# White paper

# Introduction

# Overview

## Welcome to the world of Ta-da.

With the release of our app in September 2023 and the launch of the $TADA token in February 2024 on **xLaunchpad**, Ta-da is supported by a robust Web3 ecosystem. Ta-da is a spin-off from Vivoka, one of the world's leading AI and speech recognition companies.


*Ta-da is backed by a strong Web3 Ecosystem*

Ta-da is a revolutionary micro-tasking platform transforming how tasks are accomplished and rewarded. We strive to become the first decentralized and secure Web3 micro-tasking platform.

Our goal is to disrupt multiple markets with a single solution. We are revolutionizing micro-tasking by emphasizing the high quality of tasks completed by our engaged community.

Here are some key figures about Ta-da:

| | |
|---|---|
| **5M**<br>Completed tasks on our application | **+200k**<br>tasks in one day by our community |
| **+15k**<br>Beta-testers<br>on app | **+35k**<br>People on<br>waiting list |
| **+50k**<br>Community<br>followers | **+30**<br>B to B<br>Customers |

We aim to provide an innovative and equitable solution for micro-tasking across various domains, delivering outstanding results to businesses while ensuring fair rewards for micro-taskers.

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# Inception

Ta-da is originally a spin-off of Vivoka, one of the leaders in artificial intelligence in the voice domain. The idea behind Ta-da originated from the need to obtain quality data for our own AI systems. Faced with costly and mediocre-quality open-source datasets provided by data agencies, we decided to explore an alternative approach: data collection through micro-tasks offered by a community.

Along the way, we realized that the community was crucial to the success of such a project, not only for completing the necessary tasks to obtain quality data but also for fostering genuine engagement. We understood the importance of cultivating a committed community.

Thus, the idea of launching a Web3 micro-tasking application that connects businesses and a community of micro-taskers fairly and verifiably through the blockchain took shape.

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# Vision

Our vision is to revolutionize the micro-tasking market by integrating blockchain technology to guarantee quality, security, transparency, and fairness in every interaction. We firmly believe that every contribution matters and deserves recognition, and we are committed to providing a platform where users can thrive through their hard work and dedication. We enable everyone to earn money, regardless of their origin, skills, or geographical location, thus ensuring opportunities for all.

With our innovative approach, users can engage in diverse and meaningful tasks while being assured of equitable rewards. These tasks include data production for AI, image classification, community engagement with projects, and more. Blockchain technology ensures security, transparency, and traceability at every step of the process, providing an unparalleled user experience in the world of micro-tasking for both companies and users.

Ta-da represents a new era in micro-tasking, where authentic engagement, quality of work, and fair compensation are at the core of everything we do.

**Join us!**

# Why are we building Ta-da?

## First revolution

As many are aware, obtaining quality work through micro-tasking is a significant challenge. Often, companies that request micro-tasks find themselves disappointed with the results due to inconsistent work quality, lack of coherence, and difficulties in verifying task completion.

On the other hand, micro-taskers are frequently underpaid due to intermediaries, the unique nature of the tasks, and constant negotiations over the desired outcome by the companies requesting the tasks.

Our goal is to ensure users are fairly rewarded for the tasks they complete across various fields while delivering high-quality results to companies. We ensure the fairness of this system with blockchain technology. Ta-da is the first solution that fairly rewards users for completing high-quality tasks in different domains. Our first revolution in qualified micro-tasking is in data collection for AI. We offer AI companies easier access to high-quality data at an affordable price.

**Data Collection for AI:** Data is the biggest expense for AI companies. Today, there's a race among developers to create the best artificial intelligence. However, to build a good AI, it is crucial to have high-quality data. If the data used has limitations or quality issues, the AI won't perform as desired. Therefore, the race is now also focused on acquiring the highest quality and most precise data possible. But this comes at a cost. According to LXT, 59% of an AI budget is spent on data. There are three major challenges related to acquiring this precious data:

1. **Ensuring high-quality datasets:** High-quality data refers to data that is accurate, complete, and consistent. Inaccurate or incomplete data can lead to incorrect predictions or decisions. Inconsistencies in the data can also cause errors in AI performance. Therefore, a robust data collection and cleaning process is essential to ensure the dataset is of high quality.
2. **Ensuring data diversity:** For instance, if you train your speech recognition AI on the voices of people aged 25 to 35, your AI will struggle to understand children

or older populations.
3. **Managing costs:** Data collection companies charge a premium for custom datasets. Free or open-source datasets are also an option, but they come with many limitations.

Since data is the fuel for artificial intelligence, we believe AI companies should have easier access to high-quality data at a better price, and users should be well-rewarded for completing tasks accurately.

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# Second revolution

**Micro-tasking can become essential in social media engagement.**

We offer all brands a solution to grow a community in a qualitative, committed, and rewarding way.

Indeed, projects are looking for engaged followers who genuinely support their initiatives. Projects benefit more from authentic, passionate followers than from mere passive ones. Moreover, obtaining bots, inactive profiles, and the follow/unfollow trend can severely damage a project. When running contests, there’s no guarantee of success, and more often than not, followers disengage once the contest ends.

From the community side, they want to actively engage and support projects they are genuinely passionate about. They want to be involved in initiatives that are relevant and meaningful to them and be directly rewarded for their engagement and dedication. Our solution meets this need by offering authentic and measurable engagement, eliminating inefficiencies and superficial engagement often associated with traditional methods.

We ensure we understand our community through various criteria (interests, geography, gender, etc.), guaranteeing that projects get the desired followers and allowing followers to engage only with projects they are passionate about. With Ta-da, we are committed to revolutionizing the micro-tasking market by using

blockchain technology to guarantee the quality and transparency of tasks while ensuring fair and equitable compensation for micro-taskers.

We aim to create a new, fun, and engaging way that encourages individuals to contribute to missions and earn money by completing tasks qualitatively through a Web3 application for various fields: AI, Social Media Growth, and much more.

# Solution

# How does it works?

## Presentation of the General Process

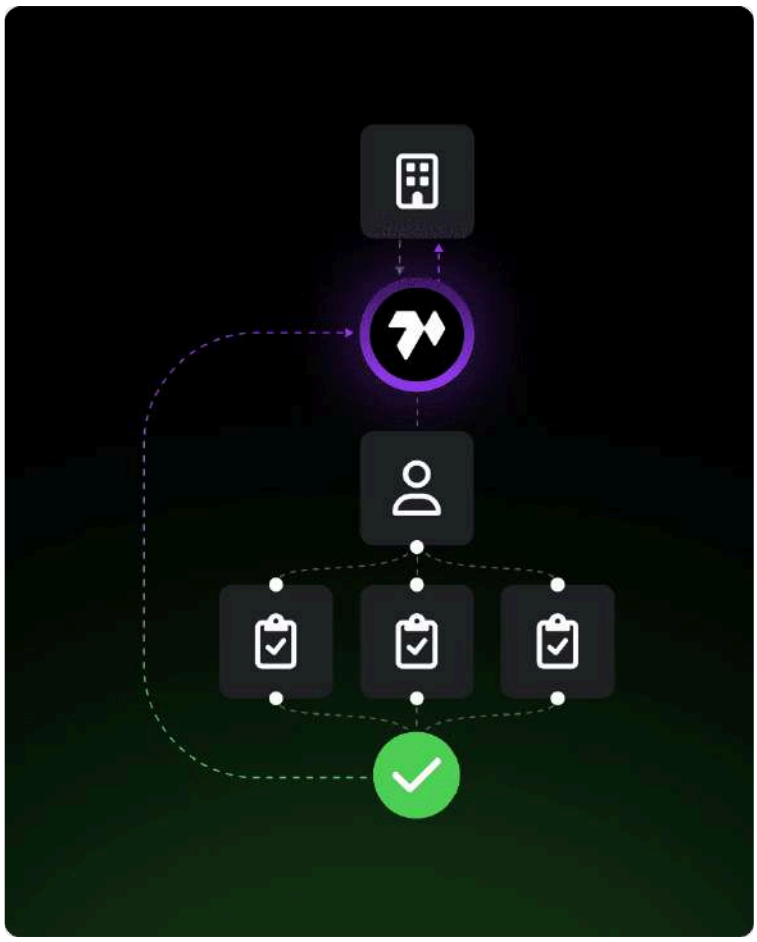
To achieve our objectives, we have developed a Web3 platform that unites a community of users incentivized to complete a wide range of tasks for various needs. Ta-da acts as the bridge connecting supply and demand across multiple domains, from data collection to content management and social media marketing.

This section outlines the general workflow facilitated by Ta-da through an illustrated example.

In this fictional scenario, a company requires voice recordings from thousands of users reading sentences to train its voice assistant, similar to Google Home or Amazon Alexa.

However, this process is not limited to audio data. The same approach can be applied to various other types of tasks, such as image collection for facial recognition, text retrieval for sentiment analysis, social media engagement activities, and content creation.

Ta-da handles each use case with equal efficiency. Below is an overview of the workflow provided by Ta-da:



Here are some details about each steps:

1. A company needs English voice recordings to train the new voice assistant it is developing. They can use Ta-da to collect a large amount of high-quality data. The company submits a job on the platform containing all their specific needs, criteria, and a budget to pay users.
2. Ta-da processes the job, divides it into many micro-tasks, and sends them to users (the producers) who meet the criteria (English-speaking users). In our example, a micro-task could be a simple English sentence to read. Using the application, the user records themselves reading the sentence.
3. Once the user is satisfied with their recording, they submit it. The data is then sent directly to Ta-da. At this stage, the validity of the data is unknown. A malicious user may have recorded a poor-quality sentence or even nothing at all.
4. To validate the data, it is sent to several other users from the community who act as checkers. The data is accompanied by a voting form containing questions such as whether there is any background noise and which sentence is being read. Each user listens to the recording and answers the questions on the form.

5. Once the checker is confident in their answers, they submit them to Ta-da. Based on the checkers' votes, Ta-da computes the outcome, which validates (or rejects) the data.

In our example, the producer's data is validated by the checkers. It is then returned to the company, and all participating users are paid in TADA tokens, using the budget set by the customer.

This example is deliberately simplified and assumes the best-case scenario where the data is valid. However, you might have several questions: What happens if the data is invalid? Who gets paid? What prevents users from submitting low-quality data?

The Quality Assurance page answers these questions.

# Quality Assurance

## Ensuring Quality Work

Quality work adheres to specific criteria established by the company.
These criteria include accuracy, completeness, and adherence to guidelines.

## First Process: Community Checking

Beyond meeting these criteria, the work must also be approved by a sufficient subset of the community. This means that after a task is completed, it is reviewed by several community members who evaluate whether it meets the established standards. For instance, if a comment is posted, community members will check its relevance and appropriateness. If the majority agree that the task meets the criteria, it is considered valid.

In our system, we use the concept of the Schelling point to ensure consensus within the community. This means that the validation relies on the collective agreement of the community, ensuring that tasks are performed to a high standard and approved by a representative group. For example, if all checkers listening to an audio recording agree without consulting each other that there is background noise, we simply consider that there is background noise in the recording. If the company wanted such noise, the data is considered valid (it matches the company's expectations); otherwise, it is invalid.

Now that we have clarified the concepts of quality and validity, let's see how users are incentivized to produce good quality data. Each time a user performs an action (production or vote), they lock in a deposit (a small amount of tokens).

- When a producer's data is validated by the checkers, TADA tokens are added to the prize pool, and the producer earns XP, allowing them to climb the ranking. The users with the most XP earn the most tokens. Conversely, if the data is not valid, they earn nothing and lose their deposit. The deposit is a structural incentive system for producers and checkers, ensuring that people will do a

good job, even if it is insignificant compared to the gains. This setup has deep roots in DeFi and blockchain protocols in general and is proven to work.

- For the checkers, the mechanism is slightly more complex and relies on a consensus calculation among the voters. Basically, the checkers who voted against the majority are slashed. For example, if four checkers indicate hearing an elderly person in an audio recording and only one checker indicates hearing a child's voice, the four checkers are paid while the last one is slashed.

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# Second Process: Automatic Checking

While the community-based verification method is highly effective for ensuring the quality of AI-related datasets, such as audio recordings, we have also implemented automated systems to verify other types of tasks. These automated verification systems are designed to efficiently and accurately validate user actions, such as social media interactions.

For example, in verifying that users have retweeted a specific post, the automated system performs the following steps:

- **Task Assignment:** Users are assigned the task of retweeting a specific post according to the project's requirements.
- **Action Tracking:** The system automatically tracks the completion of this task by monitoring users' social media activities.
- **Verification:** The system verifies that the retweet action has been completed by checking the user's social media account for the specified retweet, interfacing with the social media platform's API.
- **Validation:** Upon confirmation of the retweet, the system marks the task as “in review.” Based on the project’s parameters, an automatic verification process will initiate, taking anywhere from a few minutes to a few days. If successful, the task is validated and the user is rewarded accordingly.
- **Incentives and Penalties:** Similar to the community-based verification, users receive rewards in the form of points upon successful completion of tasks. If the task is not completed as required, the user may lose their deposit, discouraging fraudulent activities (e.g., retweet, check, unretweet).

By leveraging automated verification systems, we ensure that tasks such as social media engagement are validated quickly and accurately, reducing the manual effort required and increasing overall efficiency. This dual approach, combining both community-based and automated verification, enables Ta-da to handle a diverse range of tasks with the appropriate level of scrutiny and accuracy needed for each use case.

