which entrepreneurs can collaborate directly with Ambrosus itself. This includes a breakdown of the two most common pathways for collaboration, as well as clear instructions for how to prepare successfully for working with Ambrosus. Last but not least, in Appendix 1 a checklist is provided in order to indicate to prospective teams or individuals about where they stand, and what remains for them to be done in order to be successful.

## Section 1: The Ambrosus Ecosystem

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The unique value proposition of the Ambrosus Ecosystem centers upon the capability of securely digitizing physical or logical assets that operate as a part of real-world industrial processes. Ambrosus is known as ‘the Crypto for IoT’ for the very reason that the Ambrosus Ecosystem provides 1) a robust blockchain infrastructure, alongside 2) a catalogue of proprietary IoT devices, 3) developer tools, and 4) an enterprise oriented proxy for managing data both on and off the blockchain. When combined together, these four components of the Ambrosus Ecosystem equip entrepreneurs with a unique set of innovative tools that provide the foundation for countless business opportunities across industries. Below, specific attention is given to each facet of the Ecosystem:

**AMB-NET:** The Ambrosus Network is the core platform from which transactions and data are uploaded and managed. AMB-NET is comprised of two distinct components: AMB-CHAIN, and AMB-GATE.

**AMB-CHAIN:** refers to the Ambrosus blockchain: a public-permissioned blockchain operating according to a Proof of Authority (PoA) consensus mechanism. Apollo Masternodes, responsible for validating each transaction written onto the blockchain are the permissioned nodes that guarantee the truthfulness and immutability of all data uploaded onto the network.

**AMB-GATE:** Refers to the Hermes and Atlas masternodes responsible for managing data collected and stored on the network. Hermes Masternodes provide the means by which data is received, labelled as public or private, stored in a local database, sent to distributed storage, and finally hashed onto the blockchain. As a unique proxy capable of receiving data from virtually any existing IT system or IoT device, Hermes Masternodes provide a unique and commercially friendly link between the Ambrosus blockchain and the rest of the world-wide web. All data stored in Hermes Masternodes, is in turn copied and held in distributed storage by Atlas Masternodes. As such, AMB-NET provides the means from which data from IoT devices, IT systems, and dApps can be managed, configured, stored, and uploaded onto the public blockchain.

**AMB-APPS:** The final component of the Ambrosus Ecosystem refers to the set of tools as well as ready-made dApps built by Ambrosus for the larger community of developers and businesses to make use of. Ambrosus has open-sourced a number of Software Development Kits (SDKs) for building mobile and web applications. Specific documentation for the [iOS/MacOS](#), [Java/Android](#), can be found on [GitHub](#) as well as [the Ambrosus SDK Website](#). Additionally, the Ambrosus GitHub also features a number of [React components](#) that have been released for developers to utilize for designing front-end applications.

Furthermore, Ambrosus has also designed and built two ready-made dApps for prospective entrepreneurs to leverage or alter for their own purposes: 1) [Amb.to](#), which refers to the open-source Asset Tracker and consumer oriented web interface, and 2) AMB-DASH which consists of a high-level business management dashboard used to manage data processed and stored on Hermes Masternodes.

When utilized altogether, Ambrosus provides enterprises and entrepreneurs the opportunity to leverage a public permissioned blockchain - commercially optimized proxy - IoT gateway - and open-source mobile and web application development kits. The value of the Ambrosus Ecosystem ultimately resides in its ability to seamlessly and quickly leverage the various components for creating real-world industrial data management solutions.

## Section 2: The Ambrosus Blockchain Entrepreneur

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Entrepreneurship has long been a staple of successful and sustainable innovation. For the Ambrosus Ecosystem, the role of entrepreneurs is crucial for integrating Ambrosus into the fabrics of modern society. In line with the spirit of open-source projects, Ambrosus is investing significant amounts of time and energy into ensuring that the necessary tools and frameworks exist for the ecosystem to develop beyond the success of Ambrosus itself: into all industries, management processes, networks, and supply chains across the globe; into the new service platforms springing up for specific sectors of the industrial economy; and most importantly, into the foundations of the new digital economy built around the Internet of Things.

The key ingredient to making this a reality, lies in a new generation of entrepreneurs. For product managers, industry experts, consultants, and those passionate about commercializing blockchain in an open-source and public manner, Ambrosus offers the seminal opportunity of becoming a blockchain entrepreneur. What does this entail, concretely?

