

Capstone Letter of Intent

I. Project Overview

Capstone Project Name/Idea: Fili8 - Decentralized Affiliate Marketing Platform

Brief Project Description: Fili8 is a decentralized affiliate marketing platform built on Solana. By leveraging blockchain technology, Fili8 eliminates intermediaries and enables direct collaboration between affiliates and advertisers. Campaigns are managed via smart contracts, and referral metrics like clicks, conversions, and payouts are tracked immutably on-chain. Metrics related to an affiliate's participation and performance are also stored on-chain, showcasing their work and building a reputation in the platform.

Reason for Choosing this Project: Affiliate marketing faces challenges like data opacity, disputes over commissions, and centralized control. Fili8 addresses these issues by decentralizing affiliate marketing, ensuring transparency, and giving stakeholders more control. I'm excited about using blockchain to create a platform that benefits advertisers, affiliates, and end users.

II. Go-to-Market Strategy

Target Audience:

- **Advertisers:** Businesses and brands looking for effective ways to promote their products and track campaign performance transparently.
- **Affiliates:** Influencers, bloggers, and marketers who want fair compensation and proof of their work.
- **Users:** Consumers seeking relevant product recommendations and the ability to interact with more transparent campaigns.

Value Proposition:

- **For Advertisers:** Transparent performance tracking, instant payouts, reduced fraud.
- **For Affiliates:** Immutable proof of work, direct payouts through smart contracts, and the ability to build a verifiable reputation.
- **For Users:** Transparency in campaigns, increased trust in affiliate content, and potential rewards for engagement in the ecosystem.

Marketing and Distribution:

1. **Community Engagement:** Build an online community through Twitter, Discord, and Telegram to onboard early users.
2. **Content Marketing:** Publish articles, guides, and case studies on decentralized affiliate marketing.
3. **Industry Partnerships:** Collaborate with brands, e-commerce platforms, and influencers.
4. **Hackathons and Events:** Showcase Fili8 at blockchain hackathons and conferences

to attract developers and users.

Competitive Landscape:

Fili8 sets itself apart from both traditional platforms like ClickBank and other blockchain solutions by offering:

- **On-Chain Proof of Work:** Affiliate metrics stored in PDAs to showcase performance, improving accountability and reputation building.
 - **Trustless Payouts:** Smart contracts automate payouts, reducing disputes and delays.
 - **Transparency:** Blockchain increases the transparency for both advertisers and affiliates.
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IV. Technical Details

Tech Stack:

- **Blockchain Platform:** Solana
- **Smart Contract Language:** Anchor/Rust
- **Front-End Framework:** React
- **Database:** Decentralized storage solutions such as IPFS or Arweave for campaign metadata.

Smart Contract Development:

- Anchor and Rust will be used for smart contract development, ensuring compatibility with the Solana ecosystem.
 - Testing: Unit testing, integration testing, and security audits will be conducted to ensure the reliability and security of the smart contracts.
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V. Conclusion

Project Timeline:

- **Phase 1:** Smart contract development on Solana (2-3 weeks)
- **Phase 2:** Testing and deployment to devnet (1 week)
- **Phase 3:** (Optional) Front-end platform development and integration with Solana smart contracts (1-2 weeks)

Commitment: I am committed to completing the project and contributing to the Solana blockchain ecosystem.

Initials: B. A