



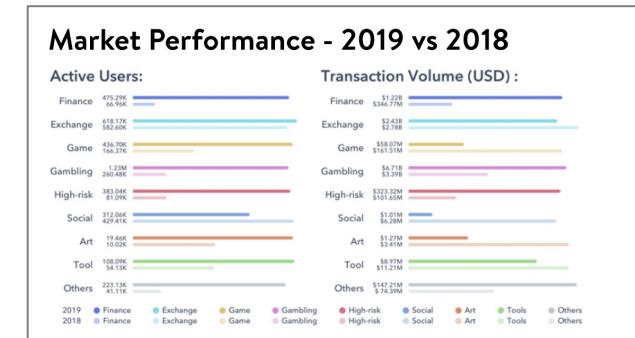
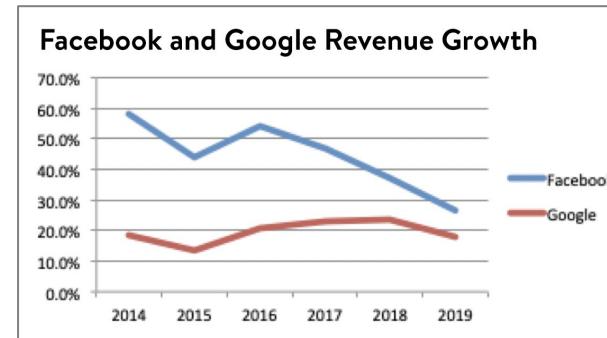
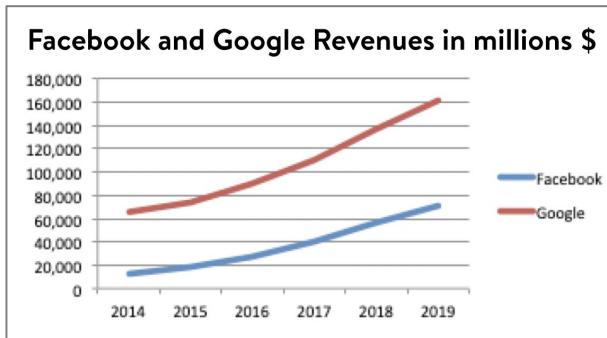
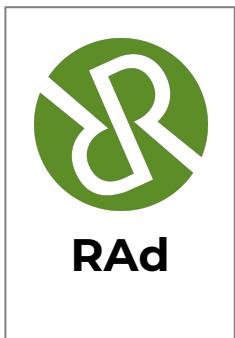
RCHAIN EQUITY MODEL + BUSINESS DEVELOPMENT

LUCIUS GREGORY MEREDITH

What Are We Offering to the Market?

Decentralized sponsored content

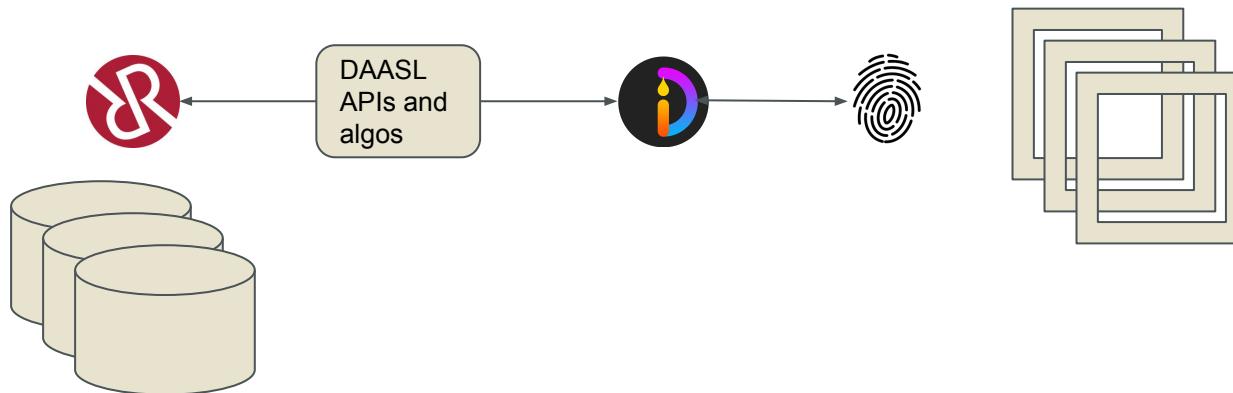
- A globally scalable sponsored content framework for empowered advertising (called Rad-vertising) that executes on RChain's blockchain able to deliver trusted sponsored content
- Unifying API to enable any dApp on any platform to leverage sponsored content
- RAd will return value to the content viewer shared with the dApp provider
- The marriage of identity and sponsored content



What Are We Offering to the market?

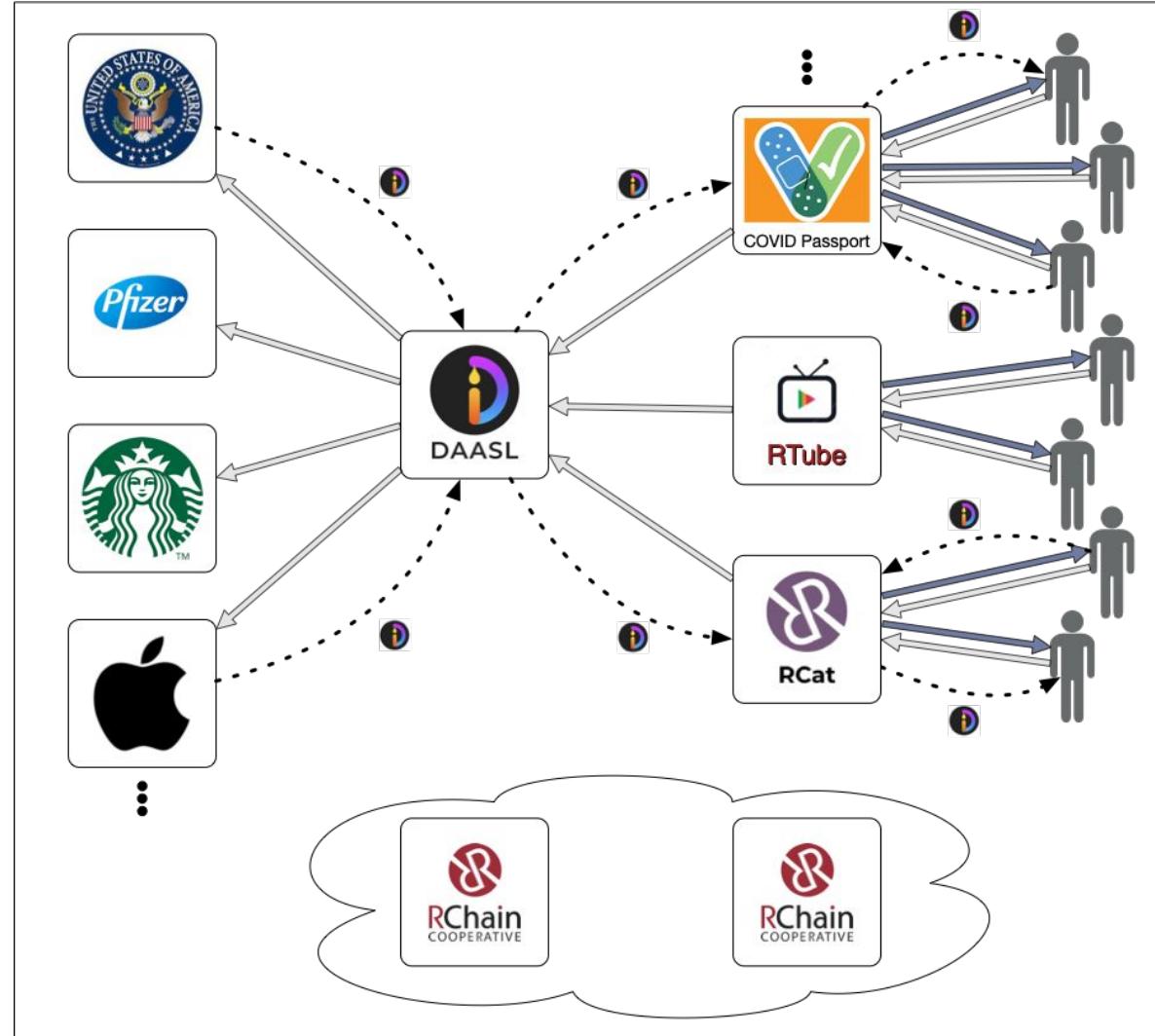
Decentralized sponsored content

- Google/Facebook/Twitter make money on the difference between the cost of computational infrastructure versus the price of advertising
- Blockchains like RChain not only decentralize the computational infrastructure, but also tokenize the operational cost
- DAASL not only decentralizes the computational infrastructure of online advertising across all dApps, but tokenizes the operational cost and manages the spread between the two token models



What we are offering to the market?

Sponsors include companies like Starbucks and Apple wanting to reach consumers of their products and services; organizations like local, state, and federal agencies wanting to get important public health messages out; and everything in between.