- Developing Markets and Integrating AMB-NET Into Industry Verticals
- Building dApps on AMB-NET using Hermes Masternodes
- Offering Blockchain-as-a-Service (BaaS) via Hermes Masternodes
- Integrating an existing Business or Service into the Ambrosus Ecosystem
- Launching an IEO/STO/TGE on the Ambrosus Network
- Additional opportunities surrounding IoT development and building dApps

### Option 1: Developing Markets and Integrating AMB-NET into Industry Verticals

Due to the large nature of potential clients that Ambrosus has the ability to work with (across food, pharmaceutical, electronics, commodities, cosmetics, etc.), a system has been devised for incentivizing individual entrepreneurs from any background, to help grow the Ambrosus Ecosystem.

The framework for entrepreneurs centers upon developing markets and Ambrosus For Entrepreneurs

integrating the Ambrosus network into industry verticals: as an unofficial business developer, any interested entrepreneur has the ability to speak with and explain the Ambrosus project to a potential client (be it a trade organization, government, multinational company, etc.) If the company eventually decides to utilize the Ambrosus Network, and once they have officially begun to use Ambrosus technologies, the individual is awarded a bonus percentage of the size of the deal obtained. In this manner, both Ambrosus and the individual entrepreneurs are further incentivized to continue working to bring more clients onto the network.

As the most basic tier in the Ambrosus Entrepreneurship model, the benefits to entrepreneurs for this practice will largely depend on their level of commitment: on one end of the spectrum, simply providing Ambrosus with opportunities to pursue on their own is rewarded via token bounties. On the other end of the spectrum, more serious business developers will be meeting and speaking with clients, explaining the Ambrosus solutions architecture, and then working with Ambrosus to close a deal. Compensation for the latter class of business developers is negotiated on a client by client basis, after the deal has been finalized and implemented.

### Level 1 Blueprint:

- **Value Proposition:** Using the Ambrosus Architecture, to integrate blockchain and IoT into a specific industry.
- **Applicable To:** Any industry, network, or enterprise in need of secure IoT and blockchain-based data management.
- **Status:** Working with Ambrosus Solution Architects to introduce them to a client, and facilitate the design and implementation of a solution.
- **Cost and Level of Expertise Required:** No investment required. Minimal technical skills needed. Business development capacity and a thorough understanding of the Ambrosus Ecosystem are essential.

## Option 2: Building dApps using a Hermes Masternode

In June of 2020, Ambrosus revealed new changes to its crypto-economic model, effectively making all Hermes Masternodes Open-Source. These Hermes Masternodes provide the second level of tools for Ambrosus blockchain entrepreneurs to build and monetize solutions using AMB-NET.

More specifically, Option 2 pertains to the ability for any person with the relevant expertise or industry connections to quickly and easily build a blockchain based solution for that specific industry. In more concrete terms, a person can deploy any Hermes Masternode to test and run a full-scale blockchain solution. The only cost needed is the \$25 per bundle required to upload 16,384 Assets and Events of Data onto the network. For such dApps, the scope of possible solutions is dependent upon the industry in question, and the stakeholders in place. Consider the following example illustrating what an Option 2 solution may look like:

*Person A is an expert in the Sake Wine Export Trade. He is familiar with the value inherent to proving where Sake is exported from, as well as the different regulatory requirements for exporting Sake from Japan into Europe and North America. Person A hires a JavaScript developer to build a website for managing Sake exports using Ambrosus Software Developer Kits. Then, leveraging his industry expertise and the Ambrosus Network, Person A is able to charge the Sake Wine Companies he has experience working with, a premium for managing their exported products on a blockchain.*

*Once the website has been designed, and the data about each wine is flowing to the relevant company, the only Cost Person A has (beyond his outsourced developer costs) is the set price of \$25USD per bundle for 16,384 Assets and Events. Person A is thus at liberty to charge whatever rate fitting for the Sake wine industry, per bottle of wine, while only having to pay \$25 USD per Ambrosus bundle.*

Importantly, these kind of solutions are applicable beyond food supply chains and export or import requirements: Any industry or network that needs blockchain based verification of data, cryptocurrency based payments, or secure documentation of a specific process, is a potential opportunity for

developing a dApp on the Ambrosus Network. With minimal overhead to the entrepreneur itself, this solution is specifically designed for creative experts wishing to monetize dApps for real world industrial processes. Importantly from Option 2, the opportunity to upgrade to a Commercial Hermes Masternode that is leveraged specifically for enterprises and not shared through Ambrosus (for options 3 or Option 4) is readily available for such entrepreneurs.