# Use-cases

## Several Use-cases

The Ta-da platform supports a wide range of use cases, addressing the diverse needs of modern projects. From creating audio, video, and text datasets for training AI models to supporting social media marketing and content management efforts, Ta-da provides practical solutions.

By leveraging our community's ability to complete specific tasks, we enable our clients to generate accurate and reliable data, enhance their online presence, and manage their content effectively.

This section details the various use cases of Ta-da, demonstrating how our platform can be utilized across different fields to achieve optimal efficiency and results.

Currently, we have three major use cases:

- Artificial Intelligence (multi-task)
- Social Media Engagement
- Data Structuring

# Artificial Intelligence

## Powering the next-generation of AI models.

Ta-da is a powerful tool for creating high-quality datasets essential for various AI applications. By leveraging our platform, companies can generate diverse and reliable datasets tailored to specific AI needs.

Whether it's scripted audio recordings for speech recognition, bounding boxes for computer vision, or annotated text for natural language processing, Ta-da enables precise and efficient data collection.

This section outlines the numerous use cases where Ta-da can significantly enhance AI projects by providing the accurate and comprehensive datasets required for effective machine learning and AI model training.

Currently, there are four major subsections of use cases:

- Audio Datasets
- Video Datasets
- Image Datasets
- Text Datasets

# Audio Datasets

## Providing Scripted Audio Recordings

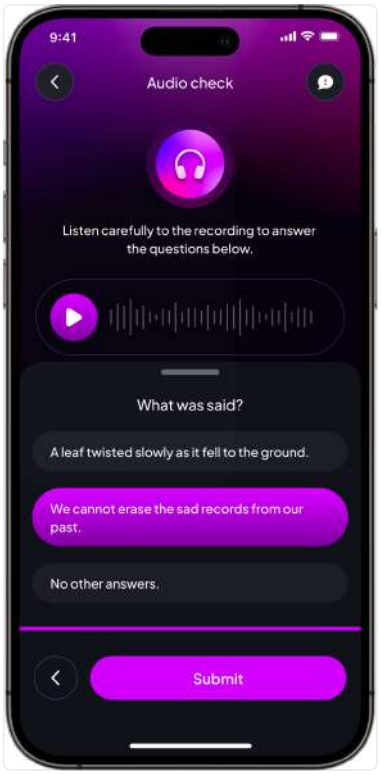
Scripted audio recordings are datasets of audio samples that can be used to train and test speech recognition models. These recordings help machine learning models learn how to recognize different accents and dialects, as well as how to identify different words and phrases. They can also be used to create datasets specific to certain domains, such as medical speech or customer service conversations.

The main method for making scripted audio recordings for machine learning is to create a script and then record it. This script should include information about the intended audience, the content that needs to be recorded, and any relevant audio cues.


These data are particularly difficult to obtain because they need to be extremely varied. Indeed, for a voice assistant to recognize any type of voice, it must be trained with recordings from men and women of all ages, sometimes with background noise, in different ways of speaking (whispering, shouting, etc.), with specific vocabulary, and more. Thanks to the ease of use of Ta-da, anyone can record their voice and participate in creating diverse datasets, which is essential for creating good datasets.

Ta-da has already proven its value in the realm of scripted audio recordings by successfully delivering high-quality datasets to numerous clients, including industry leaders like Sensory and Vivoka. This success is supported by signing multiple clients who need precise and reliable audio data for their AI applications. Our platform excels in providing accurately scripted audio recordings, ensuring that the

datasets meet the high standards required for effective AI and machine learning model training.




# Providing Spontaneous Audio Recordings

Spontaneous audio recordings are datasets of unscripted audio samples that capture natural speech in real-world situations. These recordings are essential for training and testing speech recognition models to understand and process conversational speech, including natural pauses, hesitations, and variations in tone and speed. They are particularly useful for developing models that can handle everyday speech patterns, such as informal language, slang, and spontaneous interactions.

The primary method for creating spontaneous audio recordings involves capturing conversations in natural settings without predefined scripts. These recordings can include a wide range of scenarios, such as casual conversations, interviews, and impromptu speeches. This approach ensures that the collected data reflects the authentic way people speak, providing valuable insights for machine learning models.

These datasets are challenging to compile due to their need for diversity and authenticity. To create robust speech recognition systems, it is crucial to have recordings from speakers of different genders, ages, and backgrounds, in various acoustic environments, and with different speaking styles, such as casual, formal, and emotional. The flexibility and user-friendliness of Ta-da enable individuals to contribute their spontaneous speech effortlessly, generating rich and varied datasets that are critical for developing accurate and effective speech recognition models.

# Video Datasets

## Providing video-based datasets

Ta-da is designed to enable the creation of high-quality video datasets, which are crucial for a wide range of AI applications.

Our platform supports the comprehensive collection and annotation of video data, which is fundamental for training sophisticated machine learning models in fields such as computer vision, autonomous driving, and video analytics.


Key features of video dataset creation capabilities include:

- **Bounding Boxes:** Precise annotation of objects within video frames. This feature is essential for training AI models to detect and track objects accurately across video sequences.
- **Action Recognition:** Detailed labeling of specific actions or activities within video segments. This allows for the development of AI models capable of behavior analysis, activity recognition, and surveillance.
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- **Scene Segmentation:** Advanced division of video frames into distinct segments. This enables detailed analysis and classification of various components within a scene. This is crucial for understanding complex environments and improving scene understanding models.
- **Object Tracking:** Robust tracking of object movements across multiple frames, which is essential for developing effective tracking algorithms used in various applications such as security, sports analysis, and autonomous navigation.
- **Biometric Analysis (KYC):** Integration of biometric data for Know Your Customer (KYC) processes. This includes facial recognition and other biometric verifications, ensuring accurate identification and authentication of individuals within video datasets.

We have already successfully created a video dataset for Identt, which includes videos specifically designed to train KYC algorithms. This dataset enhances the accuracy and reliability of biometric verification systems, demonstrating our capability to deliver specialized datasets for complex AI applications.

# Image Datasets

## Providing Image-based datasets

Image labelling is the process of assigning labels to an image or set of images. Labels can be as simple as classifying an object as a “cat” or “bicycle”, or as complex as recognizing an action in a sequence of images.

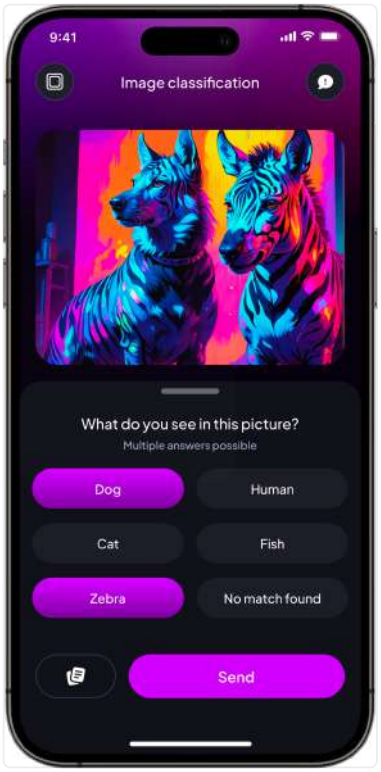
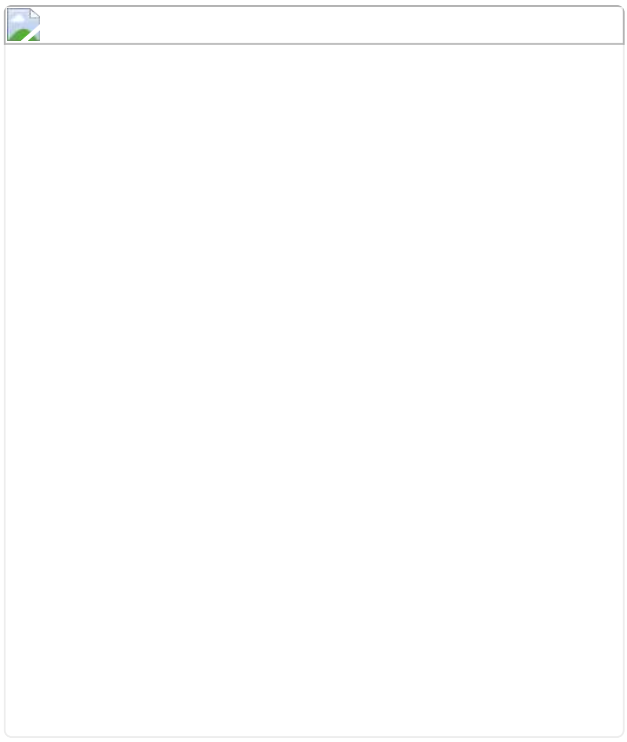



Image labeling is a crucial component of many computer vision applications, including object detection, scene understanding, and image classification. Here are some examples you might know:

- Tesla's auto-pilot uses these datasets to train on recognizing roads, pedestrians, signs, and more.
- Facial recognition systems on smartphones, used to unlock them, are also trained on these types of datasets.

In the field of computer vision, there are seven methods of labeling. Here are brief descriptions of some of them:

- **Classification:** The process of assigning a label or class to an image, such as a person, object, scene, or activity. This is already implemented in Ta-da.
- **Polygons:** A type of image annotation used to label the boundaries of objects in an image. It involves manually drawing polygons around objects of interest in an image, such as cars, buildings, people, etc. This type of annotation is commonly used to train deep learning algorithms for object detection and segmentation.
- **Semantic segmentation:** Used to assign a semantic label to each pixel in an image, such as "cat" or "road." These labels can then be used to classify the image into different objects and scenes. This technology is useful in a variety of applications, such as autonomous driving, medical imaging, and satellite image analysis.
- **Bounding box:** A rectangular box that is drawn around an object in an image. It defines the area of the object and is used to label the object by specifying the coordinates of the box. For example, a bounding box for an image of a cat might be drawn around the cat. Technically speaking, we store the coordinates of the box's top left corner, the width and height of the box, and the class of the object (e.g., cat). Below is an example of a bounding box drawn around a cat:



# Text Datasets

## Providing Text-based datasets

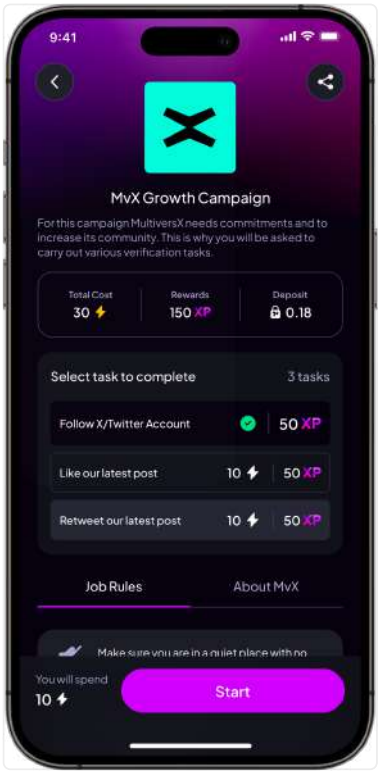
Natural Language Processing (NLP) is a vast field of research, particularly in Natural Language Understanding (NLU). To support this industry, we develop various types of jobs, including:Here are brief descriptions of some of them:

- **Translation:** The data collected from translation tasks is used to train machine translation AI for automatic translation solutions. Many people have likely used online translation tools, and this training improves their accuracy and usability.
- **Text Classification:** This involves assigning a label or class to a piece of text, indicating the type of content such as news, opinion, reviews, etc. Criteria for classification may include keywords, text length, word count, and other features. Text classification helps organize large datasets and identify trends.
- **Token Classification:** A specialized form of text classification that labels individual words or tokens within a text. This can identify parts of speech or determine the sentiment of a sentence. Companies use this to analyze their reputation on social media, for instance.
- **Summarization:** Condensing information into a concise and comprehensive summary. Summarization quickly extracts the most important and essential points from a text while maintaining its key themes. This is useful for training AI to simplify texts, extract key points, or provide content overviews.
- **Prompt Creation for LLMs:** Generating datasets of prompts to train and test large language models (LLMs). These prompts help LLMs learn to respond accurately and contextually in various scenarios, enhancing their performance in generating human-like text. This is crucial for applications such as chatbots, virtual assistants, and automated content creation.

# Social Media Engagement

## A proven method, to gain real followers and engagement

Social media engagement is essential for businesses and projects looking to expand their reach and engagement. Many projects need to build their online presence, increase their follower base, and ensure their messages reach a wider audience.




At Ta-da, we provide a solution that enables projects to assign social media tasks to our community through our application. This approach allows businesses to efficiently crowdsource social media engagement activities such as following, retweeting, and quoting tweets.

Here are some tasks that can be proposed on Ta-da:

- **Follow on Twitter:** Projects can create tasks that require users to follow their Twitter account. This helps build a larger follower base, which is crucial for

reaching a wider audience and enhancing credibility.

- **Retweeting:** Tasks can involve retweeting specific posts, amplifying the reach of important announcements, updates, or promotional content, ensuring that the message is spread across a broader network.
- **Quoting Tweets:** Users can be tasked with quoting a tweet and adding their own comments, increasing the visibility of the tweet and encouraging engagement and discussion around the content, fostering a more interactive community.
- **Like:** Projects can create tasks that require users to like specific posts. This simple action helps to increase the visibility and popularity of the content, as posts with more likes are often promoted more heavily by social media algorithms.
- **Comment:** Users can be tasked with commenting on posts, adding their thoughts, feedback, or questions. This not only increases the interaction on the post but also fosters a sense of community and engagement around the content.