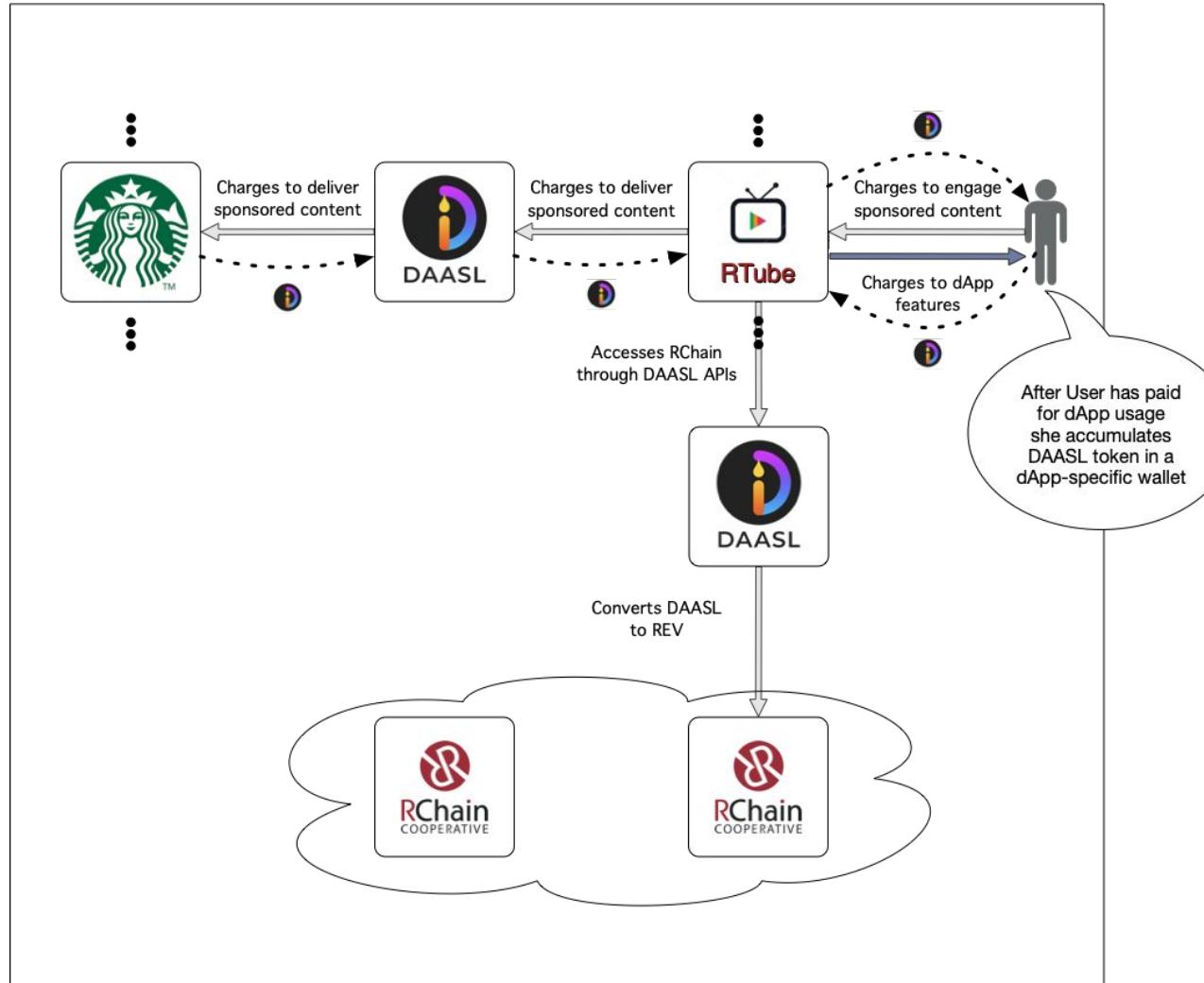


dApps naturally organize markets by communities. Think of them as somewhere between a commercial website and a Facebook or Twitter group. This makes reaching target audiences much more specific and effective.



What we are offering to the market?

DAASL charges a sponsor (e.g. Starbucks) DAASL token to deliver sponsored content to a dApp (e.g. RTube). Likewise, RTube charges DAASL token to DAASL to deliver sponsored content its users. RTube spends DAASL token to get **all** content from RChain.



A User charges DAASL token to engage sponsored content. She also pays DAASL token to get dApp features. When she has paid for her dApp usage, then if she is still engaging sponsored content, she accumulates them in a dApp-specific wallet.



What Are We Offering to Investors?

We are offering an opportunity to invest in a for profit organization called **DAASL** which *today is wholly owned by the RChain Cooperative*. DAASL will provide:

- Decentralized DevOps services to keep the light on for all the dApps running on the RChain blockchain.
- A toolkit to accelerate the rapid construction, monitoring and execution of dApps.
- Included in that toolkit today are:
 - A decentralized platform for mass deliberation called RChat
 - A decentralized voting capability called RVote
 - A generic wrapper for managing any digital content on RChain called Rcat
- What we want to build (we have the designs) are:
 - A globally scalable sponsored content framework for empowered advertising (RAd)
 - A unifying API for predictive analytics that can be applied to RChain data and any other blockchain



What Are We Offering to Investors?

DAASL is a separate organization to the RChain.coop in which DAASL owns 15M shares in itself and RChain owns the remaining 10M shares

- The total DAASL tokens minted by DAASL is 10 billion of which RChain has 5B and DAASL has 5B tokens.
- The investment sought is for \$15M over a period of 2 years in exchange for 20% of the equity valuing DAASL at \$75M pre investment and \$90M post investment and a DAASL token price of \$0.01.
- The \$15M is used to fund the DAASL to cashflow breakeven.
 - \$4M to develop sponsor marketplace
 - \$4M to develop dApp marketplace
 - \$6M to develop DAASL APIs
 - \$1M RChain support contract
- The opportunity can be taken by a single investor or many investors in blocks of \$100K as long as the investor is a member of the RChain.coop (which is a minimal annual fee).



What Are We Offering to Investors?

Use of Funds									
Use	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Total
Develop APIs	\$1M	\$1M	\$1M	\$1M	\$1M	\$1M	—	—	\$6M
Dapp Marketplace	—	—	—	—	\$1M	\$1M	\$1M	\$1M	\$4M
Sponsor Marketplace	—	—	—	—	\$1M	\$1M	\$1M	\$1M	\$4M
RChain Support Contract	\$250K	\$250K	\$250K	\$250K	—	—	—	—	\$1M
Total	—	—	—	—	—	—	—	—	\$15M

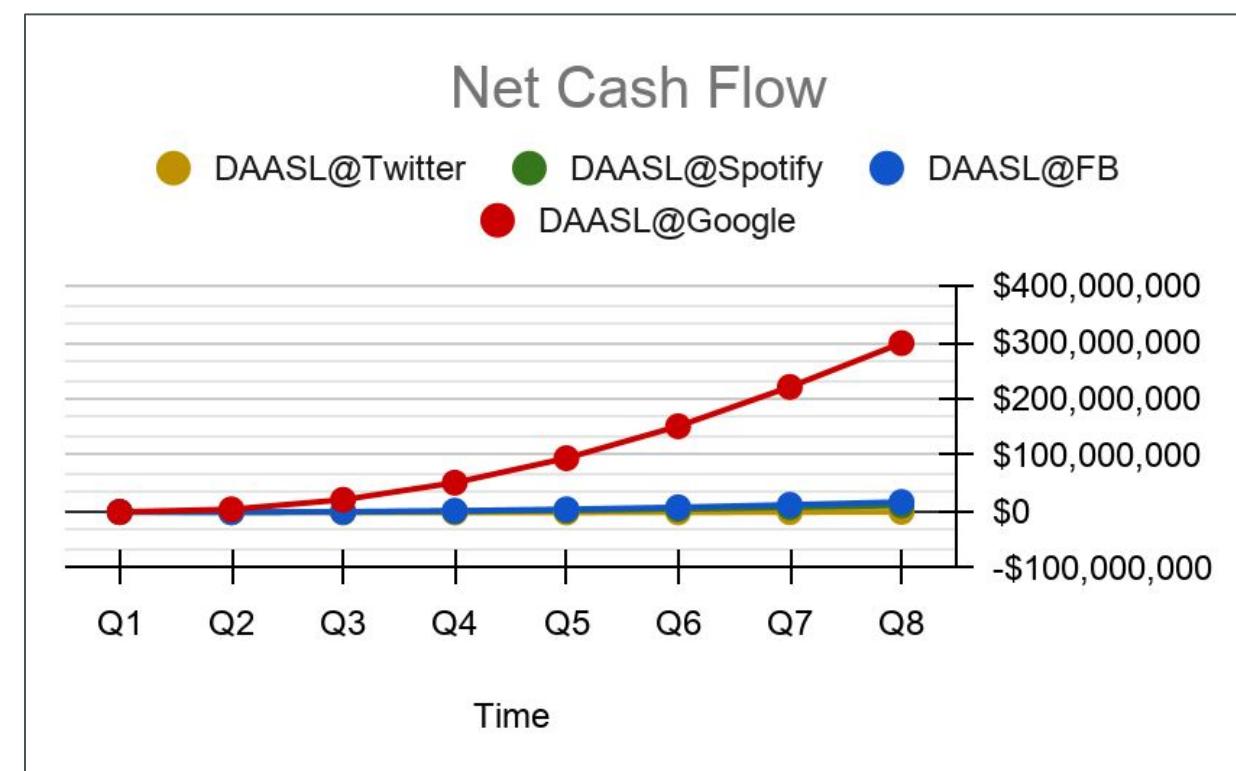
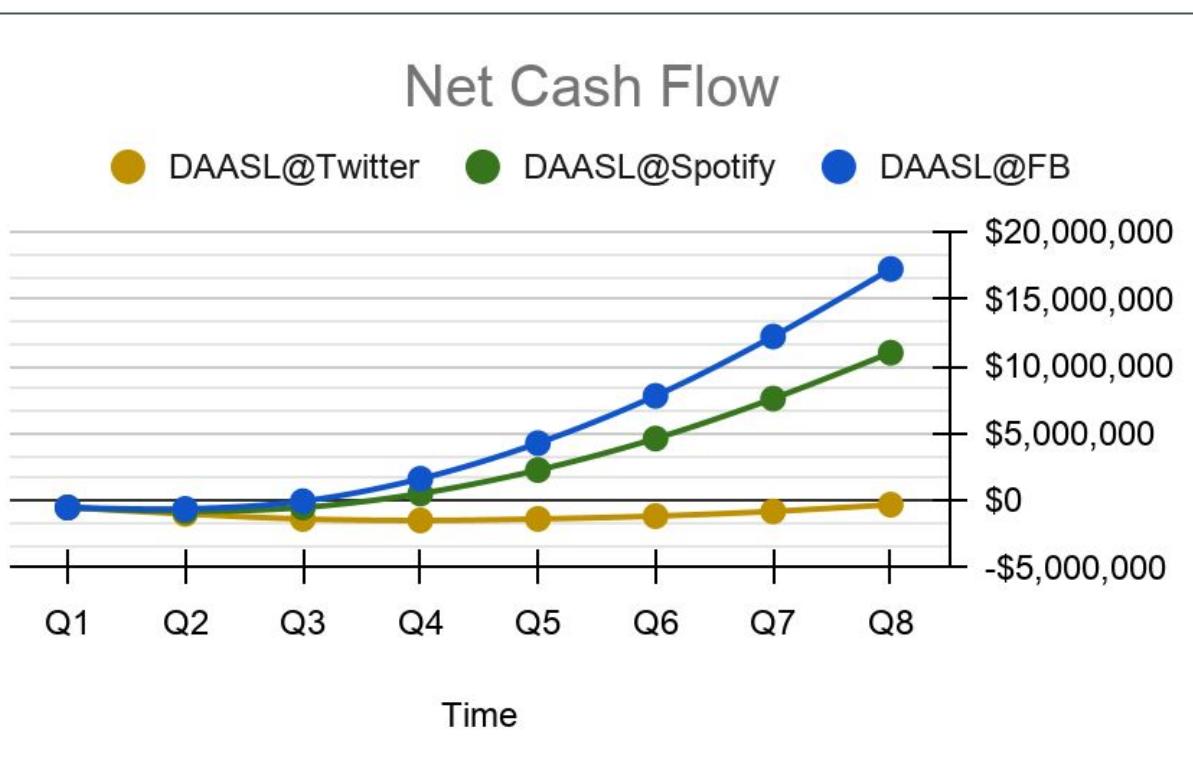