## Level 2 Blueprint:

- **Value Proposition:** Build customizable and niche dApps for specific problems using Hermes Masternodes and open-source Ambrosus Developer Kits with minimal overhead.
- **Applicable To:** Any industry or area of the consumer economy requiring a blockchain-based dApp, Payment Solution, Game, or Management System.
- **Status:** Hermes Masternodes operated by Ambrosus. The individual entrepreneur is responsible for developing or outsourcing the design of their specific application or solution.
- **Cost and Level of Expertise Required:** Total cost of \$25 USD for 1 bundle of data. Entrepreneurs lacking a technical background can source help from the Ambrosus developer portal, or any other developer to build their solution.

### Option 3: Blockchain-As-A-Service (BaaS)

More sophisticated than operating a Hermes Masternode deployed by the Ambrosus Team, is for an entrepreneur to license and manage their own Enterprise Hermes Masternode. Since Hermes Masternodes have been Open-Sourced, an entrepreneur or a team of entrepreneurs can deploy their own Hermes node on the Ambrosus blockchain to build and manage custom solutions for specific industries. This option for entrepreneurs requires a much more serious commitment to the Ambrosus Ecosystem as it includes the time and investment in maintaining a Hermes Masternode, developing dApps for a specific industry, and even the possibility of incorporating Ambrosus IoT gateways and sensing devices for specific industry verticals.

Once an entrepreneur has deployed their own Enterprise Hermes Masternode, they possess the ability to: 1) manage when bundles are uploaded to AMB-NET, 2) determine how long bundles are to be stored for, 3) decide who is able to upload data to AMB-NET through that specific Hermes, and 4) charge a rate they deem feasible for the services they build on top of the Hermes. Consider the following examples illustrating what an option 3 solution would look like:

#### Scenario 1:

*Person X puts together a small team of developers and business engineers and self-deploys a Hermes Masternode for free. With the business engineers and founder familiar with the healthcare industry, they work to develop a comprehensive catalogue of software solutions for tracking, verifying, and regulating the functionality of implanted hardware devices.*

*With the Hermes Node at the core of their solution, the small team identifies a select few key data points (KDP's) within the implanted device supply chain from which data can be collected. They then build consumer and business applications to collect and share data between the supply chain and with the relevant authorities, insurance companies, and consumers using such devices. After doing significant market research on the cost of this service, they decide to market their solution at a rate of 300\$ per bundle of data. After paying \$25.00 on the Ambrosus Network for each bundle, the company itself stands to keep the remaining \$288.00.*

## Scenario 2:

*Consultancy Company Y works with a number of clients in the commodities industry. They offer market advice, help with importing and exporting products, as well as designing business models for new companies seeking to break into a new market or expand a product line. Company Y licenses a Commercial Hermes Masternode and builds a standard solution for tracking and monitoring the core commodities they deal with. They outsource the development of consumer facing applications to integrate the entire story of the commodity including its proof of origin, labor conditions, and export and import locations. They can then charge the different companies they work a monthly rate for tracking the origin and journey of all of their products, while only having to pay the Ambrosus Network \$25 USD in Amber, for each bundle of data used.*

In both scenarios, the value proposition inherent to licensing a commercial Hermes Masternode lies in the ability to create a customized solution for a particular industry (with specific apps, (d)apps or data points), and to then resell that newly adapted solution at a rate far beyond the cost of using the underlying Hermes Masternode (standardized at \$25 USD in Amber per Bundle). As the core node is licensed and offered as a service, the solutions provider can manage multiple clients on a single Hermes node at one time. The different administrative controls can be customized per client to ensure that each client has the ability to decide which data is public and private, and how often a bundle of data needs to be uploaded or stored for.

For entrepreneurs, consultants, or teams of developers wishing to open up a new client base or add to an existing stack of solutions, offering Blockchain as a Service (BaaS) is a unique and cost-effective means of expanding the Ambrosus Ecosystem. Most importantly, the BaaS module has been designed in such a manner where both Ambrosus and the interested entrepreneurs are able to benefit from collaborating with one another. Meanwhile, leveraging specific IoT devices and the implementation of such devices is negotiated on a case by case basis, and will vary in overall cost depending upon how much help from Ambrosus Solutions' Architects is required. Altogether however, the minimal fee of \$25 USD in

AMB per bundle allows entrepreneurs to offer a vast array of solutions at a convenient and profitable price.