Projects often struggle with building an active, engaged follower base on social media. Traditional marketing efforts can be costly and time-consuming, and achieving organic growth requires a significant effort. Clients need an efficient way to boost their social media presence and ensure their content is seen by a larger audience.

Using Ta-da to manage social media tasks addresses these needs by providing a platform where tasks can be easily distributed to a ready community of users. This ensures that social media engagement is performed by real users, enhancing the authenticity and impact of the activities. By leveraging our community, projects can achieve broader visibility, increase their follower count, and foster greater interaction with their content.

# Data Structuring

## Structuring product data

In the dynamic sector of retail and e-commerce, effective product information management (PIM) is crucial for business success. A key component of this management is the use of structured data, where each product is meticulously documented with well-defined labels. This structuring not only allows for better organization of product data but also significantly optimizes the user experience. For instance, precise labels facilitate faster and more accurate product searches, improving the online shopping experience. Moreover, in an environment where artificial intelligence and machine learning are increasingly influential, well-structured data is indispensable for generating personalized and relevant product recommendations. Therefore, the implementation of robust and intelligent PIM systems capable of efficiently managing this structured data is a major challenge for businesses looking to remain competitive in the digital commerce landscape.

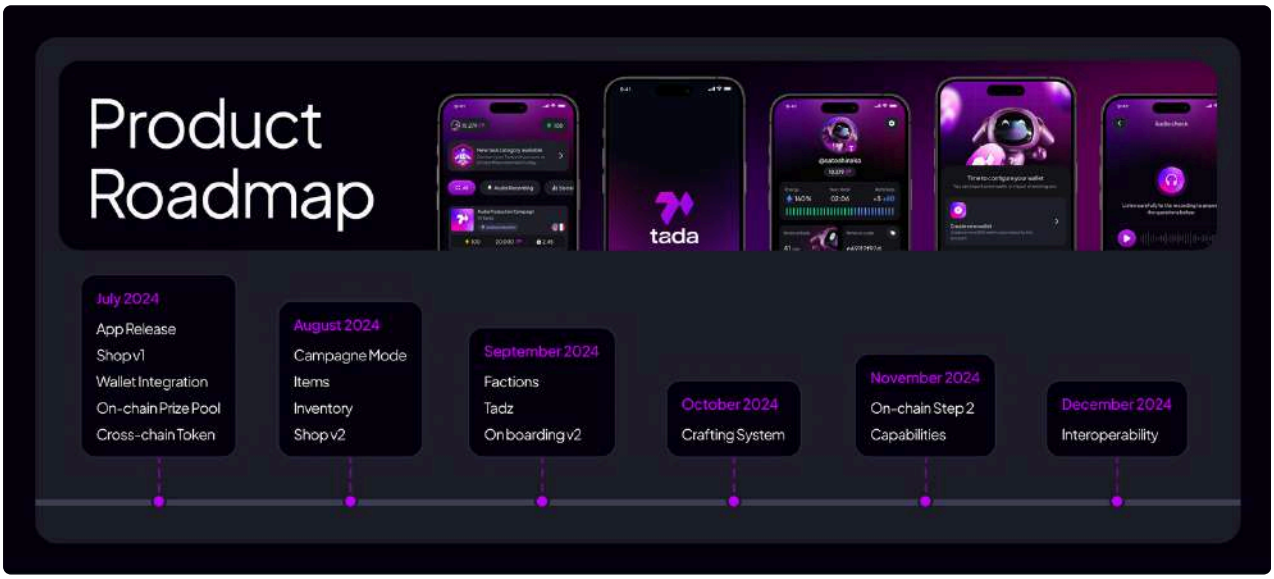
To further enhance the efficacy of PIM systems in the retail and e-commerce sector, we will introduce a range of new job types on our platform. These jobs are specifically designed to engage our user base in the detailed processes of product data labeling and verification. This approach is particularly effective in complex categories where a nuanced understanding of products is essential. The active participation of users in these new roles will be instrumental in refining the data quality, thus making PIM systems more robust, intelligent, and tailored to the dynamic demands of digital marketplaces.

# Roadmap

## End of Year Roadmap - *2024*

The following section provides an in-depth overview of our roadmap, detailing each step and the significant milestones we aim to achieve.

This comprehensive breakdown highlights the key features and enhancements we will be implementing over the coming months to ensure continuous improvement and innovation within our platform.




Roadmap - 2024

Below are detailed explanations of each step in our roadmap:

## July

- **App Release**
  The application was in closed beta but is now available on app stores and accessible to everyone.
- **Shop v1**
  This initial version of the shop allows users to purchase energy to complete

more tasks.

- **Wallet Integration**
  The application includes a non-custodial wallet, which is used to sign certain transactions and authenticate the user on the blockchain.
- **On-chain Prize Pool**
  The prize pool system and the redistribution of rewards are implemented on the blockchain.
- **Cross-chain Token**
  The token is now cross-chain and available on other blockchains and ecosystems.

# August

- **Campaign Mode**
  A specific mode enabling users to track their progress for certain types of jobs.
- **Items**
  Items are introduced, adding more depth to the application. Users can implement optimization strategies to earn as much XP as possible to win the prize pool.
- I**nventory**
  Items can be stored in an inventory for later use.
- **Shop v2**
  New items can be purchased in this new version.

# September

- **Factions**
  Users join factions and compete with each other to earn additional bonuses.
- **Tadz**
  Tadz finally arrives in the application!
- **Onboarding v2**
  A new user onboarding system that helps better understand users and provide them with tasks that best suit their skills and preferences.

# October

- **Crafting System**
  A comprehensive crafting system allows users to create much more powerful items. After this step, what's next? You can create items that are not sold in the shop. While you can certainly use them, what else could you do with them? No spoil...

# November

- **On-chain Step 2**
  We push decentralization even further with the deployment of the system described on Next step: Slashing Authorization.
- **Capabilities:** Users have abilities that affect their capacity to complete tasks. These abilities can be improved with items or experience.

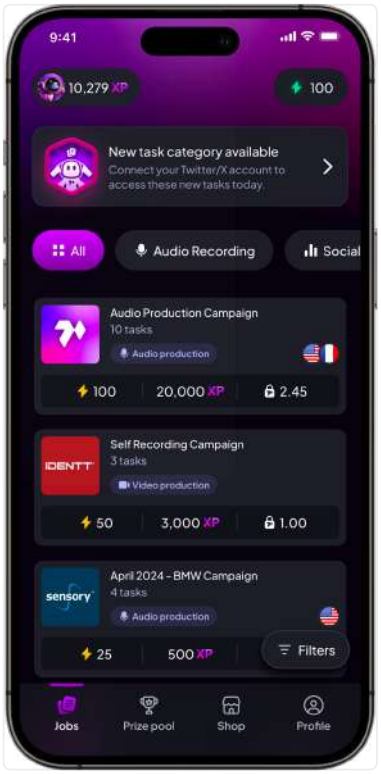
# December

- **Interoperability:** The application can now be used on other blockchains.

# Application

# Application overview

Our application is designed to revolutionize the way businesses and individuals engage with communities for executing various tasks, such as data collection and social media engagement. By providing a seamless platform that connects businesses with people, we aim to foster collaboration and deliver value through innovative solutions.




# Key features

- **Task Management:**
  Businesses and communities can easily post tasks, set parameters, and manage their completion through an intuitive interface.
- **B2B, B2C, and C2C Models:**
  Our application supports various business models, enabling flexibility and scalability across diverse use cases.
- **Prize Pool:**
  Users are fairly rewarded based on their contributions to the weekly prize pool.
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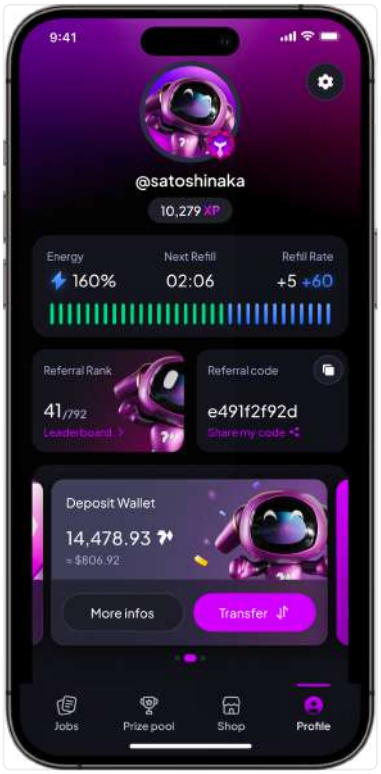
- **Incentivization with Native Tokens:**
  Users are rewarded with our native token for completing tasks, ensuring a fair and motivating system for all participants.
- **Secure Transactions:**
  Our platform ensures secure processing of payments and rewards, maintaining trust and reliability for all users.

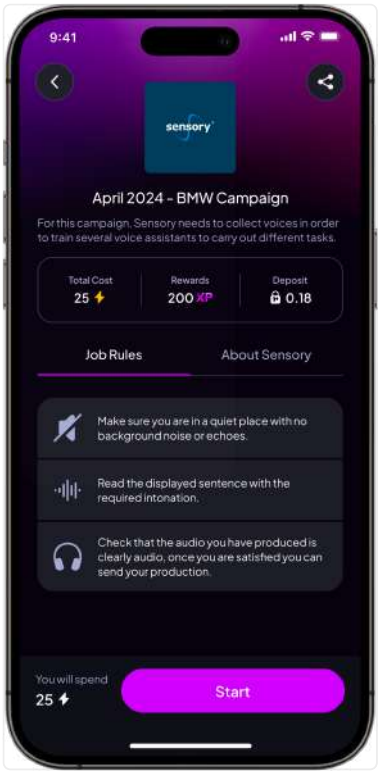



# User interface & experience

Ta-da application offers a user-friendly, intuitive interface with the following:

- **Simple Onboarding:** Quick and easy registration process for new users. Wallets are created on the fly, and users are credited with their first $TADA to allow them to start tasking right away.
- **Customizable Profiles:** Users can create and customize their profiles to showcase their skills and preferences.
- **Efficient Task Discovery:** Advanced search and filtering options help users find tasks that match their interests and skills. A campaign mode allows a logical progression and commitment towards tasks that match their preferences.

- **Seamless Interactions:** Transaction fees on the blockchain are covered by Tada to reduce friction between Web2 and Web3 worlds.
- **Enhanced Contributions:** Through staking or in-app item purchases, users can enjoy bonuses such as energy boosts or refills for better odds of being rewarded each week.
- **Progress Tracking:** Real-time updates and notifications keep users informed about their task status or Prize Pool ranking.



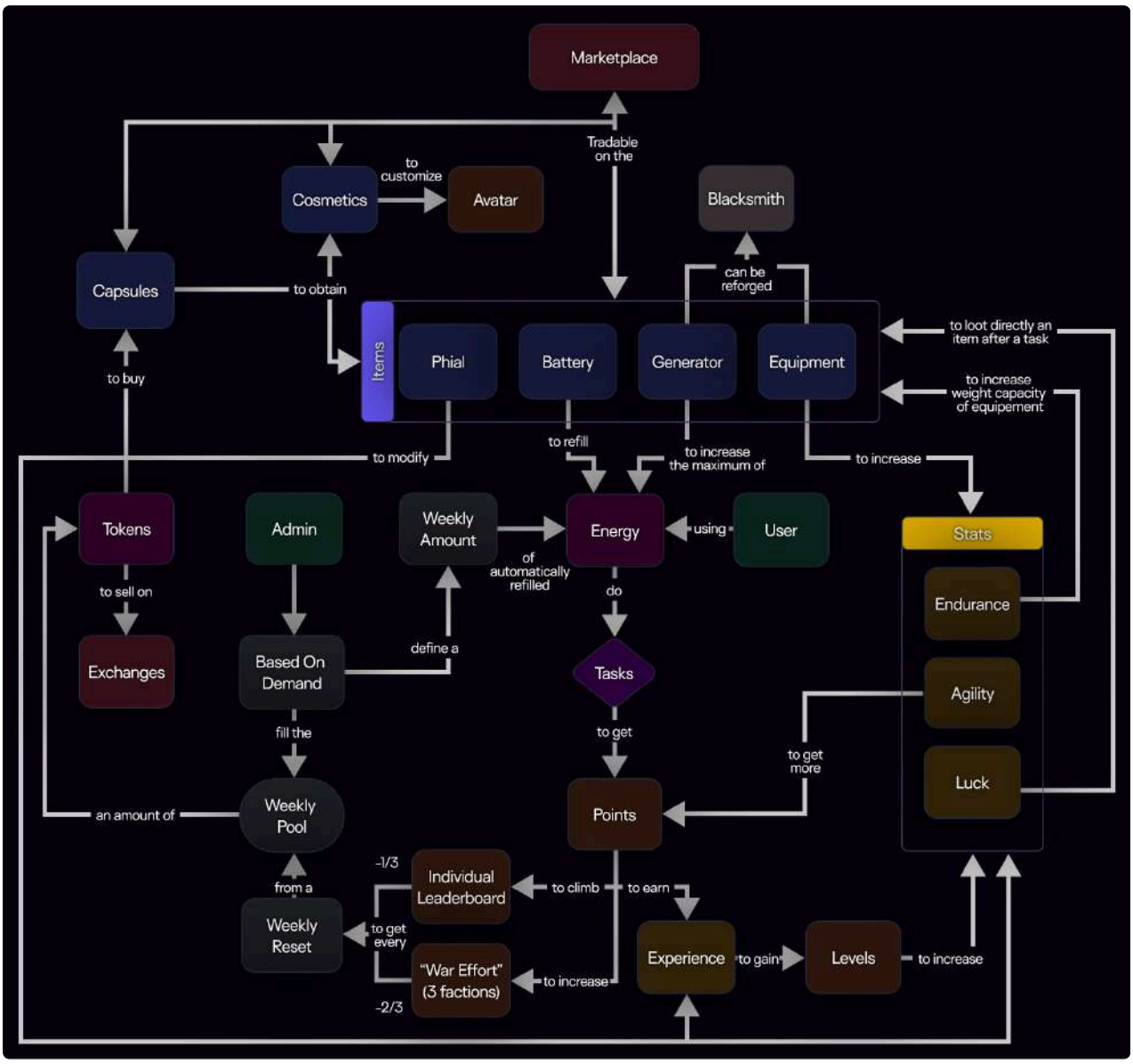
# Gamification Features

## Gamification is a key part of Ta-da.

Gamification is indeed a key part of Ta-da, bringing benefits to both users and the project, including its token economy. By adding game-like features, the app makes tasks more fun and rewarding, increasing user engagement and motivation. For users, it provides a way to track progress, earn rewards, and reach higher ranks, unlocking new features and items. This not only boosts user satisfaction but also encourages regular use and participation.