What Are We Offering to Investors?

	Net Cash Flow			
Time	DAASL@Twitter	DAASL@Spotify	DAASL@FB	DAASL@Google
Q1	-\$506,875	-\$506,875	-\$506,875	-\$506,875
Q2	-\$986,375	-\$789,275	-\$608,735	\$4,217,605
Q3	-\$1,363,875	-\$509,775	-\$39,435	\$21,186,705
Q4	-\$1,471,375	\$532,475	\$1,635,965	\$51,435,755
Q5	-\$1,363,042	\$2,283,308	\$4,291,298	\$94,910,588
Q6	-\$1,147,208	\$4,634,392	\$7,818,232	\$151,502,872
Q7	-\$796,792	\$7,612,808	\$12,243,848	\$221,239,688
Q8	-\$297,917	\$11,035,333	\$17,276,383	\$298,930,933
Revenue/ User/Yr	\$8.71	\$31.00	\$42.00	\$548.00



What Are We Offering to Investors?



What Are We Offering to Investors?

Three drivers of investment value

- Sponsored content accelerated growth models
- DAASL token appreciation
 - (We can explain token economics as a confidential mutual discussion.)
- Users receive DAASL tokens as rewards



What Are We Offering to Investors?

Two variables DAASL controls

Price

- o The cost to deliver a service (compared to Facebook, Google)
- o Internal costs split between cash and token for management
- o Front load dapp acquisitions

User adoption

- o Leveraged growth = dapp creator bring communities x user growth per dapp (see slide 4)
- o Network effect across dapps
- o Feedback loop, incentivized users create grassroots marketing
- o Curator growth due to highly attractive economics



Initial Sparks for Viral Growth

Non-Fungible Tokens (NFTs)

- NFTs and single-use tokens allow artists to offer limited content directly to their fans resulting in profitable returns and greater fan loyalty.

Climate Change

- Popular opinion goes against proof of work blockchains due to their negative environmental impact.

Hardware Acceleration

- Hardware which speeds up computation by 2 or 3 orders of magnitude and facilitates decentralization.

Data Storage

- Popular opinion demands self-sovereign data solutions.



We are at a turning point ...

Peak centralization

At the same time the US is hauling the CEOs of the big digital asset companies to testify they are moving toward embracing decentralized technologies. The two go hand in hand.

United States: New legislation proposes to exclude crypto from securities law

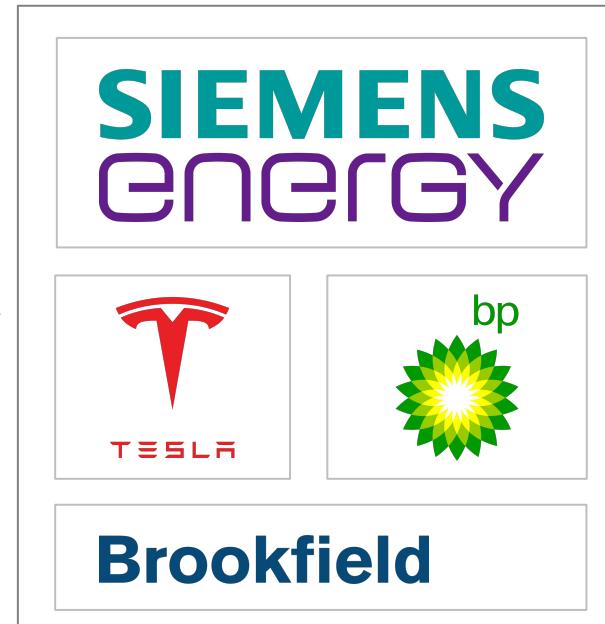
In 2019, Congress introduced [22 bills addressing cryptocurrency and blockchain policy that could be considered in 2020](#). However, we can identify three main public policy areas: how cryptocurrency might be used in a wide variety of very dangerous activities, how companies can use cryptocurrency and blockchain in business models within the current regulatory framework, and, finally, how distributed ledger technologies might be utilized by the U.S. government itself.



We are at a turning point ...

Peak oil

It is no accident that this is happening at the same time we are seeing the inflection point in the fossil fuel economy.



Early Winners and Losers From BlackRock's Shift on Climate Change

BlackRock CEO Larry Fink told companies to expect extra scrutiny on carbon emissions and governance. Has he followed up on that promise?

1,24,071 views | Jun 15, 2019, 02:39pm EDT

Renewable Energy Is Now The Cheapest Option - Even Without Subsidies

World

China calls for global 'green revolution', pledges to achieve carbon neutrality before 2060

Investment firm BlackRock to pull back from fossil fuels

Exxon Mobil's stock drops to decade low after Goldman says it's time to sell

Published: Feb. 4, 2020 at 6:53 a.m. ET



The internet is being re-factored

Which presents an opportunity to decentralize

- It is inexorably moving from centralized control by a few major companies to decentralized applications serving decentralized communities.
- Blockchain is playing a major role in that.
- To make this real, organizations must step up and recreate and reimagine vital social and telecommunication services in a decentralized manner.



The Solution Space

Blockchains like RChain that have bet on high transaction volumes to make the network viable cannot simply wait for the community to build these applications.

- They must seed the space with applications that simultaneously fulfill their own organizational requirements.
- Governance communications are a prime example. Together with its community, RChain is building RChat and RVote.

These applications provide a decentralized chat, and voting mechanism, respectively.

- Built from a combination of RChain as the backend, and off the shelf tools for the frontend, they provide not only key infrastructure for the community that governs the protocol, but templates for other apps to use to accelerate their development.

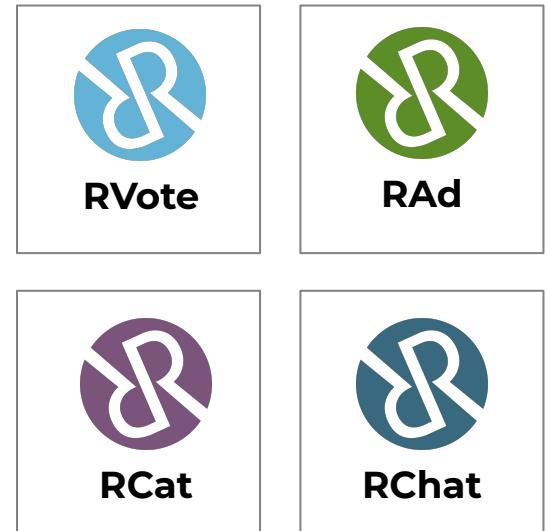


The Solution Space

These applications provide a decentralized digital asset management, messaging (chat), polling and voting mechanism, etc.

- Built from a combination of RChain as the backend, and off the shelf tools for the frontend, they provide not only key infrastructure for the community that governs the protocol, but templates for other apps to use to accelerate their development.

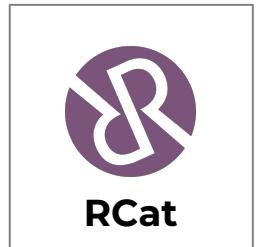
The image shows two side-by-side GitHub repository pages. The left repository, 'rsong-acquisition', contains code for 'Archiving this repository' and a 'README.md' file titled 'RSong Acquisition'. The right repository, 'rvote', is described as 'Rchain Voting' and includes a detailed commit history for the 'rv2020-beta.netlify.app' branch, which was merged from 'rchain-community#90'. Both repositories have 2 branches and 0 tags.



The Solution Space

Here is a list of dApps that utilize the RChain platform.