### Level 3 Blueprint: Blockchain as a Service

- **Value Proposition:** Build and offer industry specific/product specific solutions customized around the immutability of a public blockchain and optimized for collecting data from sensors, applications, and existing IT systems.
- **Applicable To:** Any industry in need of trusted or certified data management, with or without a secure means of collecting data.
- **Status:** Deploying a Commercial Hermes Masternode with one's own developers/technical infrastructure. The individual entrepreneurs are responsible for setting up and managing the Hermes as well as designing customized dApps on top of it. Ambrosus certified IoT devices, and the implementation of large scale solutions is negotiated on a price by price basis.
- **Cost and Level of Expertise Required:** Base cost is \$25 USD for 1 bundle of data.

## Option 4: Integrating AMB-NET into a Business or Service Model

A fourth option for utilizing the Ambrosus Ecosystem as an entrepreneur, is for existing companies or service platforms that can benefit from decentralizing certain aspects of their operations, or using blockchain and IoT to manage their data in new ways. Option 4 is one of the more advanced applications of AMB-NET, insofar as it pertains to existing businesses and enterprises that either wish to launch their own token on the Ambrosus blockchain, tokenize some aspect of their operations, or self-host a Hermes Masternode in order to offer new services to their clients.

The following example illustrates what kind of stakeholders fit 'Option 4' best:

*Enterprise P is an online-based bus and transportation service provider. While Enterprise P is already successful in managing the licensing and journeys of multiple bus lines at one time, they wish to take a step even further and develop a self-service platform for automatic pickup, leasing, and tracking of buses around the city they are based out of. Using the Ambrosus Ecosystem, enterprise P invests in the relevant tracking of hardware devices for their buses. At the same time, enterprise P already has a team of developers on board to entirely develop their new platform in-house. From Ambrosus, Enterprise P licenses a Commercial Hermes Masternode, and then builds out the entire platform on top of AMB-NET. Any additional ideas including loyalty programs for clients, or ratings systems for customers, they are able to develop further on AMB-NET with help and guidance from Ambrosus.*

In such an example, Enterprise P is effectively upgrading their operations to sustain decentralization, do-it-yourself bus management, and consumer interaction and feedback. The enterprise as the entrepreneurial party already has an idea of how they can take their business to the next level: Ambrosus provides the tools and support to make sure such an enterprise has the opportunity to bring those ideas into reality. In such a situation, the enterprise is able to make a minimal investment in licensing a Hermes Masternode, and with an existing team of developers and Ambrosus

provided SDKs, they can quickly develop much of their platform on AMB-NET.

Interested enterprises who fit this description are highly encouraged to reach out to Ambrosus; by already having an existing business infrastructure in place, Ambrosus will prioritize your needs (be they for IoT, or hosting a Hermes node) and work with you to ensure that AMB-NET can be easily integrated into your existing business process.

#### Level 4 Blueprint: Integrating AMB-NET into a Business or Service Model

- **Value Proposition:** Utilize blockchain and IoT devices to integrate AMB-NET into an existing business model, in order to update your processes, digitize information, better manage production lines, and offer new services.
- **Applicable To:** Existing enterprises already offering a particular service, and wishing to upgrade or improve their service by adding in elements of decentralization or trusted data management.
- **Status:** Deploying a Commercial Hermes Masternode with one's own developers/technical infrastructure. The individual enterprises are responsible for setting up and managing the Hermes as well as building specific or customized solutions on top of it - technical expertise and the ability to build out a platform or set of applications is expected. Ambrosus certified IoT devices, and the implementation of large scale solutions is negotiated on a price by price basis depending on the device in question and the scale at which it is required.
- **Cost and Level of Expertise Required:** Base cost is \$25 USD for 1 bundle of data. Further costs associated with hardware devices and solutions design to be negotiated on a case by case basis in light of the needs of the enterprise in question.