For the project, gamification keeps users coming back and attracts new ones, building a strong community. Economically, the token system benefits as users are motivated to stake tokens, participate in the in-app economy, and make purchases. This active participation increases the token's utility and value, creating a sustainable and growing ecosystem. In short, gamification connects user experience with economic incentives, ensuring the app's success and long-term growth.

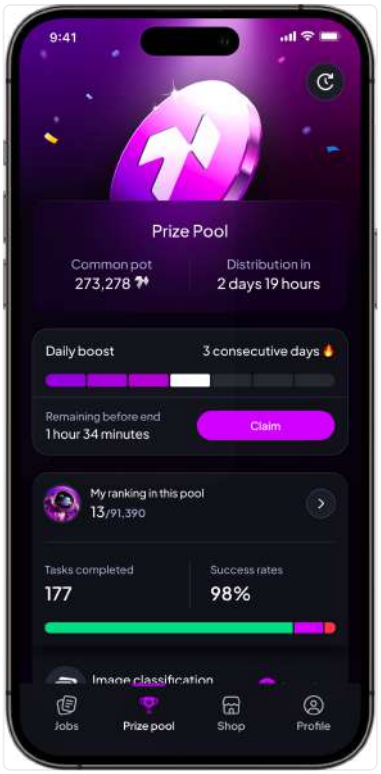
We have developed a comprehensive gamification system, which is currently summarized in the diagram below. This section aims to explain the main elements and will be updated as new features and adaptations are introduced.




*a diagram of our gamification*

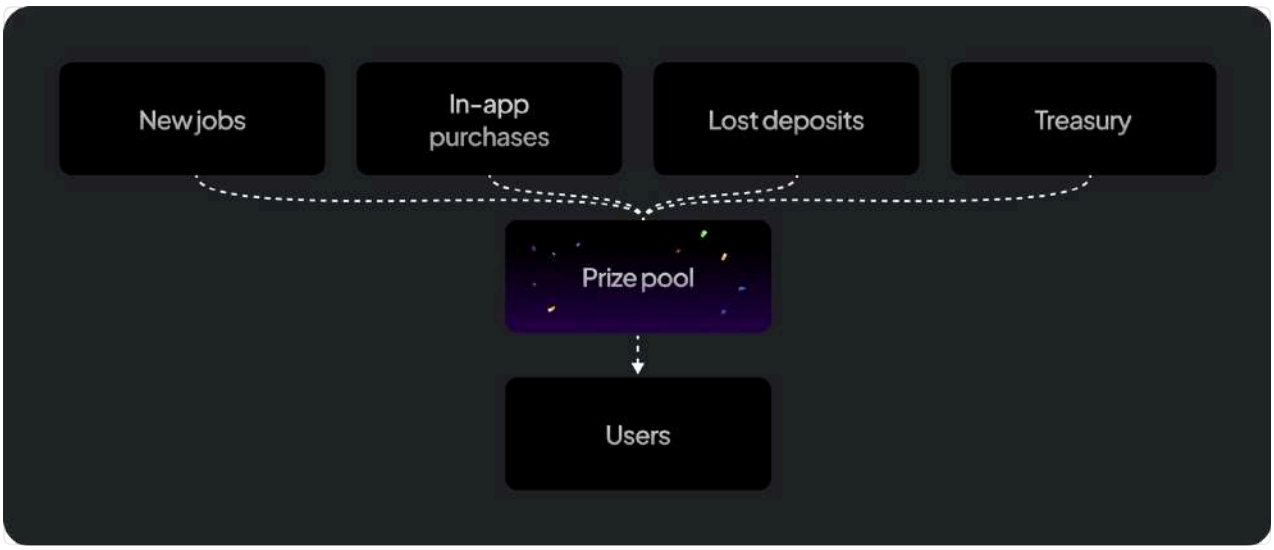
# Prize Pool

This page provides a brief overview of the prize pool. For a more detailed analysis of the economic mechanisms, please refer to Economy.




The prize pool is at the heart of Ta-da. It is a community pot distributed to users once a week, growing with the activity on the platform. Every time a client's task is validated, tokens are added to the pool. These tokens come from our clients as payment for completed tasks. This means that users can earn TADA as well as various other tokens. Additionally, the prize pool is funded by other revenue sources, including in-app purchases and slashed deposits from users.

New jobs are customers' money distributed to the community, it is one of the most important sources of income into the prize pool. Thanks to our gamification system, a second source comes from in-app purchases. Users are encouraged to buy items to be able to work more and therefore earn more. Lost deposits are also partially reinjected. It means that users' lost tokens thus partially return to users. Finally, we also have the possibility of boosting the price pool thanks to our treasury during special events.




Sources of incomes

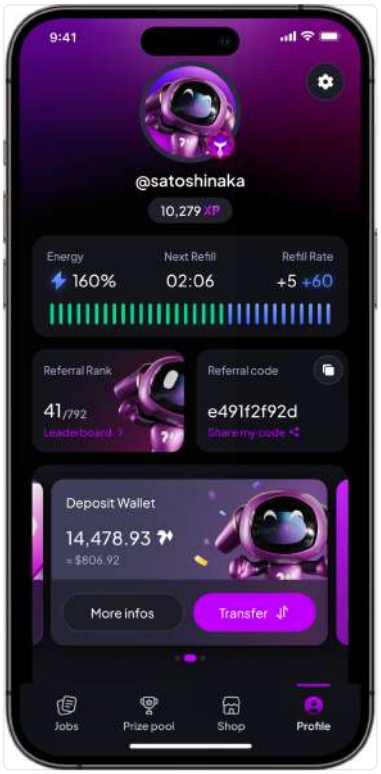
By completing tasks and contributing to the platform's economy, users earn XP, which is used to rank them. The Prize Pool is composed of $TADA and Gems. Gems are distributed for every user who completed at least 10 tasks. Gems can then be used to buy items in the shop, which will help users rank better in the next Prize Pools! $TADA tokens are shared amongst the best performing users.

The portion which will get this part of the rewards is a percentage from the top of the leaderboard. This percentage will be determined before the prizepool launch, and will ensure competition and a strong momentum. To define it, different criterias and indicators are used.

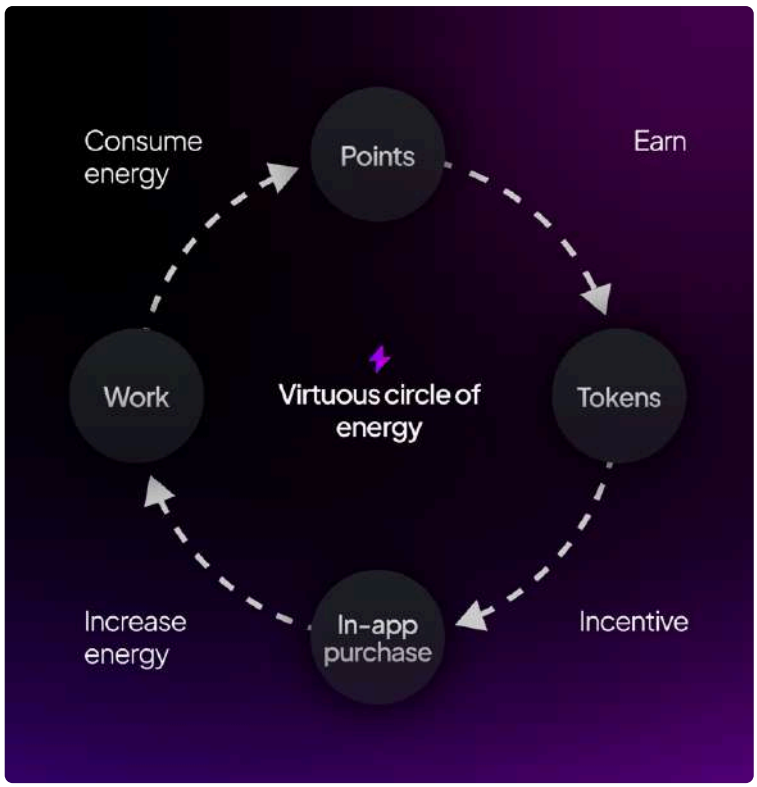
It may vary from one prizepool to another. A part of this distribution is based on the famous math theory "Game Theory", to incentivize the best performing users, and for others, less competitive, to farm gems and go all-in in the next prize pool to rank in the top leaderboard.

# Energy

Energy is central to the gamification of Ta-da. It is a resource that each user must manage to maximize their work capacity and, consequently, the potential rewards they can earn. Every user has an energy bar displayed in their profile.




We've added an energy system to Ta-da, underpinning a new economic layer. When a user completes a task, he loses a small amount of energy. When the energy runs out, the user can no longer perform a task. He must then replenish his energy either by waiting (energy is distributed to users every period of time) or by purchasing a battery to recharge his energy bar. In conjunction with the prize pool and ranking system, we create a virtuous loop where:




Virtuous circle of energy

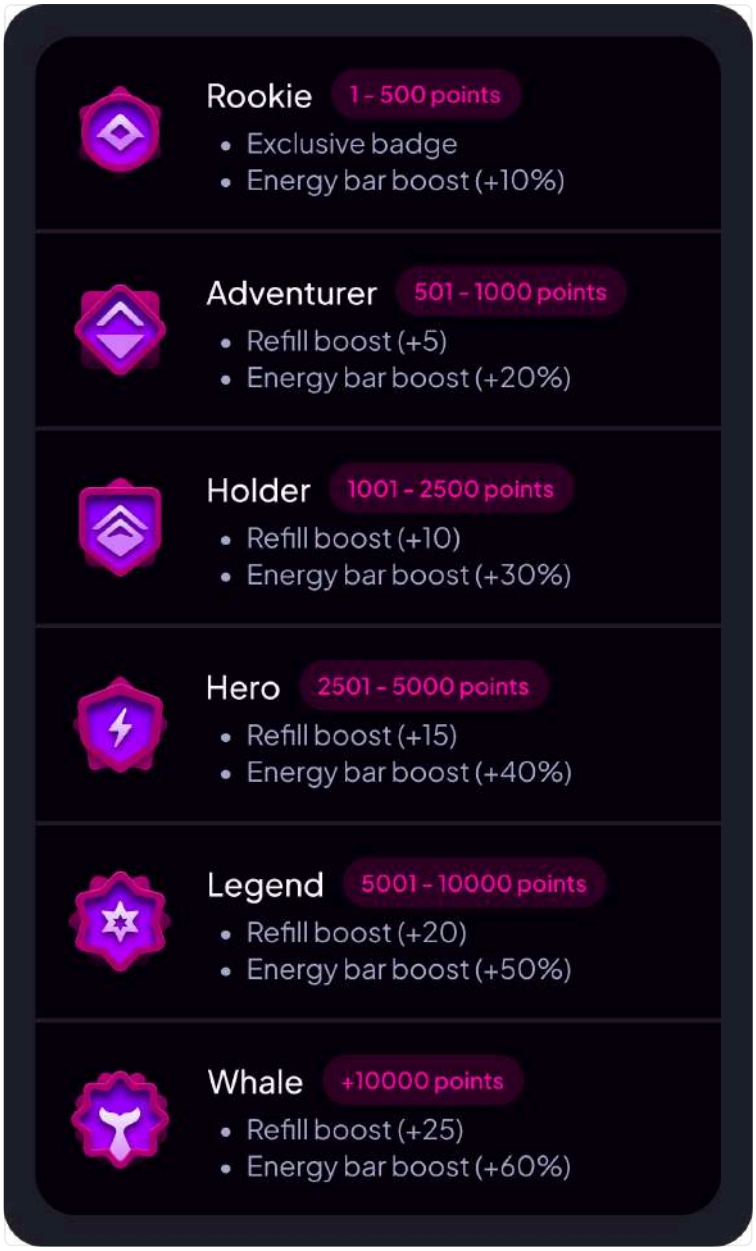
Users want to maximize their profit and therefore the number of tokens won. Based on this principle, users will work to increase their number of points, thus have more chances of winning the jackpot. However, working costs energy and users risk being held back by this resource. This means it encourages them to purchase items and other improvements in the application to increase their energy and thus be able to work more.