- [dAppy](#) - a decentralized distribution network for files and web applications.
- Digital Accreditation Wallets
 - [COVID-19 Identity Passport](#) - a safe, secure self-sovereign way of carrying your data with you.
- [RCat](#) - RChain asset tracker.
- [RChat](#) - using a largely unmodified zulip installation, we listen to database modification events and make the corresponding modifications to a store in RChain.
- [RSign](#) - RChain signature tool.
- [RStake](#) - POS staking pool support on RChain contracts and pool contracts.
- [RSong](#) - a client facing REST layer to proxy RSong requests to RSongs Rholang contracts.
- [RVote](#) - a blockchain based voting dApp used by the RChain Coop membership for the October 2020 Annual General Meeting (AGM).
- [Liquid Democracy](#) - trust from the top down and bottom up are combined to determine sentiment and make good decisions in line with both the cooperative and the members.
- Wallets: [Capo Wallet](#), [My RChain Wallet](#), [RNode Client](#), [Rui Wallet](#)



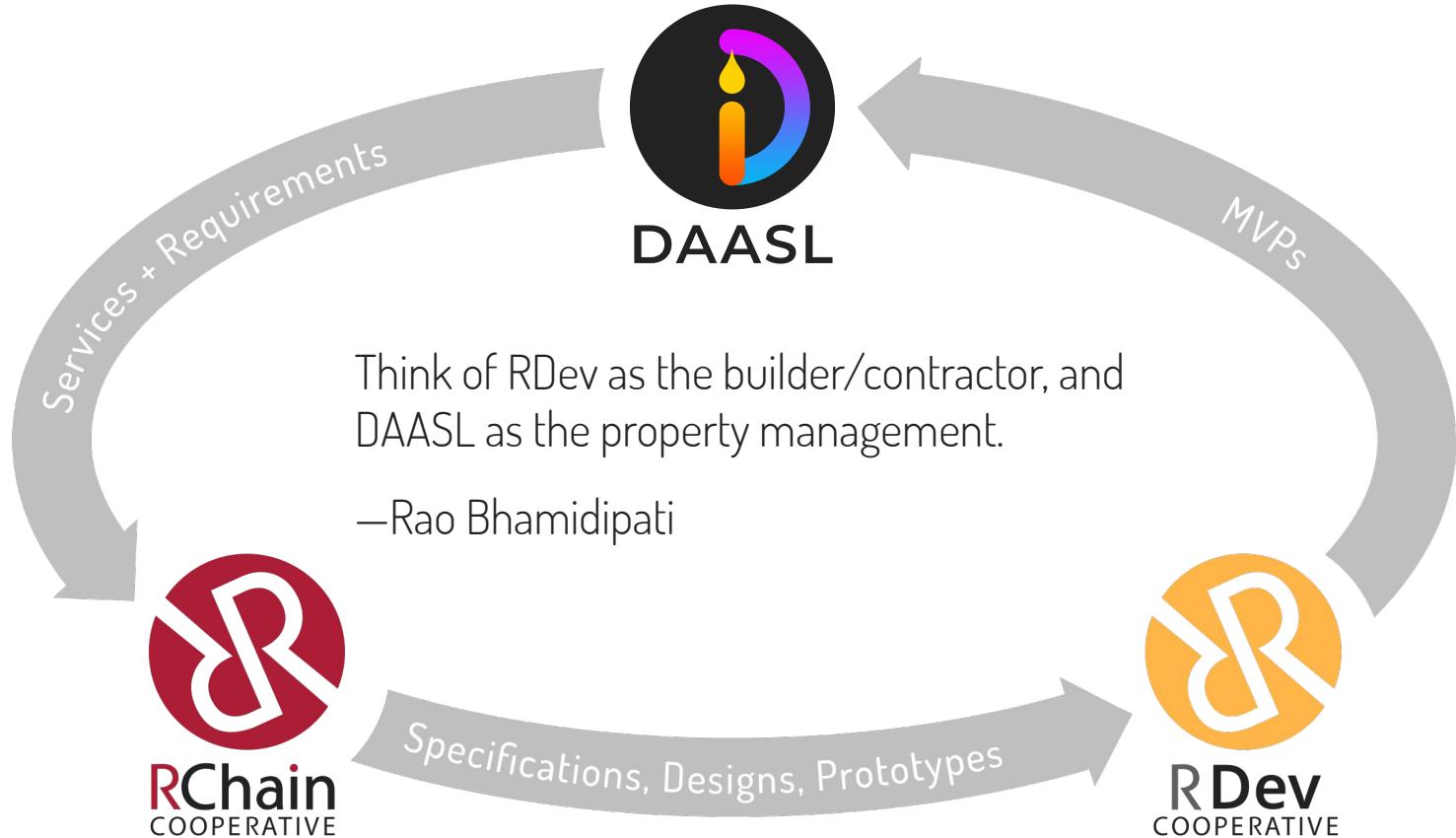
The Solution Space

Building a dApp, however, is not the same as keeping it running 24/7.

- Nor is it the same as a commitment to upgrade existing features or roll out new features as community use inexorably provides new requirements.
- Redhat, MySQL, and many other open source projects have demonstrated a very convincing software as a service model that monetizes DevOps, maintenance, and feature development.



The RChain Eco-System



The RChain Eco-System

A for-profit DAASL shop built to manage/maintain services built on RChain and other chains



DAASL



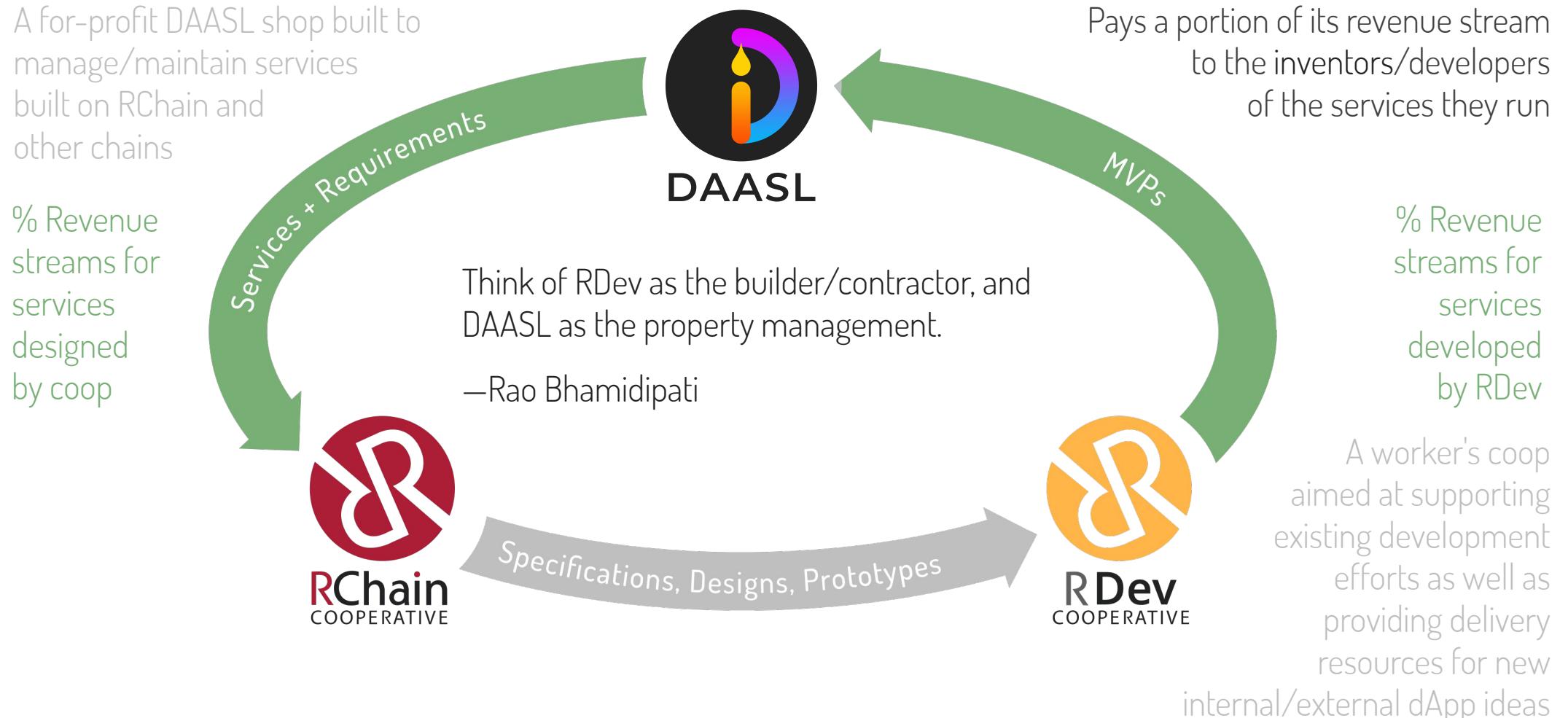
Think of RDev as the builder/contractor, and DAASL as the property management.