## Option 5: Launching an IEO/STO/TGE on the Ambrosus Network

The final option available for entrepreneurs using the Ambrosus Network is to launch or crowdfund innovative ideas, projects, games, applications, or services on AMB-NET in the form of an Initial Exchange Offering (IEO), Security Token Offering (STO), or Token Generation Event (TGE). Such new methods of raising capital are especially beneficial for startups wishing to obtain capital for a specific project. As tokenization continues to increase, and new economic models are created around original content or assets, a vast array of opportunities exist for individuals or teams to tokenize projects or products on the Ambrosus Network. Importantly, each project that is tokenized will undoubtedly possess its own specific conditions; its own goals, modes of funding, development timeframes, etc.

The following preconditions must be met beforehand in order to be considered for a project on the Ambrosus Network:

- Fully develop the scope of your project and its accompanying crypto-economic model.
- Consult the relevant regulatory frameworks for your jurisdiction and decide whether you are interested in launching an IEO/STO/TGE.
- Identify and explain what aspects of the Ambrosus Ecosystem you would like to leverage for your project.
- Clarify your long-term strategy, fundraising goals, and timeframe going forward.

## Option 6: Hardware and dApp Development Opportunities for Enterprises or Individuals

Of the various options presented above, a number of additional opportunities exist with regard to hardware devices and software development opportunities. More precisely, while the bulk of solutions built on AMB-NET will integrate both hardware (IoT devices) and software (Hermes and SDKs) into prospective solutions, opportunities remain for entrepreneurs to design business models around each component individually:

**Hardware Development:** As more entrepreneurs begin to build industry specific solutions on AMB-NET, additional hardware devices for specific industries will be required that have either already been pre-prototyped to communicate with Ambrosus gateways, or can be done so seamlessly. As such, significant opportunities exist from which entrepreneurs can work to provide other entrepreneurs with easy and efficient access to cost effective hardware devices to connect to AMB-NET.

IoT spinoffs built upon AMB-NET also have potential to succeed as businesses in their own right: with the proper hardware, accompanying certifications, and an established value proposition, a host of different IoT products can be widely integrated into specific industry niches using AMB-NET at its core. In such scenarios, the security of the data collected by IoT devices is further assured due to the integration of the Ambrosus blockchain. The Hardware Development scenario, therefore ranges from designing and prototyping IoT devices, to launching a startup around a particular device in a specific market.

**(Decentralized) Application Development using Ambrosus SDKs:** While it is probable that many entrepreneurs building on Ambrosus will have insightful ideas about what kind of solutions can be built on AMB-NET using a Hermes Masternode, there will remain demand for actually building these solutions. Software developers, or teams of software developers as well as UI/UX designers can therefore benefit greatly from making themselves available to the numerous entrepreneurs utilizing the Ambrosus Platform in the future.

Building ready-made applications for specific industries, or ‘packages’ of solutions for a specific process is a further method of monetizing a

solution on AMB-NET. In these scenarios demand for sets of solutions can be directly correlated with the needs of entrepreneurs working within a specific industry: in such a manner ready-made application packages improve the speed with which business developers and entrepreneurs can actually implement solutions. The scope of such solutions range from (Decentralized) Applications, to IoT Product Kits, to Smart Contract Templates, to packages for specific industries involving all three.

## Conclusion: The Beginning of a New Digital Economy and the Next-Generation of Entrepreneurs

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While blockchain continues to grow quickly, and adoption across industries increases by the month, Ambrosus continues to flourish at the intersection of cloud computing, blockchain, and the internet of things. As the only cryptocurrency project offering large-scale and hands-on opportunities to entrepreneurs, Ambrosus is intent on promoting its incubator and developer portal as key elements of the Ambrosus Ecosystem. In many ways, these opportunities mark the beginning of the first generation of blockchain and IoT entrepreneurs: from tokenizing assets and crowdfunding capital for IoT Spinoffs, to leveraging the Ambrosus Ecosystem to create new and innovative solutions in the most specialized niches across the global economy.

The new digital economy remains in its infancy: Ambrosus is preparing for its arrival by open-sourcing the most essential tools undergirding the next digital revolution. For Entrepreneurs interested in building on AMB-NET, a new frontier of possibilities awaits discovery: For the creative and motivated individual, AMB-NET provides all of the components needed to successfully create cutting-edge blockchain and IoT solutions. To begin your journey as an Ambrosus blockchain entrepreneur, start by reaching out to [info@ambrosus.com](mailto:info@ambrosus.com).