# Rewards & Staking

This page describes the benefits that token staking offers to users within the application. For a more detailed description of staking itself, please visit Staking.

For each user, a staking score is calculated based on the value of the staked tokens and the lock duration. This score allows a user to achieve ranks that unlock features and items in the application. This is a great way to increase the work capacity and thus enhance the potential rewards.

## Ranks




# Summary

Each staking pool will provide the following amount of staking points:

- 1 month pool: 1 $TADA locked = 0.75 staking point
- 3 month pool: 1 $TADA locked = 1 staking point
- 6 month pool: 1 $TADA locked = 1.5 staking points
- 12 month pool: 1 $TADA locked = 2 staking points

The table below provides an approximation of the rank based on the value of tokens staked and the lock duration. Each row corresponds to a rank, and each column indicates the dollar value of tokens that need to be staked in the pool to reach that rank.

| Rank | 1 month lock | 3 months lock | 6 months lock | 12 months |
|---|---|---|---|---|
| Rookie | >0$ | >0$ | >0$ | >0$ |
| Adventurer | 667$ | 500$ | 334$ | 250$ |
| Holder | 1334$ | 1000$ | 667$ | 500$ |
| Hero | 3334$ | 2500$ | 1667$ | 1250$ |
| Legend | 6667$ | 5000$ | 3334$ | 2500$ |
| Whale | 13334$ | 10000$ | 6667$ | 5000$ |

Here are a few examples to better understand:

- A user who has staked one token is automatically a Rookie, regardless of the lock duration.
- A user who has staked $500 worth of tokens in the "3 months lock" pool is an Adventurer.
- If the same user had chosen to stake the same amount of tokens in the "6 months lock" pool, he would have achieved the higher rank of Holder.

# Items

The item system in Ta-da is designed to enhance the user experience by providing various tools and boosts that can help users complete tasks more efficiently. Items can be earned, bought, or received as rewards, and each item has its own unique function.

The items presented on this page are not yet all implemented, and some adaptations may occur. Additionally, other items may be introduced in the future. In the following section, we will introduce and describe the different items available in the application, explaining how they work and how they can benefit the users.


# Battery

The battery item allows users to refill their energy. There are various types of batteries, ranging from less powerful to more powerful ones. This is a basic item for any user who wants to complete more tasks and improve their score, thereby increasing their rewards.

# Accumulator

The accumulator item is used in conjunction with the battery. It allows users to increase their maximum energy bar, enabling them to store more energy and perform more tasks. This item is essential for those looking to maximize their productivity and overall performance in the application.

# Backpack

The backpack item allows users to increase their inventory capacity, enabling them to store more items. This is particularly useful for users who want to carry and use a larger variety of tools and boosts, enhancing their ability to complete tasks and improve their overall performance in the application.

# Factory

The factory item allows users to merge items or cosmetics to obtain others that are rarer or more powerful. Some items can only be obtained through crafting and require the user to have a high enough level. The success rate of merging is not 100% and can be improved with extension cards.

# Extension Cards

Extension cards can be equipped on the factory to improve its statistics, particularly the success rate of creating items. These cards are essential for users who want to enhance their crafting efficiency and obtain more powerful or rare items.

# RNG Exploit

The RNG Exploit, short for Random Number Generator Exploit, allows users to hack the Ta-da platform and loot additional, higher-quality items. As its name suggests, this item takes advantage of the platform's random number generation system to increase the user's chances to loot rare and valuable items. By using the RNG Exploit, users can significantly boost their inventory with premium items, giving them an edge in completing tasks and achieving higher ranks. This item is a game-changer for those looking to maximize their rewards and enhance their overall performance within the application.

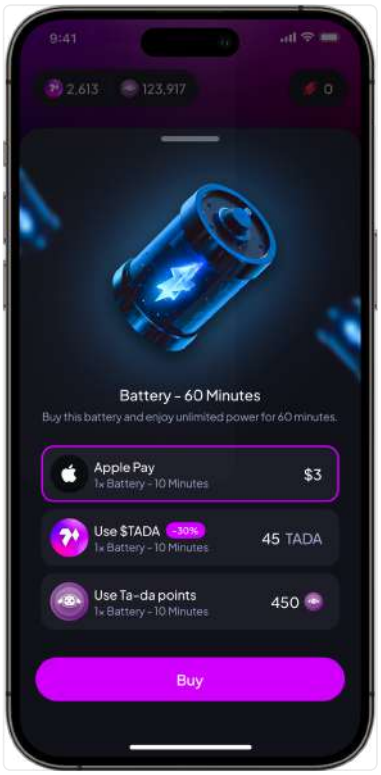
# Shop

The in-app shop allows users to purchase basic items like batteries. All purchases are made using $TADA tokens.

As described on the "economy" page, TADA coming from sales are redistributed to four buckets: **the prize pool (65%), staking (5%), burning (5%), and the treasury (25%).**

This means that the more purchases made in the shop, the larger the prize pool for users, the higher the APR for staking pools, and the greater the deflation. The initial version of the shop only offers batteries for purchase.

Once additional items are implemented, the shop will offer new objects for sale, including some exclusive items.



# Marketplace

The marketplace allows users to sell items to each other, creating new economic opportunities within the app. Users can now earn money by selling items they have won or crafted, fostering a dynamic and engaging economy. Some items will not be available for purchase in the shop, making the marketplace an essential feature for acquiring rare and unique items.

Therefore, users have two options: craft the item themselves or buy it on the marketplace from other users. This system encourages user interaction and adds a layer of strategy to the game, as players must decide whether to invest time in crafting or tokens in purchasing. It is important to note that every transaction conducted will be subject to fees, which will contribute to the growth of the prize pool.

# Gems

When a prize pool is distributed, all users receive Gems, providing a valuable opportunity for those who did not win any $TADA tokens.

These points enable users to enhance their potential to compete more effectively in the next prize pool distribution. Additionally, Gems play a crucial role within the app's economy, allowing users to make in-app purchases and unlock future functionalities.

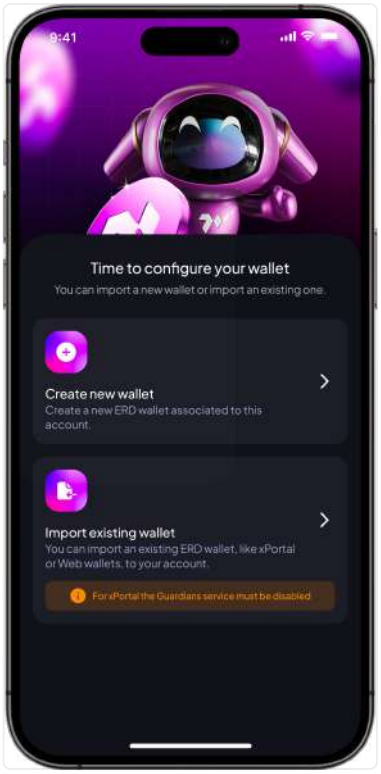
# Blockchain Integration

This section of the whitepaper focuses on the technical blockchain infrastructure built on Ta-da.

Our smart contracts are specifically made to secure funds, ensuring the safety of financial transactions. An on-chain snapshot system is implemented for cost-efficiency, grouping transactions into batches, reducing fees and streamlining processing times.

Integration of a native noncustodial wallet into our app enables users to interact directly with the blockchain, enhancing transparency and giving users full control over their tokens.

The best part? It's all abstracted. No need for specific blockchain knowledge to use Ta-da and profit from theses features.

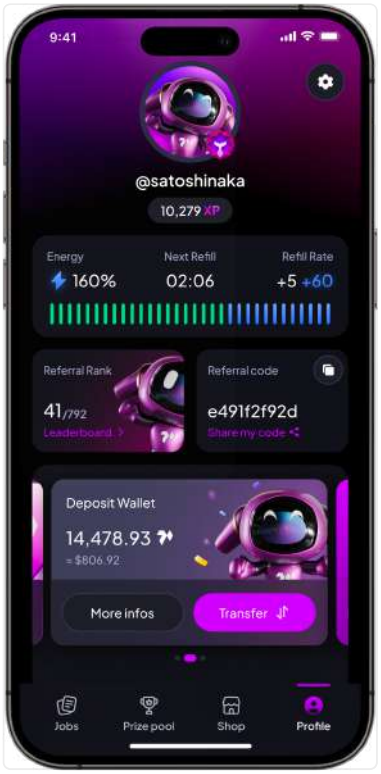


# Smart Contracts

The Ta-da platform connects users, smart contracts, and other components to ensure tasks are completed and rewards are distributed efficiently. This system is designed to be user-friendly, with all blockchain interactions being completely transparent to the users thanks to an integrated crypto wallet.

This initial step in decentralization focuses mainly on securely decentralizing user funds. This is done through two smart contracts:

1. **Deposit Pool**

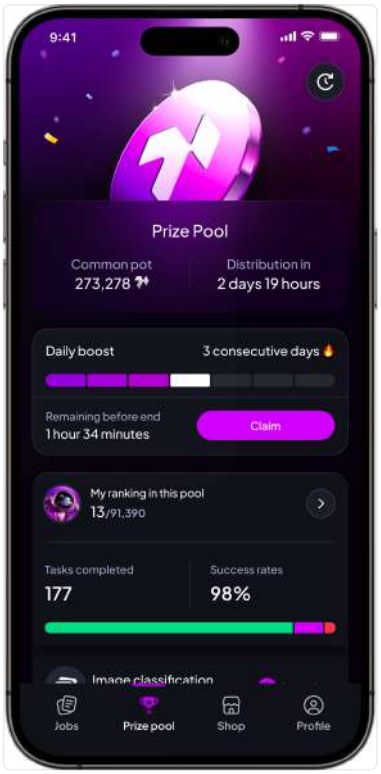



- It holds the users' tokens linked to the app. These tokens are used to lock deposits when participating in various tasks and for the entire in-app economy (buying, selling, etc.).
- The wallet integrated into the mobile app communicates with this smart contract seamlessly for the user.
- Users can deposit new tokens at any time. They can also withdraw them, but since the smart contract does not know how many tokens are locked as deposits (this information is currently held on the backend), withdrawals are only processed after backend verification. A recent improvement has implemented

automatic token withdrawals directly within the smart contract after an unanswered request from the backend. This further reduces the backend's power.

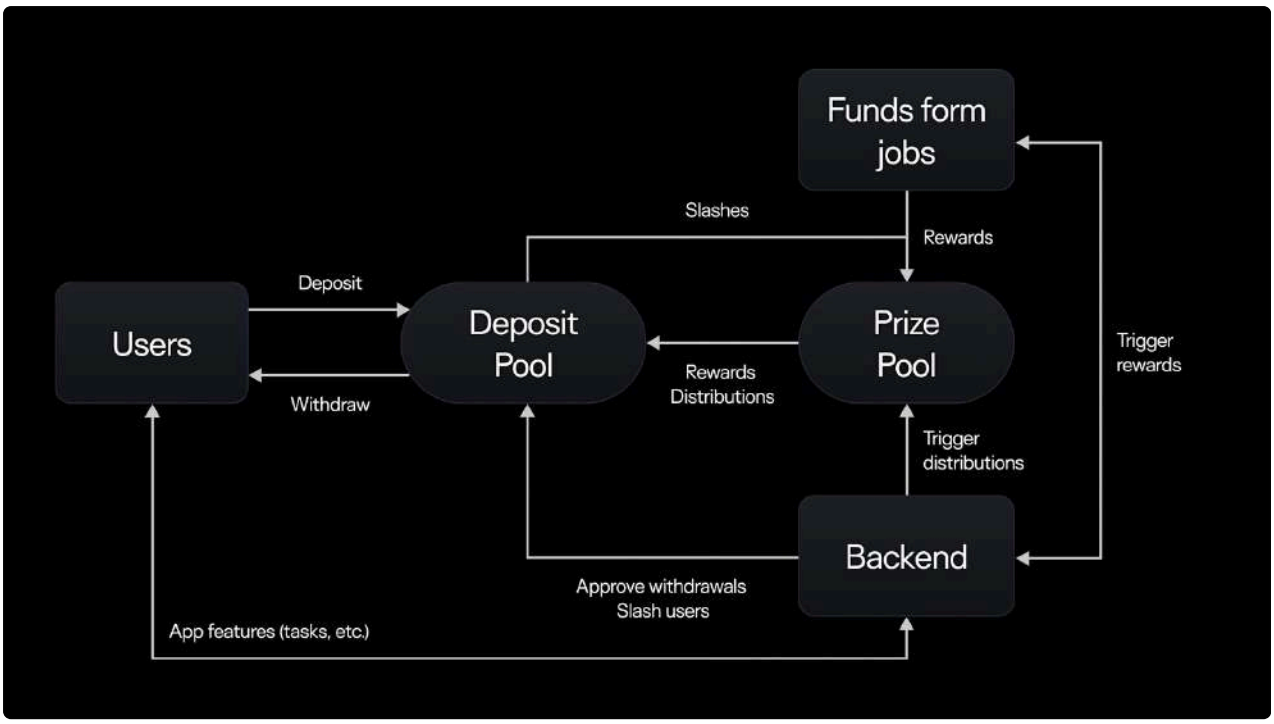
- This smart contract also allows the backend to slash users. When a user loses his deposit due to an invalid task, the backend calls the contract's slashing method, which removes the amount of his deposit and partially transfers it to the prize pool.