—Rao Bhamidipati

A worker's coop aimed at supporting existing development efforts as well as providing delivery resources for new internal/external dApp ideas



The RChain Eco-System





**Cashflow >0
Q9**

Costs
People Costs
Infrastructure Cost (HW +SW)

Economic Modeling Assumptions

Cashflow

Cashflow	Q1	Q2	Q3	Q4
Costs	\$ 506,875	\$ 587,500	\$ 737,500	\$ 737,500
Revenue	\$ -	\$ -	\$ -	\$ -
Initial Cash Position	\$ -			
Balance	\$ -506,875	\$ -1,094,375	\$ -1,831,875	\$ -2,569,375
	Q5	Q6	Q7	Q8
Costs	\$ 791,667	\$ 954,167	\$ 1,089,583	\$ 1,103,125
Revenue	\$ 108,000	\$ 360,000	\$ 630,000	\$ 900,000
Initial Cash Position				
Balance	\$ -3,253,042	\$ -3,847,208	\$ -4,306,792	\$ -4,509,917
	Q9	Q10	Q11	Q12
Costs	\$ 1,103,125	\$ 1,103,125	\$ 1,103,125	\$ 1,103,125
Revenue	\$ 1,170,000	\$ 1,440,000	\$ 1,602,000	\$ 1,620,000
Initial Cash Position				
Balance	\$ -4,443,042	\$ -4,106,167	\$ -3,607,292	\$ -3,090,417



Use of Funds

Economic Modeling Assumptions

Costs

Use of Funds									
Use	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Total
Develop APIs	\$1M	\$1M	\$1M	\$1M	\$1M	\$1M	—	—	\$6M
Dapp Marketplace	—	—	—	—	\$1M	\$1M	\$1M	\$1M	\$4M
Sponsor Marketplace	—	—	—	—	\$1M	\$1M	\$1M	\$1M	\$4M
RChain Support Contract	\$250K	\$250K	\$250K	\$250K	—	—	—	—	\$1M
Total	—	—	—	—	—	—	—	—	\$15M



\$6.5M in
revenue
steady state

Dapp click to pay model	
Number of Dapps	20
Clicks per day per user per Dapp	10
Number of users per Dapp	10000
Dapp revenue per click	\$ 0.0100
DAASL revenue per click	
Steady state 1 years worth of Dapp/users	\$ 7,300,000
Assume onboarding rate per month of	1
Assume offset in months from start of	3
Assume users per Dapp growth to target of	2000 /mnth

Assumption
s

Revenue

Economic Modeling Assumptions

Revenue Sources	Q1	Q2	Q3	Q4
Dapps 1-3 (1 per month)	\$ -	-	-	-
Dapps 4-6	\$ -	\$ -	-	-
Dapps 7-9	\$ -	\$ -	-	-
Dapps 10-13	\$ -	\$ -	-	-
Dapps 14-17	\$ -	\$ -	-	-
Dapps 18-21	\$ -	\$ -	-	-
Total Revenue	\$ -	\$ -	\$ -	\$ -
Cumulative Revenue	\$ -	\$ -	\$ -	\$ -
	Q5	Q6	Q7	Q8
Dapps 1-3 (1 per month)	\$ 108,000	\$ 252,000	\$ 270,000	\$ 270,000
Dapps 4-6		\$ 108,000	\$ 252,000	\$ 270,000
Dapps 7-9	\$ -		\$ 108,000	\$ 252,000
Dapps 10-13	\$ -	\$ -	\$ 108,000	\$ 252,000
Dapps 14-17	\$ -	\$ -	\$ -	\$ 108,000
Dapps 18-21	\$ -	\$ -	\$ -	\$ -
Total Revenue	\$ 108,000	\$ 360,000	\$ 630,000	\$ 900,000
Cumulative Revenue	\$ 108,000	\$ 468,000	\$ 1,098,000	\$ 1,998,000
	Q9	Q10	Q11	Q12
Dapps 1-3 (1 per month)	\$ 270,000	\$ 270,000	\$ 270,000	\$ 270,000
Dapps 4-6	\$ 270,000	\$ 270,000	\$ 270,000	\$ 270,000
Dapps 7-9	\$ 270,000	\$ 270,000	\$ 270,000	\$ 270,000
Dapps 10-13	\$ 252,000	\$ 270,000	\$ 270,000	\$ 270,000
Dapps 14-17	\$ 108,000	\$ 252,000	\$ 270,000	\$ 270,000
Dapps 18-21	\$ -	\$ 108,000	\$ 252,000	\$ 270,000
Cumulative Revenue	\$ 1,170,000	\$ 1,440,000	\$ 1,602,000	\$ 1,620,000
	\$ 3,168,000	\$ 4,608,000	\$ 6,210,000	\$ 7,830,000



13 sponsors at
an average of
\$1,200,000 per
quarter

Economic Modeling Assumptions

Token economic model

Actor	\$ equivalent of TOKENS over time							
	Q5		Q6		Q7		Q8	
Actor	Count	Amount	Count	Amount	Count	Amount	Count	Amount
Sponsor	1	\$1,200,000	3	\$3,600,000	5	\$6,000,000	8	\$9,600,000
Curator	3	\$60,000	6	\$90,000	12	\$75,000	24	\$60,000
DApp provider	3	\$60,000	6	\$90,000	9	\$100,000	13	\$110,769
DAASL		\$150,000		\$450,000		\$750,000		\$1,200,000
Actor	Q9		Q10		Q11		Q12	
	Count	Amount	Count	Amount	Count	Amount	Count	Amount
Sponsor	9	\$10,800,000	10	\$12,000,000	12	\$14,400,000	13	\$15,600,000
Curator	24	\$67,500	24	\$75,000	24	\$90,000	24	\$97,500
DApp provider	17	\$95,294	21	\$85,714	21	\$102,857	21	\$111,429
DAASL		\$1,350,000		\$1,500,000		\$1,800,000		\$1,950,000
Notes:		With \$1M of sponsorship across 3 DApp providers with 10,000 users each we see \$50K to each curator, the same to each DApp provider and \$125K to DAASL						
		By Q12 DAASL is at break even with \$1.6M in sustained revenue having acquired 13 sponsors at \$1M per quarter each and with a user base of 21 DApps.						

Assumptions

Key variables	
End Users	55.0%
Curators	15.0%
DApps	15.0%
Daasl	12.5%
RChain	2.5%
Token exchange	\$0.00600

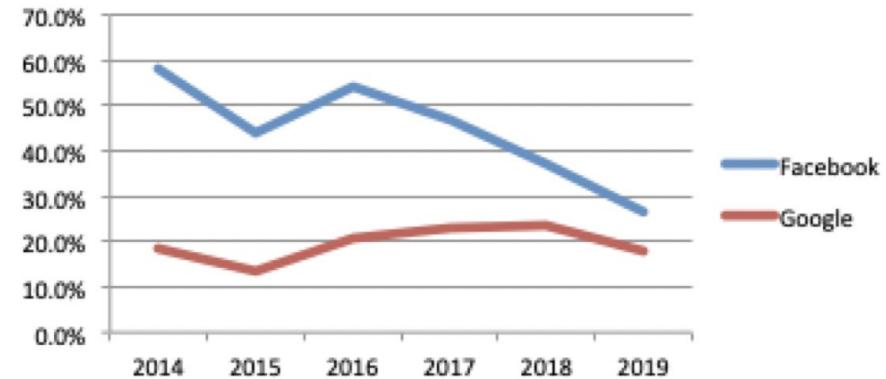
End Users get an average of \$40/Qtr steady state but this is shared on the basis of their own esteem.

Click To Play >> Click To Pay

It's an open field

- There is no ad or sponsored content platform for dApps that can be considered decentralized Trust in Facebook and Google is waning.
- The need to advertise and sponsor content is increasing.

Facebook and Google Revenue Growth



Market Performance - 2019 vs 2018

Active Users:



Transaction Volume (USD) :

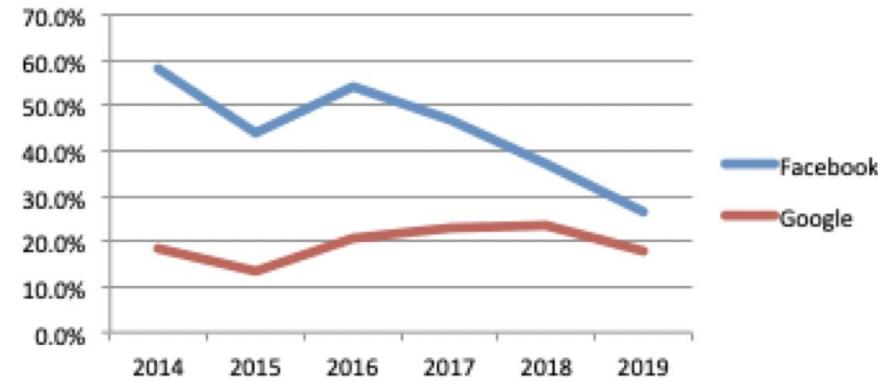


Click To Play >> Click To Pay

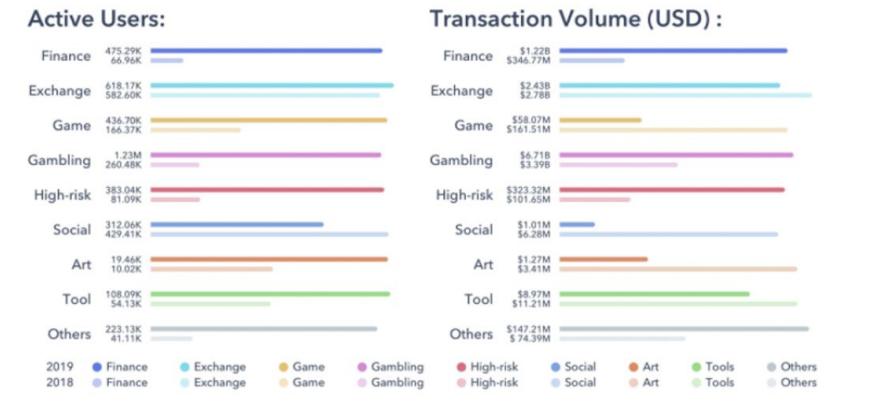
DAASL will select applications that focus on digital asset management

- Twitter, Facebook, Instagram, Google, GMail, Google Maps are all click to play, with almost no click to pay events.
- The economies created by these applications are bigger than the oil markets in fact they are the largest economies in the world.