## **Appendix 1: Key Skills Outline and Progress Checklist for Ambrosus Blockchain Entrepreneurs**

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### **Level 1: Working to Bring Clients into the Ambrosus Network**

#### **Key Skills Required:**

- An excellent understanding of the Ambrosus Ecosystem and the Business Value Proposition of Blockchain Technology.
- The ability to effectively communicate the wide-scope of solutions that Ambrosus can provide to enterprises across industries, and with regard to both the software and hardware components of AMB-NET.
- Exceptional interpersonal communication skills.
- The ability to keep track of every meeting you have with a client, and to remember minute details that may be of importance in designing a solution.

#### **Checklist of Progress:**

- Can I easily explain the Ambrosus Ecosystem to a potential client in a manner that they can understand?
- Do I know how to respond to the following questions:
  - Why is a blockchain needed?
  - How is Ambrosus different from other blockchain service providers?
  - What is the value of self-hosting a Hermes Masternode?
  - Can data be kept private? If so, how is Ambrosus different from a private blockchain?
  - Where is data stored on the Ambrosus Network?
  - How much does it cost to upload data onto AMB-NET?
  - What kind of IoT devices can be used to automate processes?
  - Can additional tools and services be built on top of the core Hermes framework? If so, will Ambrosus do this?

- Why is the enterprise or industry cluster in question interested in using Ambrosus blockchain and IoT Solutions?
- Is there a competitive advantage that a company can gain from using AMB-NET for managing their data?

## Level 2: Building Specific Solutions Using a Public Hermes Masternode

### **Key Skills Required:**

- Specific expertise in a particular segment or cluster whereby a blockchain based (d)App or web application can create additional value.
- Industry specific business expertise or the ability to connect with key stakeholders that would be interested in using the proposed solution.
- The ability to develop a web or mobile application using open-source SDKs: or alternatively, one must possess sufficient capital to outsource the development and maintenance of the proposed solution.
- Creativity in designing and creating an original-blockchain based solution for once facet of a global industry.

### **Checklist of Progress:**

- Have I identified a clear solution that is needed by a cluster or conglomerate of stakeholders in a particular industry?
- Am I aware of all of the different facets of this solution, including the legal and regulatory compliance aspects that may be required to offer it?
- Do I have the expertise, funding, or connections to bring this solution to life? If not, am I aware of how to obtain the needed support to do so?
- Am I aware of the cost of utilizing a public Hermes Masternode? Have I factored this cost into my business model?
- Have I evaluated the potential to scale my dApp within or across the industry that I am offering it in?

## Level 3: Progress Checklist - Blockchain as a Service (BaaS)

### **Key Skills Required:**

- An excellent understanding of a particular industry, and their need for a blockchain or IoT related solution.
- A strong grasp on the value proposition of blockchain technology within the particular industry in question.
- The resources, expertise, or team to manage an Enterprise Hermes Masternode for multiple clients.
- The resources, expertise or team to build customized applications on top of AMB-NET utilizing Ambrosus SDKs.
- A clear business model and pricing system established for working with clients within a particular industry, taking into account the base cost of managing a Hermes Masternode and uploading data onto AMB-NET.
- A strategy for scaling the particular service in question across industries.
- Strong interpersonal skills, business connections, or networking capabilities for obtaining funding, support, and connections for the blockchain service in question.

### **Checklist of Progress:**

- Have I submitted an application for licensing a Hermes Masternode?
- Do I have the proper expertise or team in place to manage an enterprise Hermes Masternode?
- Do I have a specific industry in mind with a need for blockchain or IoT solutions? Is a value proposition clearly established?
- Do I have a team in place, or have I developed a proposal for cooperation with Ambrosus in order to offer the blockchain service as intended?

- What are my long term expectations or goals for this venture? Do I have a clearly defined exit-strategy? If so, have I communicated this with Ambrosus?
- Do I have a strategy for obtaining funding for my project if needed? Who are the other team members I am working with, and is my team optimal for success in this particular venture?

#### **Level 4 and 5 Progress Checklist - Integrating an Existing Business with AMB-NET and Launching a Startup/IEO/STO/TGE on AMB-NET**

For levels 4 and 5 a well structured business model and plan is the expectation if collaboration with Ambrosus is desired. Please reach out specifically to [info@ambrosus.com](mailto:info@ambrosus.com) to begin discussions. Remember to have expectations and areas of cooperation clearly delimited ahead of time!