2. **Prize Pool**




- It collects and manages the tokens in the prize pool.
- When multiple tasks are completed, the backend triggers the purchase of tokens on the market and sends them to the prize pool.
- It also receives tokens from user slashing.
- It distributes rewards each week.

Below is a diagram illustrating the general workflow:




Here is a detailed summary of how the Ta-da platform operates:

- **Users join and deposit tokens**: Users earn token by completing tasks or depositing tokens into the Deposit Pool to participate in tasks.
- **Tasks completion and validation**: Users complete tasks, such as recording audio samples or participating in social media marketing activities. The backend processes and validates the results of these tasks.
- **Rewards and slashing mechanism**:
  - **Valid tasks**: If a task meets the set criteria, the backend triggers the transfer of rewards to the Prize Pool for distribution to the users. At this stage, the injected tokens are purchased on the market.
  - **Invalid tasks**: If a task is found invalid, the user's deposit is slashed, and the deposit is partially transferred to the Prize Pool.
- **Rewards distribution**: The Prize Pool distributes rewards to users based on their contributions and the criteria met.
- **Fund management**: Funds from jobs provide rewards to the Prize Pool. The backend system also approves withdrawal requests and manages the slashing and reward processes to ensure fairness.
- **Withdrawal**: Users can request to withdraw their tokens from the Deposit Pool. The backend approves these withdrawals, ensuring users can access their funds when needed. Fees may be charged for transactions.

This structured workflow ensures that tasks are managed efficiently, rewards are distributed fairly, and user interactions with the platform are smooth and secure. Users benefit from an easy-to-use system where their contributions are rewarded, and their funds are safely managed across both the Ta-da protocol and their personal wallets.

# Snapshot System

To simplify the user experience, we have chosen not to require users to pay transaction fees in EGLD. Integrating multiple tokens into the application would introduce unnecessary complexity and create a barrier to entry.

Instead, most interactions within the app are paid by Ta-da, ensuring a seamless experience for users. However, for a micro-tasking application, it would be inefficient to cover transaction fees for every single action. Therefore, we implemented a snapshot system. It consolidates multiple transactions into a single one, significantly reducing fees.

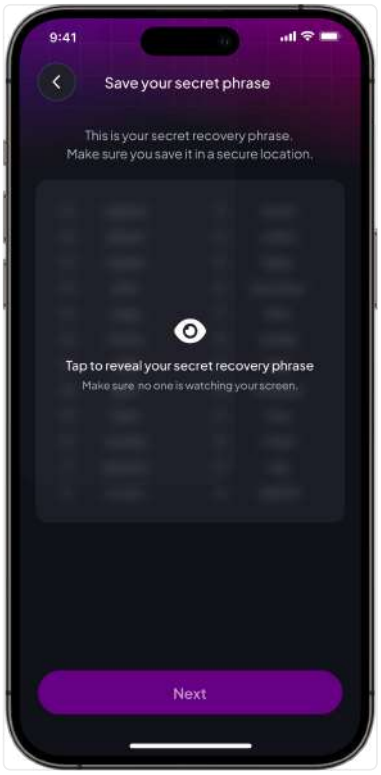
> Example: a standard speech collection job may require ~5,000,000 tasks (productions and checks) and therefore as many blockchain transactions. Considering an average transaction fee of $0.03, the total cost would be $150,000, it's too prohibitive.

Currently, the snapshot system applies primarily to the deposit of TADA tokens (after swapping) into the Prize Pool, slashing, and in-app purchases. When a task is validated by a user, the associated payment is not immediately placed into the Prize Pool. Instead, these payments are aggregated and sent in one batch transaction.

The same process applies to slashing and in-app purchases. Information on these transactions is saved in the database and finalized when the snapshot is executed. This approach allows us to maintain a cost-effective and efficient system while providing a smooth user experience.

# In-app Wallet

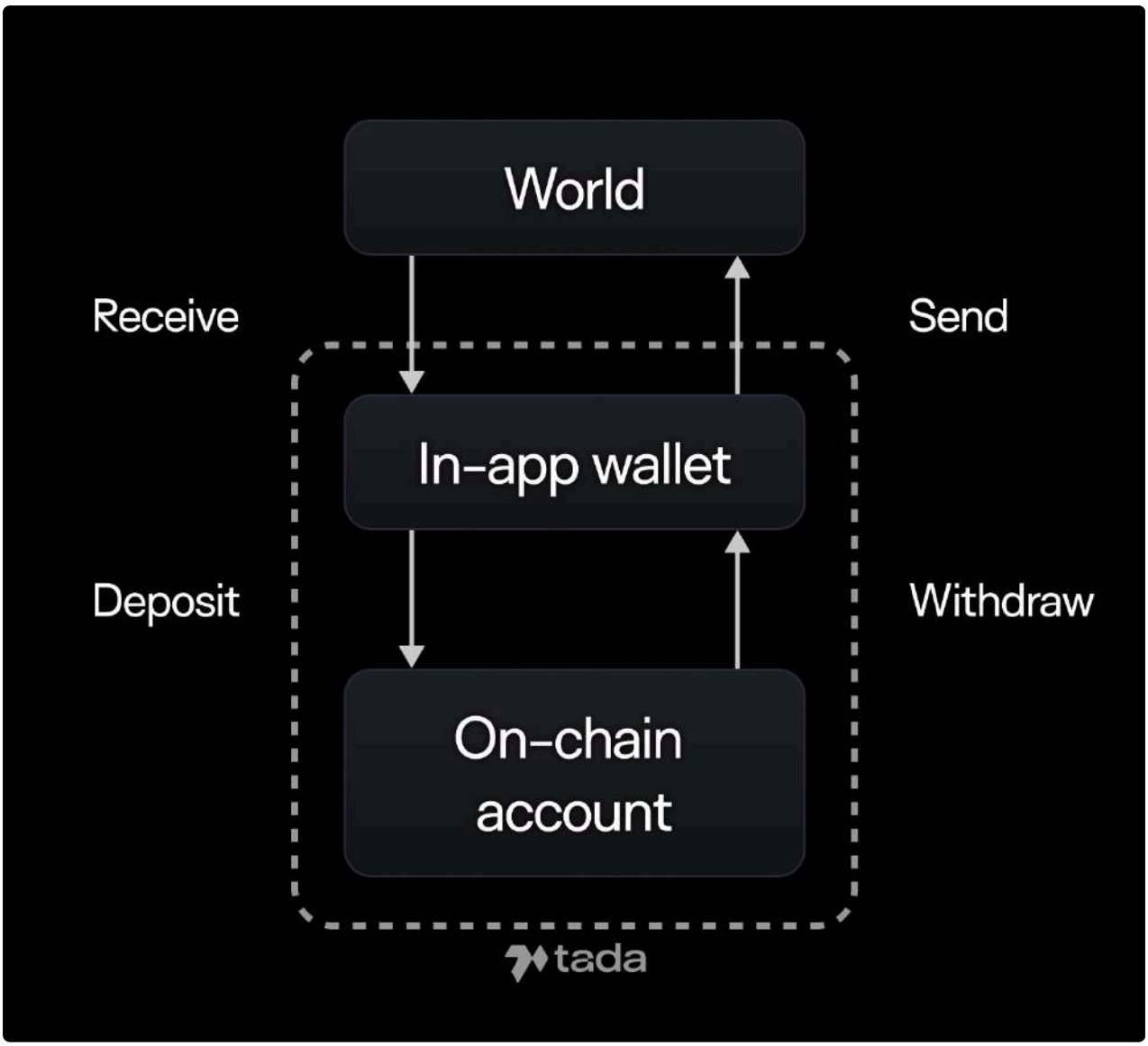
The application integrates a wallet that plays a crucial role in user authentication, transaction signing (non-repudiation), and secure token storage.




Additionally, the wallet serves as an interface between the external world and the application for token management. This means that tokens can be securely stored and managed directly within the app. Currently, tokens can be located in three different places:

1. **World**: This refers to external wallets, centralized exchanges, and other off-chain locations where users store their tokens.
2. **In-app Wallet**: This acts as a bridge between the external world and Ta-da. It is used for user authentication, with actions being signed using this wallet.
3. **On-chain Account**: This holds the tokens that are actively used within the application, such as for deposits, in-app purchases, and prize pool distribution.

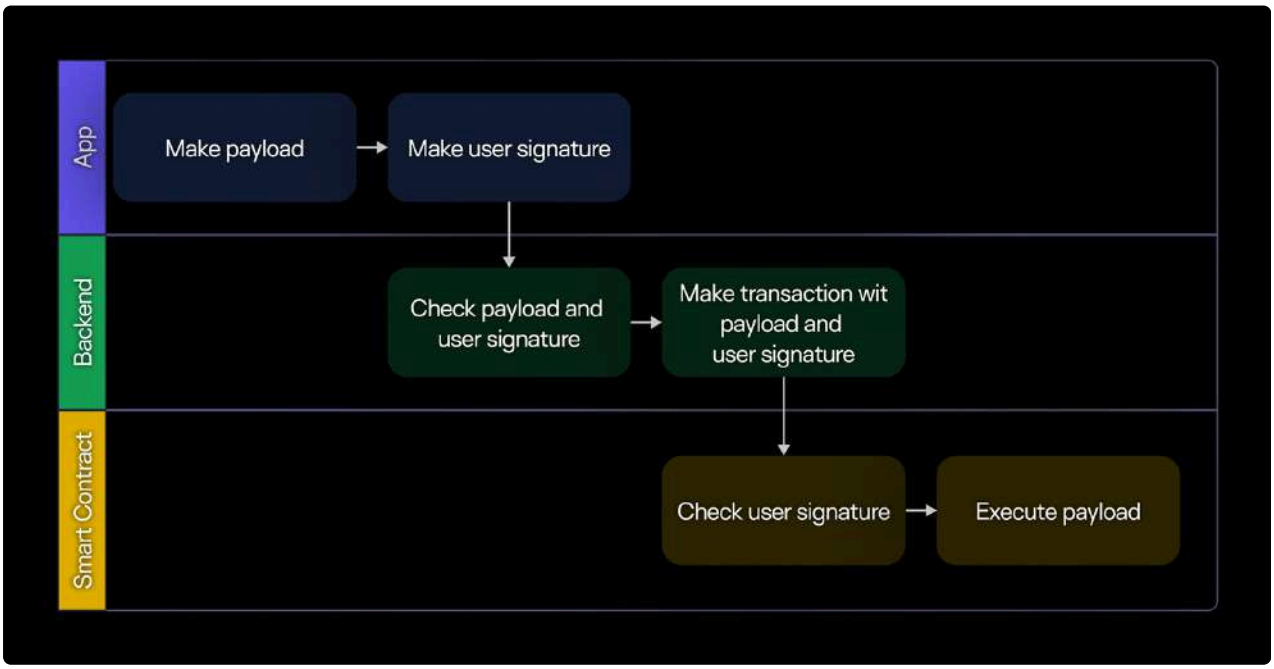
The diagram below outlines the different interactions:




- **Receive**: Tokens are transferred from the external world to the in-app wallet.
- **Send**: Tokens are sent from the in-app wallet back to the external world.
- **Deposit**: Tokens are moved from the in-app wallet to the on-chain account for use within Ta-da.
- **Withdraw**: Tokens are transferred from the on-chain account back to the in-app wallet, making them available for external use again.

# Signature

The in-app wallet enables users to sign transactions or information to prove that they are the source of these actions. These signatures are verified by the smart contract Deposit Pool before any deposit, withdrawal, or in-app purchase. The sequence diagram below illustrates the general flow of an action that requires a signature.




Swimlane diagram of transaction signature verification process

In the diagram, the process begins in the app where a payload is created and signed by the user. This signed payload is then sent to the backend, where it checks the payload and the user's signature. If valid, the backend makes a transaction using the payload and user signature, which is then sent to the smart contract. The smart contract verifies the user’s signature once more before executing the payload. This ensures that all actions are securely authenticated and authorized, maintaining the integrity of the user's transactions and data within the application.

# Next step: Slashing Authorization

## Slashing Authorization

Our goal is to fully decentralize Ta-da. However, this cannot be achieved all at once, so we are progressing gradually. In this second step, we are addressing the slashing system. In the previous version, the backend could theoretically slash an arbitrary amount of tokens. Therefore, it is necessary to implement a solution that prevents or mitigates this risk. This section describes such a system.

When the user performs a task he sends to the backend a slashing authorization signed by his private key. A signed authorization is irrefutable proof that the user allows the deduction of a precisely determined deposit amount for a specific task.

The backend stores this authorization and sends it to the Deposit Pool if the user is slashed. This smart contract then checks that the authorization is valid thanks to the signature and slashes the user accordingly. That way, a user cannot lose more than he has previously authorized.

A slashing authorization must contain this information:

- the identifier of the task
- the amount of tokens the user accepts to lose through slashing
- a nonce avoiding replay attacks
- a timestamp
- the signature

Before accepting and storing the slashing authorization, the backend checks the validity of each field.