Facebook and Google Revenue Growth



Market Performance - 2019 vs 2018



Click To Play >> Click To Pay

This is how end-users are already accustomed to using online apps



Users could pay per
transactional event - too
unwieldy



Users could pay a
subscription - this will work
for many, but not for all



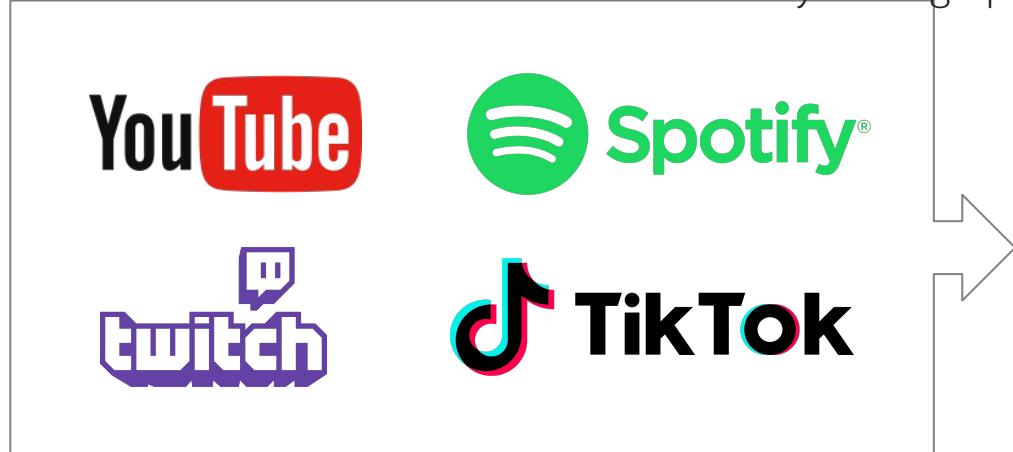
User engagement could be
sponsored - **for the
blockchain generation
this must be differentiated
from surveillance
capitalism**



How It Works

DAASL focuses on dApps that create communities

- Communities that self-identify and are willing to be sponsored have already provided key market data about the demographics they occupy
- DAASL provides two different kinds of APIs to dApps that use their platform
- APIs for the submission and delivery of sponsor's content to end users
- APIs for self-disclosure of additional key demographic data by end users to sponsors



Social		USERS	VOLUME	Collectibles		USERS	VOLUME	Marketplaces		USERS	VOLUME
	Yup EOS	6,508	+34.71%		GoPope WAX	1,362	+6.16%		Rarible ETH	1,185	+1.11%
	Steemit Steem	2,208	-9.62%		CryptoTree TRON	613	-9.59%		AtomicMarket WAX	679	-2.30%
	Peakd Hive	1,292	-4.79%		Topps GPK WAX	570	+2180.00%		OpenSea ETH	497	-8.13%
	Hive Blog Hive	1,219	+0.08%		CryptoPunks ETH	65	-27.78%		Myth.Market WAX	384	+152.63%
	Ecency Hive	273	-1.09%		Avastars ETH	28	-15.15%		Collectables.io WAX	215	+696.30%



How It Works

These APIs uses two quantitative measures



Sponsorship tokens – DAASL

DAASL is transmittable and used to convey value associated with sponsored content



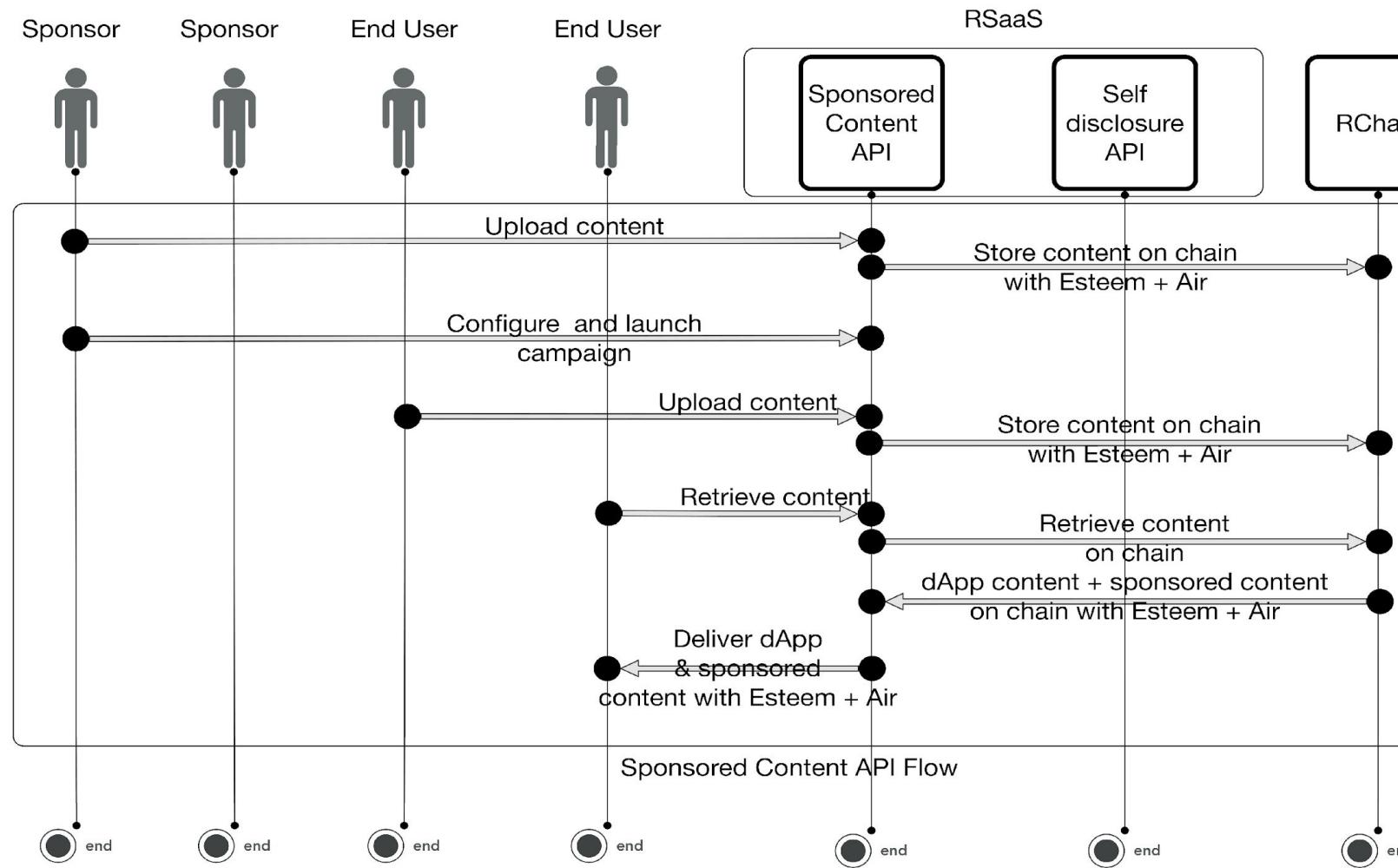
Influence measure – Esteem

Esteem is not transmittable but used to measure when content is coming from valued sources

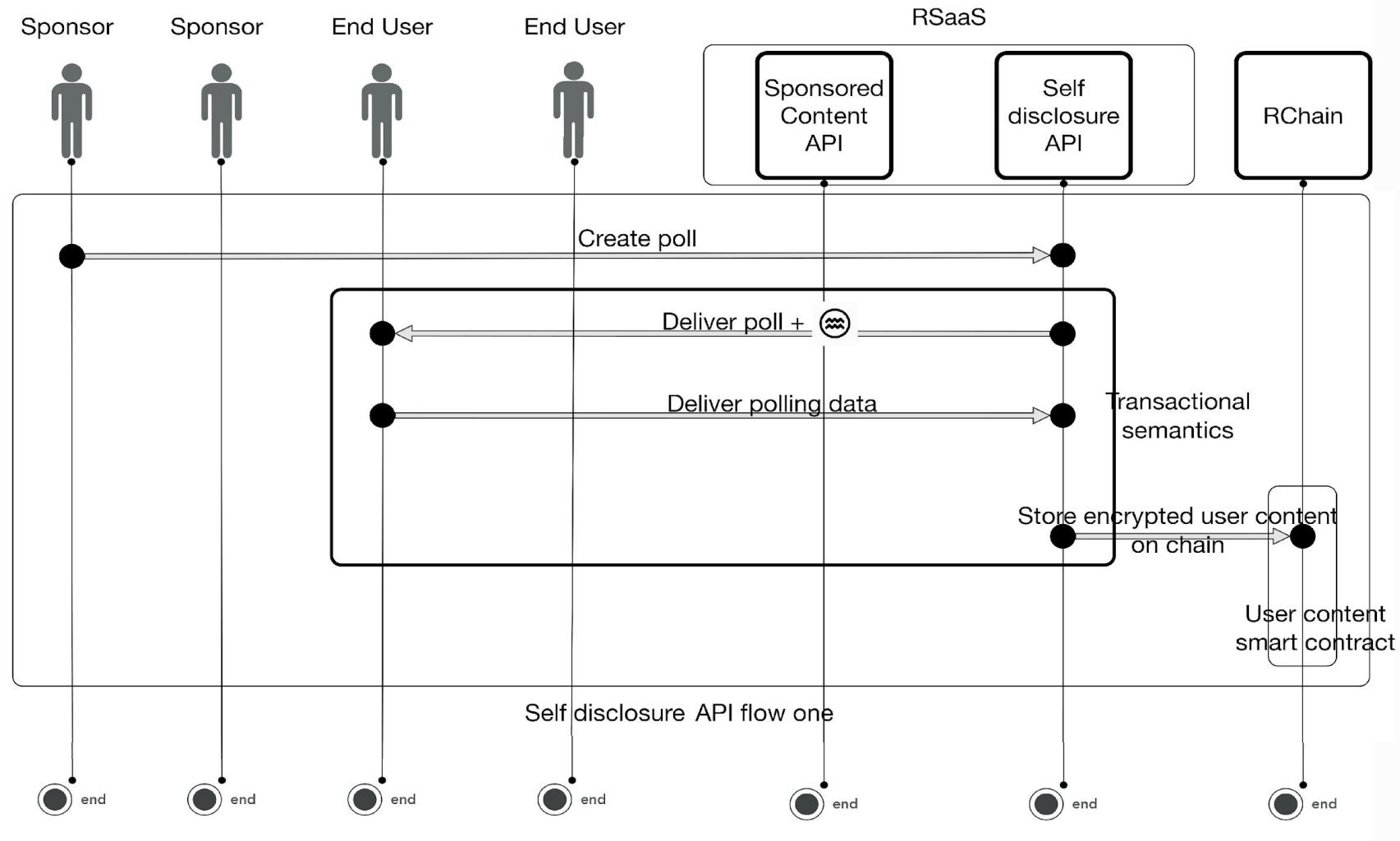
- All on-chain content is given an index having a positive DAASL component and a positive Esteem component
- Every dApp request for a "page" of content comes with identified "dApp shelf space" with abstract "locations" in the dApp "page" that are each given an index having a negative DAASL component and a negative Esteem component
- Content is matched to locations by matching the indexes



