

# **Product Requirements Document (PRD) WhatsApp-Native Prediction Market Platform**

Reference Inspiration:

Polymarket-style prediction markets adapted for WhatsApp delivery.

## **1. Product Overview**

This product is a WhatsApp-native prediction market platform that allows users to discover, trade, and settle prediction markets directly inside WhatsApp chats. The platform transforms chat conversations into information-backed markets.

The product is positioned as an information and forecasting platform, not a gambling application.

## **2. Objectives**

- Enable prediction trading fully inside WhatsApp
- Abstract crypto and trading complexity for mass users
- Achieve high engagement through chat-native UX
- Provide reliable resolution and transparency
- Generate sustainable platform revenue

## **3. Target Users**

- Retail WhatsApp users
- Non-crypto native participants

- Traders in emerging markets
- Community-based forecasters
- DAO operators and analysts

#### 4. Core Design Principles

- Chat-first user experience
- Progressive decentralization
- Simple and clear market questions
- Transparent resolution processes
- Viral and shareable market design

#### 5. Platform Architecture

- WhatsApp Business API
- Bot orchestration service
- Backend trading engine
- Custodial wallet infrastructure
- Optional on-chain settlement layer
- Oracle and resolution module
- Admin and compliance console

#### 6. Market Structure

##### 6.1 Market Definition

Each market includes:

- Clear prediction question
- Binary or multi-outcome options
- Resolution date and time
- Resolution source
- Maximum market size

## 6.2 Outcome Representation

- Outcomes represented as internal shares
- Prices expressed as probabilities (0–100)
- Winning outcome redeems at full value

## 7. User Experience Flow

### 7.1 Onboarding

- User messages platform bot
- Terms acceptance
- Automatic custodial wallet creation
- Optional external wallet linking

### 7.2 Market Discovery

- Trending markets command
- Push notifications

- Broadcast messages
- Community sharing

### 7.3 Trading

- Buy or sell outcome shares via replies or buttons
- Instant execution feedback
- Real-time position updates

### 7.4 Portfolio View

- Portfolio command returns balances
- Open positions and unrealized PnL
- Available funds

### 7.5 Resolution

- Automatic notification on resolution
- Funds credited instantly
- Full resolution details provided

## 8. Trading Engine

- Automated Market Maker pricing model
- Liquidity seeded by platform and creators
- Dynamic pricing based on trade flow

## 9. Custody and Settlement

Phase 1:

- Fully custodial balances
- Zero gas fees

Phase 2:

- Hybrid custody
- On-chain withdrawal support

Phase 3:

- Fully on-chain settlement
- WhatsApp as interface layer only

## 10. Oracle and Resolution

- Trusted data sources per category
- Manual and automated verification
- Stake-based dispute process
- Escalation to governance if needed

## 11. Fees and Monetization

Fee Sources:

- Trade execution fees

- Market creation fees
- Withdrawal fees

#### Fee Allocation:

- Platform revenue
- Liquidity incentives
- Insurance and dispute fund

### 12. Compliance and Risk

- Market category restrictions
- Jurisdictional controls
- KYC thresholds for withdrawals
- Transaction and exposure limits
- Full audit logs

### 13. Admin Console

- Market creation and approval
- Resolution management
- User risk controls
- Treasury oversight
- Broadcast messaging tools

### 14. Success Metrics

- Daily active users
- Trades per user
- Average market participation
- Resolution accuracy
- Revenue per user
- Retention rates

## 15. Roadmap

### Phase 1:

- Binary markets
- Custodial trading
- Manual resolution

### Phase 2:

- Multi-outcome markets
- Dispute resolution system
- Liquidity incentives

### Phase 3:

- DAO governance
- Prediction data APIs
- Multilingual expansion

## 16. Out of Scope

- Casino-style betting
- Random outcome games
- Guaranteed returns