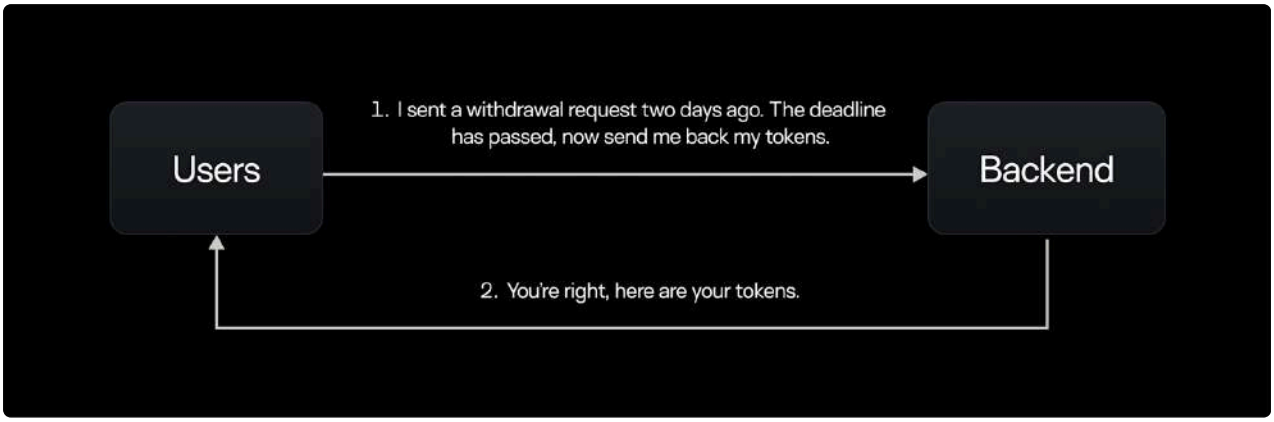
The nonce prevents replay attacks. Without it, the backend could send the same authorization multiple times to slash all of a user's tokens. The Deposit Pool prevents this attack by checking that the authorization has not already been executed using this nonce.

At this stage, the backend could still arbitrarily slash a user. However, it could only do so for the amount specified in the authorizations that have been sent to it and have not yet been executed. This greatly mitigates the risk.

---

# Auto withdrawal

As a reminder, the Deposit Pool executes withdrawal requests only after backend confirmation. This means that if the backend fails for any reason, the withdrawals cannot be processed. To address this issue, the smart contract implements a period during which the backend must authorize or refuse the withdrawal (it must respond either way). If there is no response after this period, the tokens are automatically released and returned to the user.



# Next step: Ta-da chain

To fully decentralize Ta-da, it is necessary to migrate all the business logic currently implemented in the backend to the blockchain.

This includes the consensus system, dataset storage, user data security, and more. Although the power and expressiveness of smart contract languages are constantly evolving, they are not yet advanced enough to enable us to implement our business logic in a completely decentralized way.

For these reasons, alongside the implementation of various new features, we will be working on developing our own blockchain.

Of course, we will not be redeveloping everything from scratch; we will leverage technologies such as MultiversX's Sovereign Shards, Avalanche Subnets or Cosmos Chain.

Stay tuned!

# Token

# Economy

Our mobile application is founded on strong economic principles designed to ensure sustainability and growth.

By integrating various agents and creating efficient money flows, we have developed a robust economic ecosystem that supports all participants. Ta-da is a play-to-earn platform, but it is distinctly backed by real value: users generate real value for companies, which pay them in return.

This unique approach not only incentivizes active participation but also ensures that the rewards and benefits are tangible and meaningful.

Our economic model is carefully crafted to balance the needs of businesses seeking quality task completion and the micro-taskers who contribute their skills and efforts. By fostering a fair and transparent economic environment, we empower users to earn and thrive through their dedication and hard work.

This commitment to real value and sustainability sets Ta-da apart as a pioneering force in the Web3 space.

The Economy of Ta-da can be divided into 4 sections :

- Agents
- Money Flow
- Rewards Distribution
- Economy Breakdown

# Agents

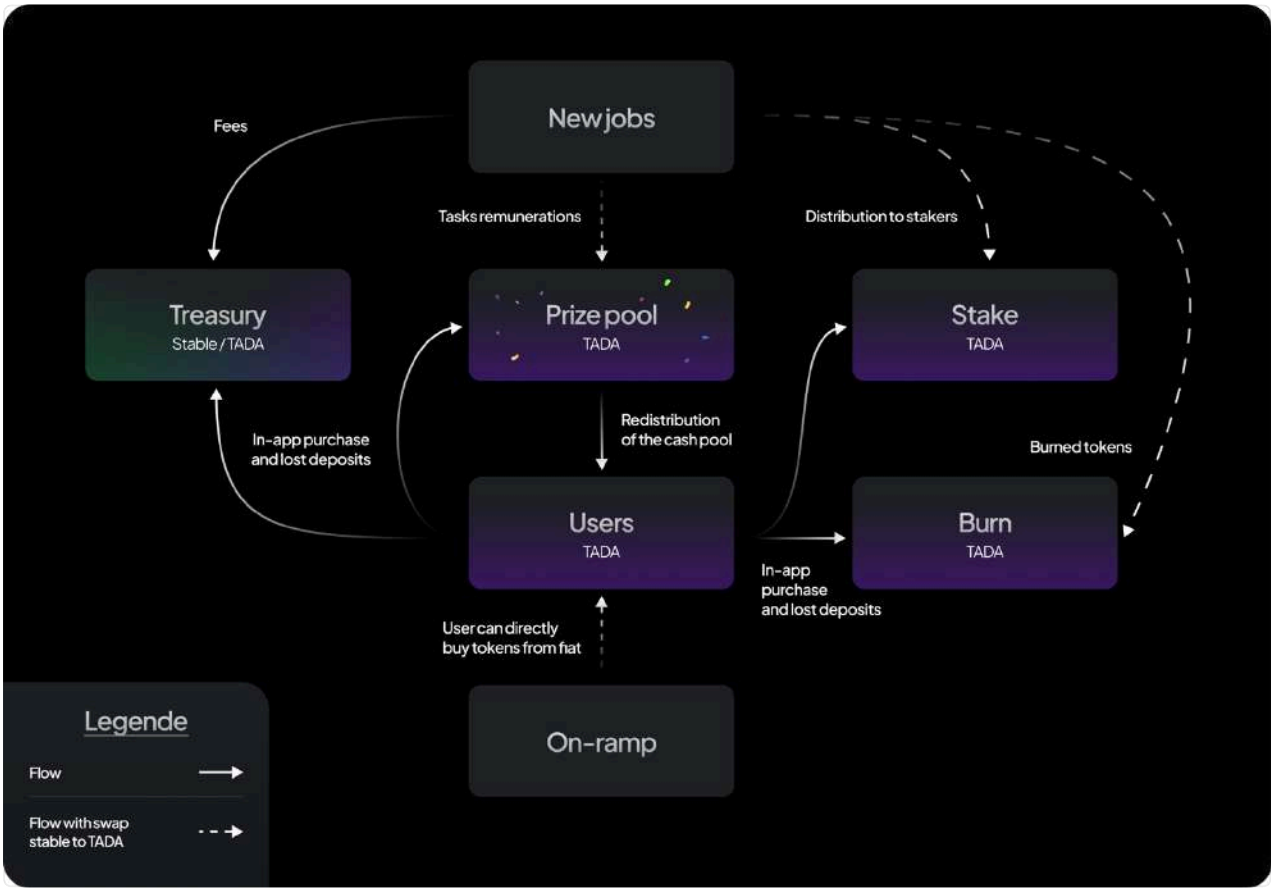
Here's a quick reminder of the various players who take part in Ta-da:

- **The customers** are companies that need data.
  They publish their needs on Ta-da and give money to pay the community.
- **The community** is composed of all our users around the world.
  They are paid to produce and verify data that meets customers' needs.
- **The Ta-da platform** that connects customers with the community.
  It puts in place mechanisms to facilitate exchanges, encourage users to behave well, and so on.

# Money Flow

Ta-da redistributes money from customers to the community. This section describes how the redistribution system works. This is an important feature that has significant effects on user incentivization and enables the creation of a complete game economy, which will be discussed in more detail in the following sections.

The diagram below shows the various cash flows through the application:

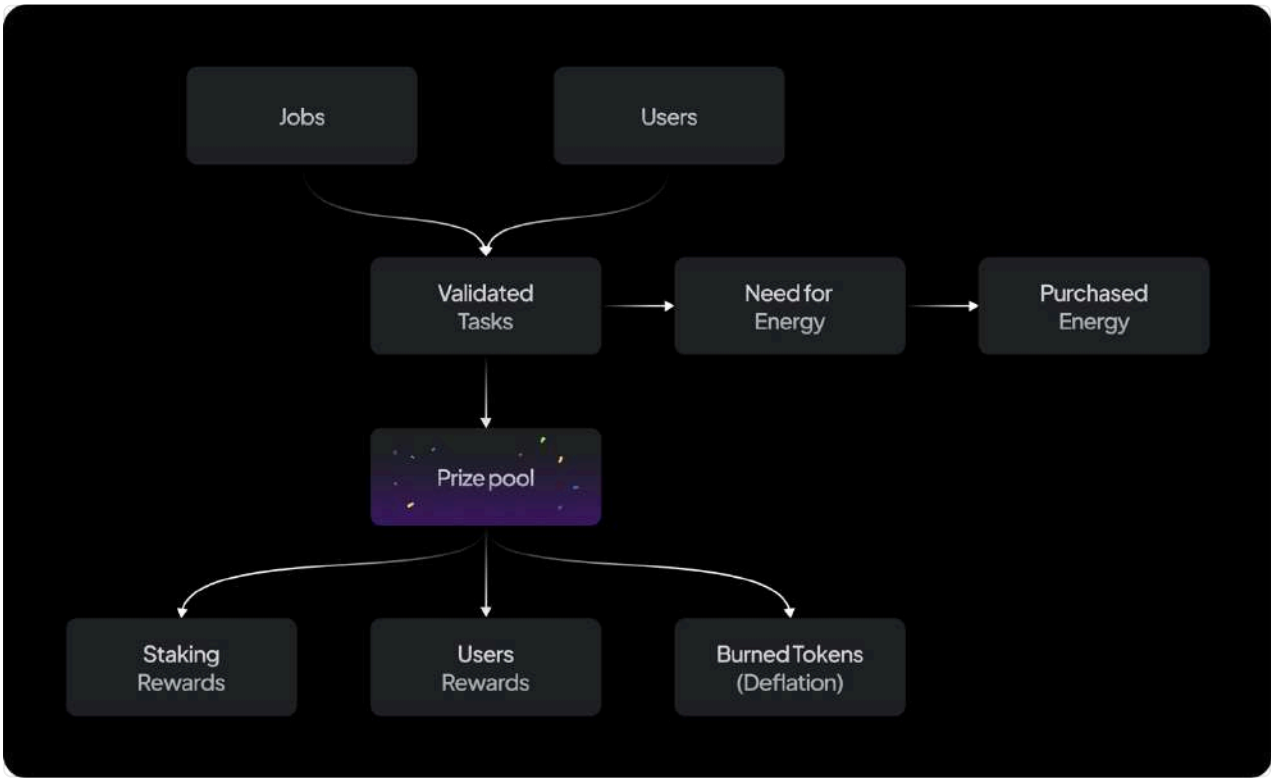



Money Flows

When a customer orders data on Ta-da, he pay in fiat. This money is converted into stable coin and distributed into four buckets: Ta-da's treasury, staking, the prize pool, and the burn. Each time a user validates a task, the compensation for the task is used to buy TADA tokens that are then placed in the prize pool. The more tasks are validated, the larger the prize pool and the more TADA tokens are purchased on the market. Every week, the prize pool is redistributed to users in a non-linear way: the first users earn a large part of the pool, while the last ones earn much less. Part of in-app purchases and lost deposits is reinjected into the prize pool. Another part

is burned to create a deflationary economy and the rest is redistributed to the treasury and stakers.

Such an economy impacts all the agents involved. The diagram and explanations below illustrate the positive interactions generated by this economy. On this one, each arrow means "increases," for example: more users increases the number of validated tasks, validated tasks increase the prize pool, etc.




Here are some explanations regarding these positive interactions:

- The more jobs and the more users, the greater the number of validated tasks.
- The more validated tasks, the larger the prize pool.
- The more validated tasks, the larger the need for energy (tasks require energy to be filled).
- The greater the need for energy, the more energy purchased.
- The more energy purchased, the larger the prize pool.
- The larger the prize pool, the more tokens users will earn.
- The larger the prize pool, the greater the staking rewards will be.
- The larger the prize pool, the greater the number of tokens that will be burned.

# Rewards Distribution

Every week, a prize pool is created. It is filled according to the activity on the platform. When a user validates a task, the task compensation is put into the prize pool and he earns points. At the end of each period (weekend) a general user ranking based on points is made. The prize pool is then distributed to the users according to an exponential function. The remainder of this page outlines the main steps involved in calculating the rewards distributed to users.

## Parameters

- $to\_distribute$: The amount of money to be distributed
- $percent\_to\_win$: The percentage of winning users
- $decay\_factor$: The exponential decay factor

## Invariants

- A task completed by a user of rank  should be better rewarded than a task completed by a user of rank  + 1.

## Algorithm

- Get the users selected to win the prize pool $winners = users\_number * percent\_to\_win$.
- For each user $i$, compute his exponential factor $factor_i = factor(len(winners), decay\_factor, i)$.
- For each user $i$, compute his score $score_i = factor_i * nb_{tasks_i}$.
- Compute the sum of the scores $sum_{score} = \Sigma score_i$.
- For each user $i$, compute his score ratio $ratio_i = score_i / sum_{score}$.
- For each user $i$, compute his rewards $reward_i = ratio_i * to\_distribute$.