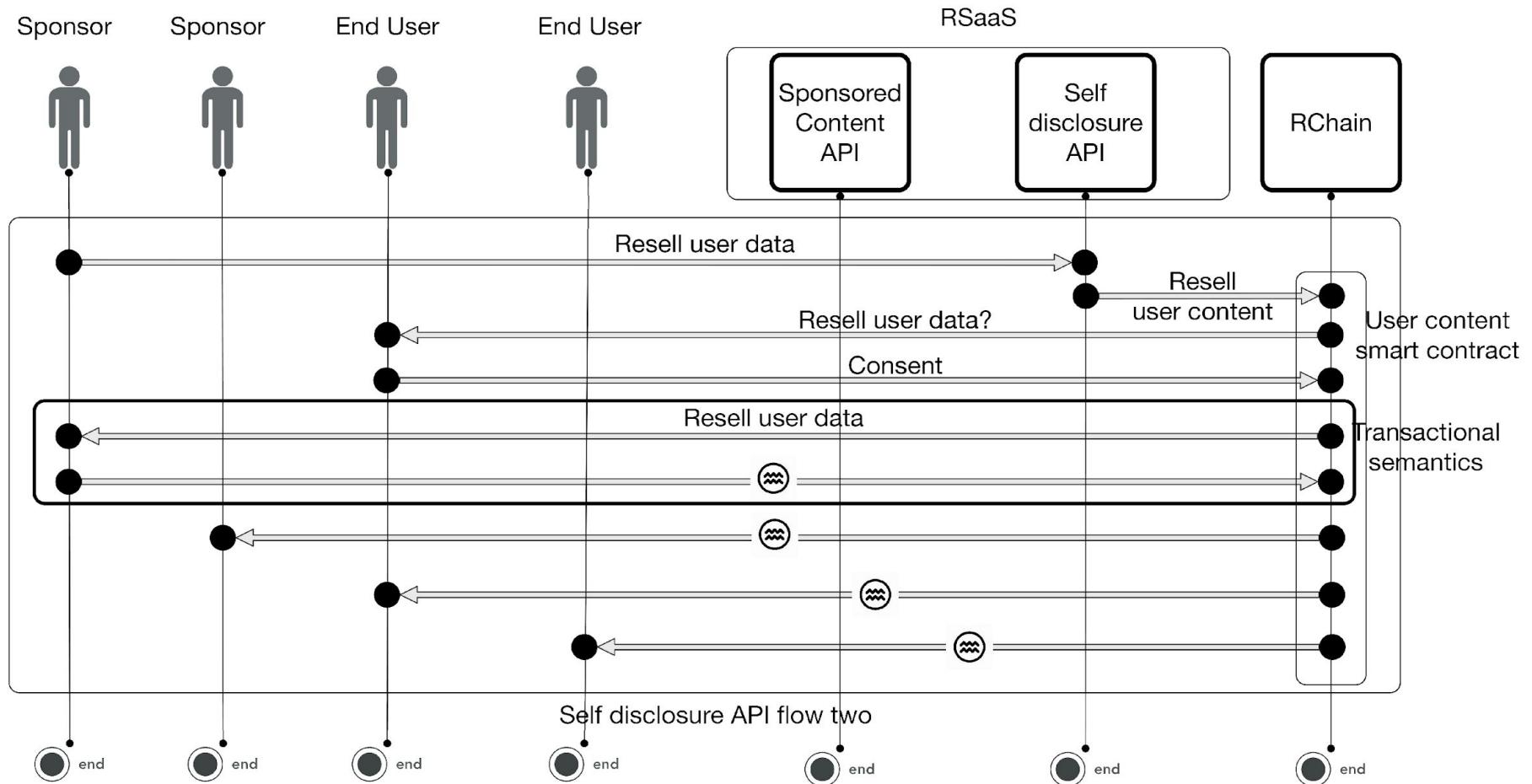
How It Works



How It Works



How It Works



How It Works

Creator



Originator of *esteemed* content
In the graph of connections
these agents are *sources*

Curator



Curator of *esteemed* and *sponsored* content
In the graph of connections
these agents receive content
from Creators and Sponsors
and pass it on to End Users

End User

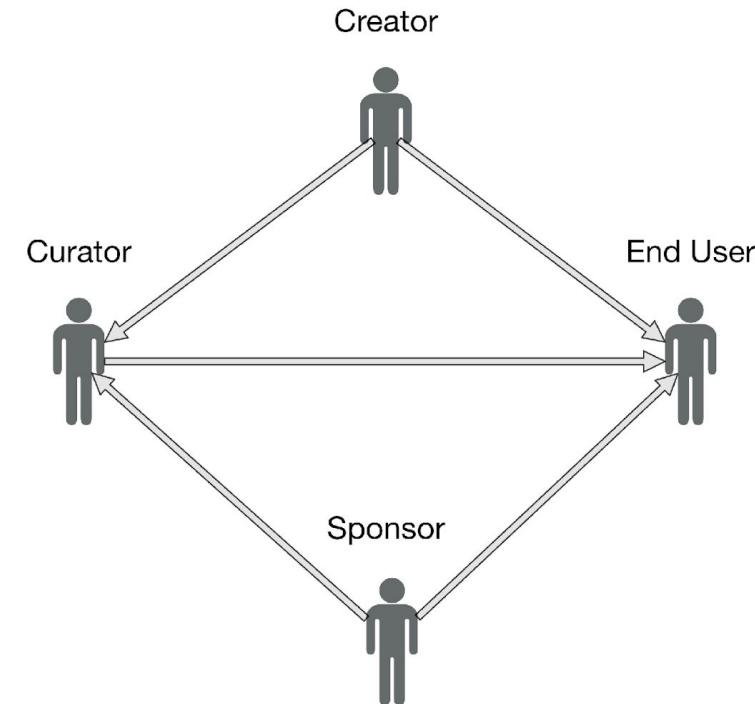


Consumer of *esteemed* and *sponsored* content
In the graph of connections
these agents receive content
from Creators, Sponsors, and Curators
and are *sinks*

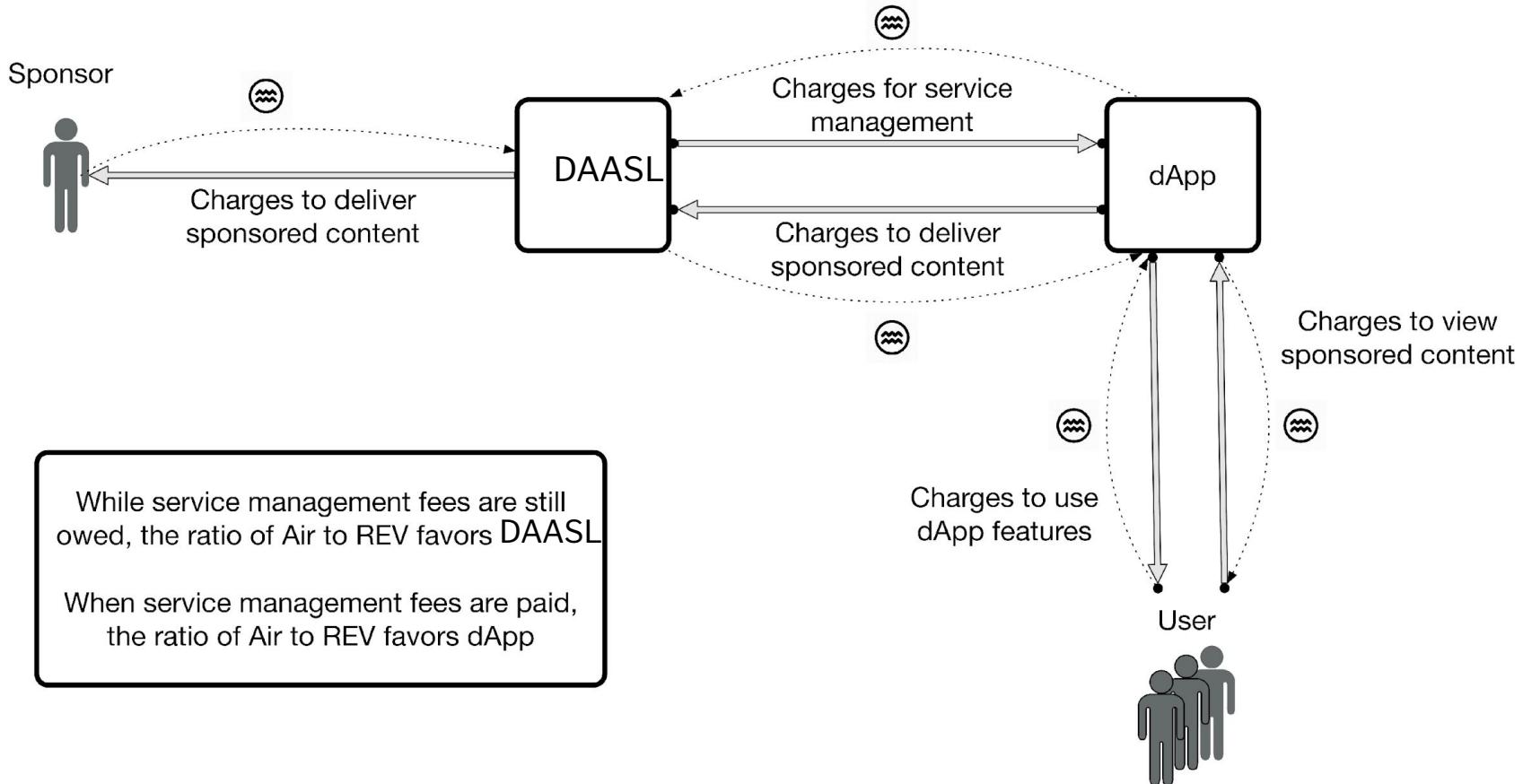
Sponsor



Originator of *sponsored* content
In the graph of connections
these agents are *sources*



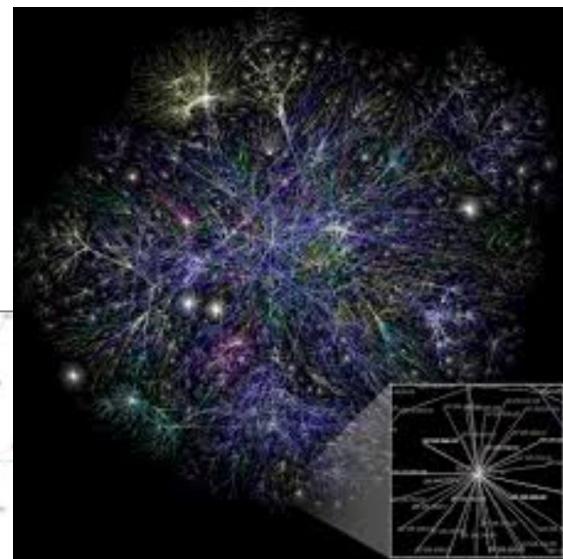
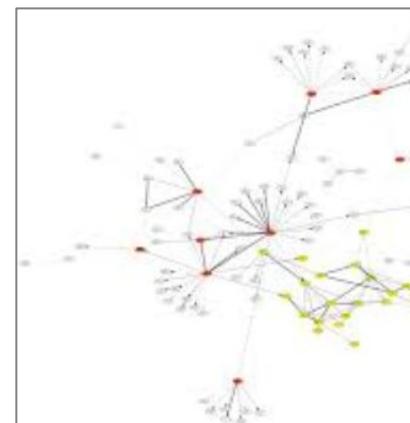
How It Works



How It Works

Predictive analytics

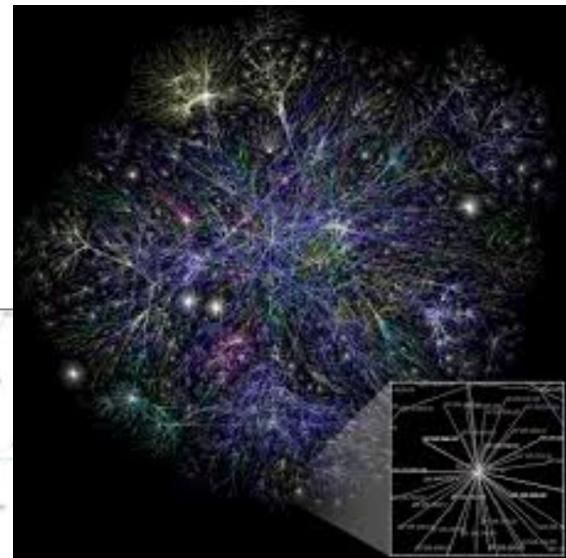
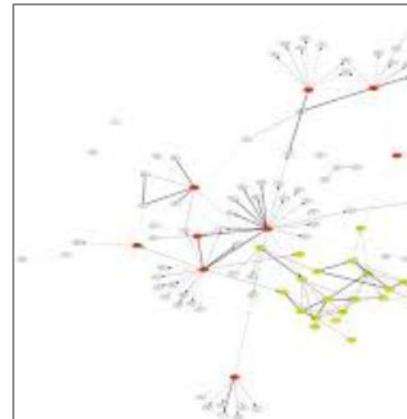
- Web 2.0 also showed us that while 140 characters is useless as a single data point a stream of millions of these can be data-mined to yield incredibly valuable trends.
 - Blockchain collects streams of transactional data, the mining of which has not even begun to be explored.
 - Once data is stored on chain and all click-to-play events become transactions recorded on chain then predictive analytics have an entirely new kind of data to mine.
 - Beyond that, analysis of smart contracts provides an even deeper and richer vein to mine.



How It Works

Predictive analytics

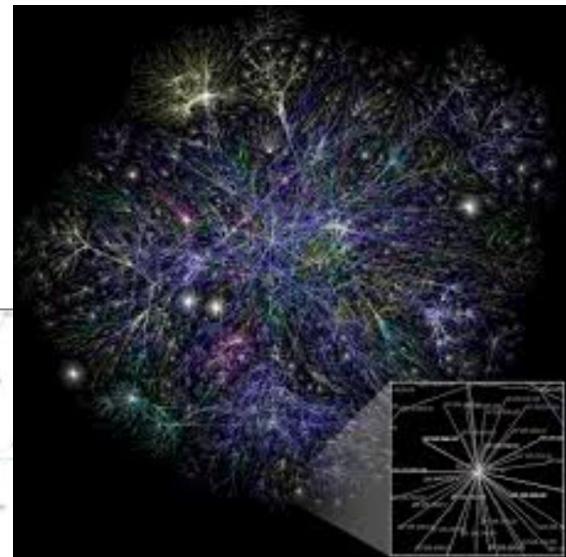
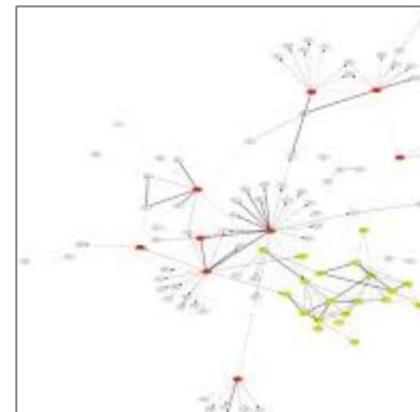
- It's not only that DAASL has access to new data streams. It also has access to new data mining techniques..
 - Because click-to-play becomes transactional and coupled with smart contracts DAASL analytics has access to causal information and can thus use the techniques developed by Pearl and others to answer entirely new classes of questions.
 - This allows sponsors to probe intervention strategies and counterfactuals (what ifs).



How It Works

Predictive analytics

- Sponsors will pay a premium for predictive analytics that offer insights using this new data.
 - Recursively, in DAASL these analytics become smart contracts.
 - These new forms of predictive analytic smart contracts are paid for in DAASL.



How It Works



DAASL also acts as an arbitrage mechanism amongst the platform tokens



On the backend dApp transactions must be paid for in platform tokens.



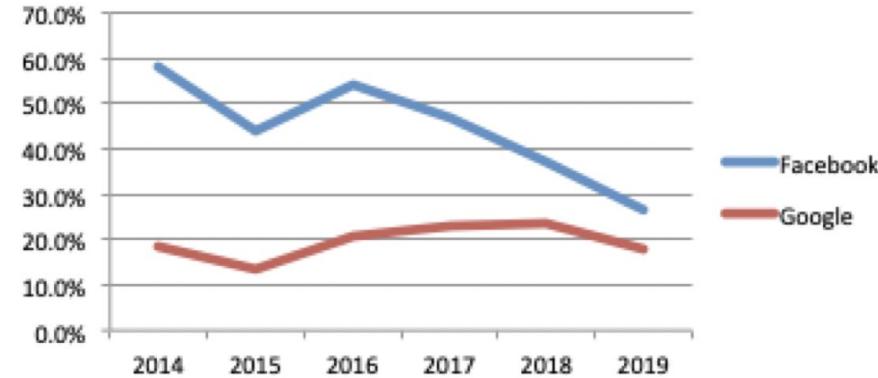
For example, Specifically, each dApp needs platform tokens to run platform transactions but they pay DAASL to manage the token supply



Summary

- We are offering an opportunity to invest in a for profit organization that provides both a sponsored content framework for empowered advertising (called Rad-vertising) that executes on RChain's blockchain able to deliver trusted sponsored content to any dApp on any blockchain to internet scale and ensures those dApps keep running.
- We are offering a sustainable return on an investment of up to \$10M for a 20% stake in DAASL.
- Alternatively we are offering a purchase of the utility DAASL tokens or a combination of both such that the DAASL tokens represent smart money for sponsored content campaigns.

Facebook and Google Revenue Growth



Market Performance - 2019 vs 2018

Active Users:

Finance	475.29K	66.98K	Finance	\$1.22B	\$346.77M
Exchange	618.17K	582.60K	Exchange	\$2.43B	\$2.78B
Game	436.70K	166.37K	Game	\$58.07M	\$161.51M
Gambling	1.23M	260.48K	Gambling	\$6.71B	\$3.39B
High-risk	383.04K	81.09K	High-risk	\$323.32M	\$101.65M
Social	312.06K	429.41K	Social	\$1.01M	\$6.28M
Art	19.44K	10.02K	Art	\$1.27M	\$3.41M
Tool	108.09K	54.13K	Tool	\$8.97M	\$11.21M
Others	223.13K	41.11K	Others	\$147.21M	\$74.39M

Transaction Volume (USD) :

Finance	\$1.22B	\$346.77M
Exchange	\$2.43B	\$2.78B
Game	\$58.07M	\$161.51M
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2019 ● Finance ● Exchange ● Game ● Gambling ● High-risk ● Social ● Art ● Tools ● Others
2018 ● Finance ● Exchange ● Game ● Gambling ● High-risk ● Social ● Art ● Tools ● Others



Thank You



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