# TADA vs Gems

The distribution of TADA and Gems uses exactly the same algorithm.
However, the quantity of Gems distributed and the number of winners are much higher.

# Economy Breakdown

In the Ta-da platform, the flow of funds is strategically distributed to ensure the sustainability of the ecosystem, reward user participation, and maintain the platform's operational needs. The distribution percentages vary depending on the source of the funds, such as job payments, in-app purchases, and lost deposits. Importantly, lost deposits are not redistributed to the treasury, highlighting that Ta-da has no financial incentive to slash unfairly users. Below is a detailed breakdown of how these funds are allocated:

| Source of Funds | Community | Stake | Burn | Treasury |
|---|---|---|---|---|
| Jobs | 65% | 5% | 5% | 25% |
| In-app Purchases | 65% | 5% | 5% | 25% |
| Lost Deposits | 33% | 33% | 33% | - |

This allocation ensures that user engagement is rewarded, while also contributing to the platform's stability and growth through staking, burning tokens, and maintaining the treasury.

# Token Metrics

## Distribution

The complete table of token metrics is available on this link.

There is a maximum number of 1,000,000,000 TADA tokens, divided into several buckets with specific uses. The table below provides a breakdown of the token distribution:

| | Seed | Private Sale | Public Sale | Growth / |
|---|---|---|---|---|
| % of Total Supply | 10.00% | 12.57% | 5.00% | 17.00% |
| Amount Raised | $1.2M | $2.2M | $1.1M | - |
| Valuation | $12.5M | $17.5M | $22M | - |
| Total tokens | 100M | 125.7M | 50M | 170M |
| Token price | $0.0125 | $0.0175 | $0.0220 | - |

Ta-da's fundraising is divided into three stages, as described below:

- **Seed** (10%): It launched the project development, particularly through the recruitment of the first part of the team, hiring various consultants (UI/UX, smart contract and infrastructure audits, etc.) and purchasing certain services (servers, etc.).
- **Private sale** (12.6%): It is used in particular to launch the communication and marketing campaigns as well as for the deployment of the platform on a large scale.
- **Public sale** (5%): This latest round of funding will enable us to launch the project worldwide through the execution of specific marketing strategies.

The other buckets have very specific purposes. Here's a brief description:

- **Ecosystem** (13%): The ecosystem category plays a vital role in fostering innovation and growth within the Ta-da platform. It serves as a catalyst to encourage different actors in the ecosystem, such as developers, entrepreneurs, KOLs, and partners, to create new and exciting products and services that complement and enhance the Ta-da experience. By allocating a significant portion of the token distribution to the ecosystem, we aim to stimulate collaboration, creativity, and entrepreneurship within the Ta-da community.
- **Community** (13.4%): These tokens are used to compensate the first contributors to the platform such as beta testers, moderators, and other community members who have played a crucial role in the early development and success of the platform. Additionally, these tokens are allocated for running special events and conducting targeted marketing campaigns to engage and attract a wider audience to the platform. By rewarding and incentivizing community participation, the platform aims to foster a thriving and vibrant ecosystem where users can actively contribute and benefit from their involvement.
- **Treasury** (20%): A reserve of tokens set aside to adequately address any potential future requirements or unforeseen circumstances that may arise. This ensures that there are enough tokens available to meet the needs of the project and handle any unexpected events that might occur.
- **Growth (4%)**: Tokens used in collaboration with MultiversX to reward ecosystem and community users.
- **Team** (17%): These incentives play a crucial role in motivating and inspiring both the existing and upcoming members of the Ta-da team. By offering rewards and recognition, we aim to foster a culture of continuous improvement and encourage the team to explore new horizons in developing innovative features that push the boundaries of the project.
- **Advisors** (5%): They will be used to compensate the valuable contributions and expertise provided by our team of advisors. Our advisors play a crucial role in guiding us with their advice, assisting us with our marketing efforts, and sharing their wealth of knowledge in various areas. Their extensive experience and insights are instrumental in shaping our strategies and ensuring the success of our venture. By allocating 5% of the compensation towards our advisors, we demonstrate our commitment to recognizing the significant value they bring to our organization.

---

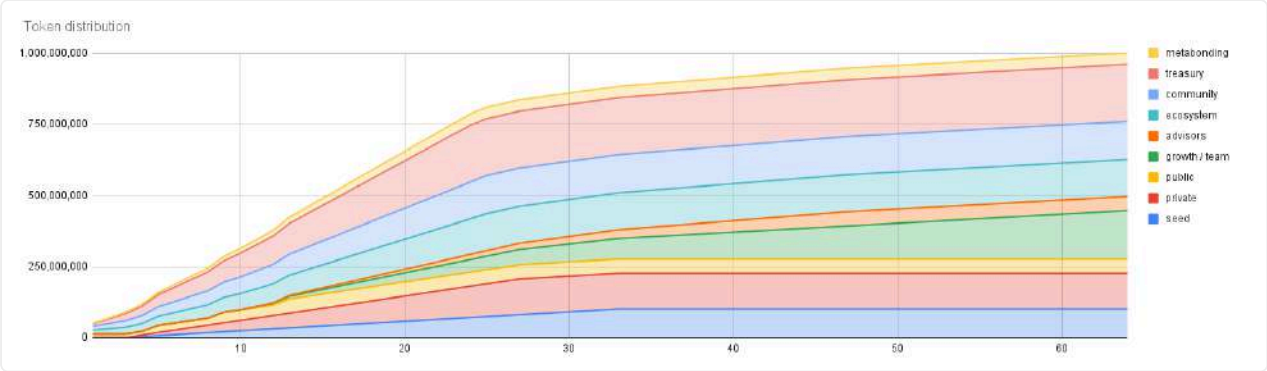
# Vesting and strategy

We have designed a customized vesting system that ensures a controlled distribution of tokens over time, aligning with the project's milestones and goals. The table below gives all the details:

| | Seed | Private Sale | Public Sale | Team |
|---|---|---|---|---|
| % of Total Supply | 10.00% | 12.57% | 5.00% | 17.00% |
| Token price | $0.0125 | $0.0175 | $0.0220 | - |
| Upfront | 0% | 0% | 25% | 0% |
| Cliff (months) | 3 | 3 | 0 | 10 |
| Vesting (months) | 30 | 24 | 12 | 54 |

**Why did we add a vesting to the Public Sale?**
We chose MultiversX's launchpad in order to raise a quality community that would be involved in the project. Through this tool, we don't want to onboard investors, but real users who will bring value to the Ta-da project and participate in the application. In addition, our philosophy is to encourage healthy token growth with long-term partners, rather than investors looking for short-term profit.

The table above provides figures on vesting (cliff, etc.), but it does not offer a clear picture of how the token's supply evolves over time. To provide a better visualization of this distribution, please refer to the stacked area chart below:



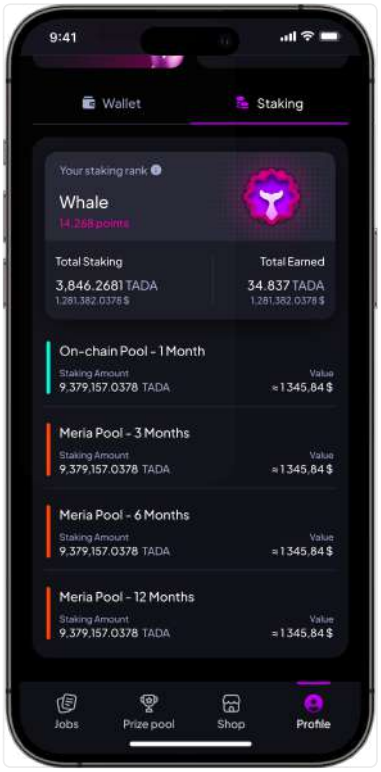

Token distribution

# Staking

## Presentation

Ta-da's staking solution rewards users who have trust in the project and its token. Users aiming to earn rewards are required to lock their tokens for a predetermined period. In general, the more extended the staking duration, the higher the potential rewards.

Ta-da features four unique staking pools, each with its own unique characteristics, giving users a variety of options to choose from based on their staking preferences.




## Properties

The main properties of our staking system are:

1. Two users who stake the same amount of tokens for the same lock period get the same amount of reward.

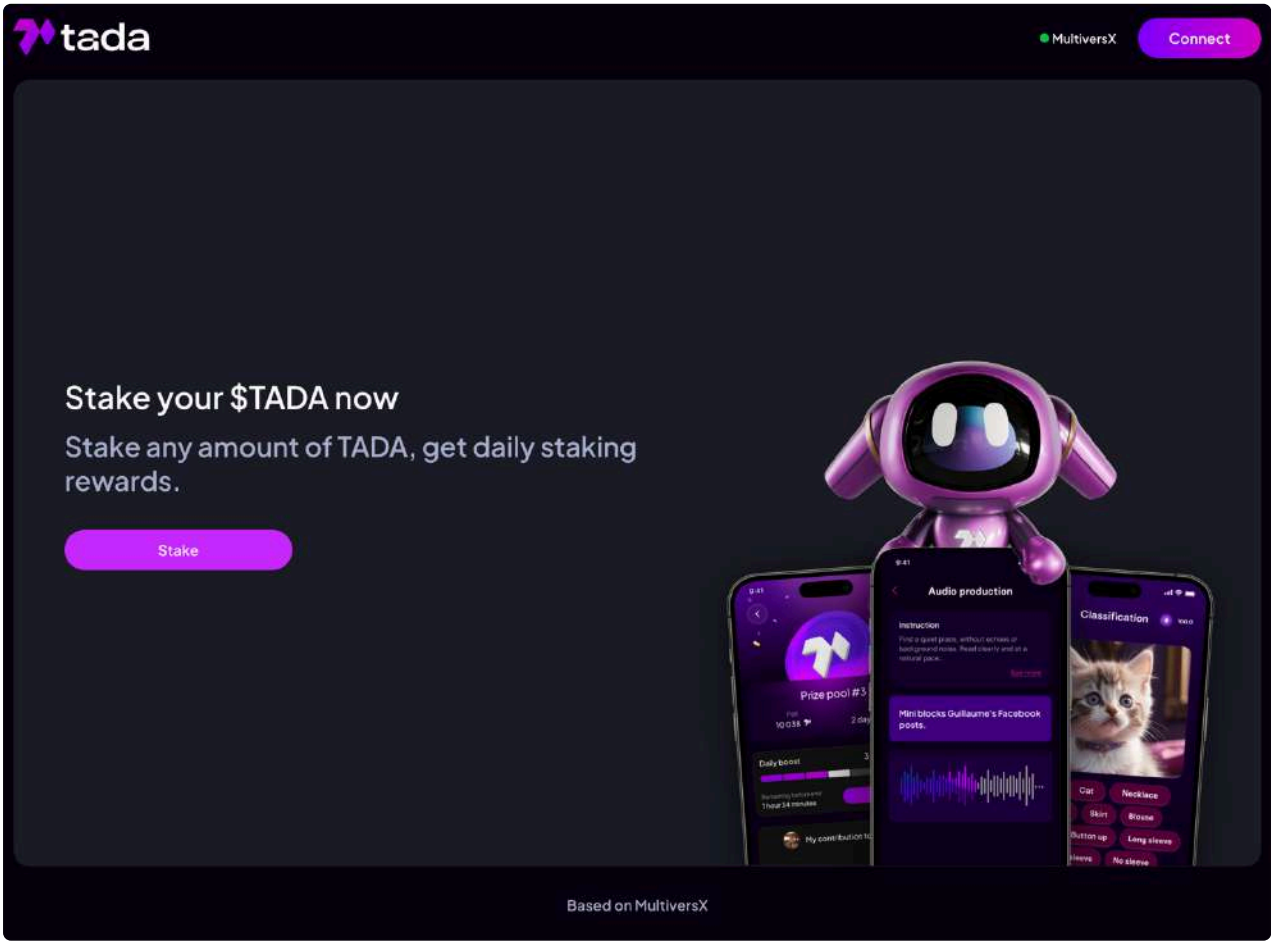
2. The reward depends on the number of tokens staked. A user who stakes twice as many tokens as another user in the same stake earns twice as much reward.
3. A token blocked in a stake with a ratio of 2 must earn twice as much reward as a token blocked in a stake with a ratio of 1.
4. No tokens are created or destroyed during redistribution.

More details on :

- On-chain Staking
- Meria staking
- xExchange Metastaking

# On-chain Staking

The Ta-da staking is available on https://staking.ta-da.io/.




# Stakes description

Here is a description of each staking pool:

| Pool ID | Lock duration | APR* (until 09/09/2024) | Ratio |
|---|---|---|---|
| 1 | 12 months | 60% | 8 |
| 2 | 6 months | 30% | 4 |
| 3 | 3 months | 15% | 2 |

| Pool ID | Lock duration | APR* (until 09/09/2024) | Ratio |
|---|---|---|---|
| 4 | 1 months | 7.5% | 1 |

**All APR are guaranteed until August 9, 2024** and will be dynamic thereafter and may decrease. Once the application is released, the APR will only be indexed to the platform's activity. Here are the different sources of revenue that will be injected into the staking:

- 33% of deposits lost by users
- 5% of our customers' cash inflows
- 5% in-app purchases

# Properties

The main properties of our staking system are summarized below:

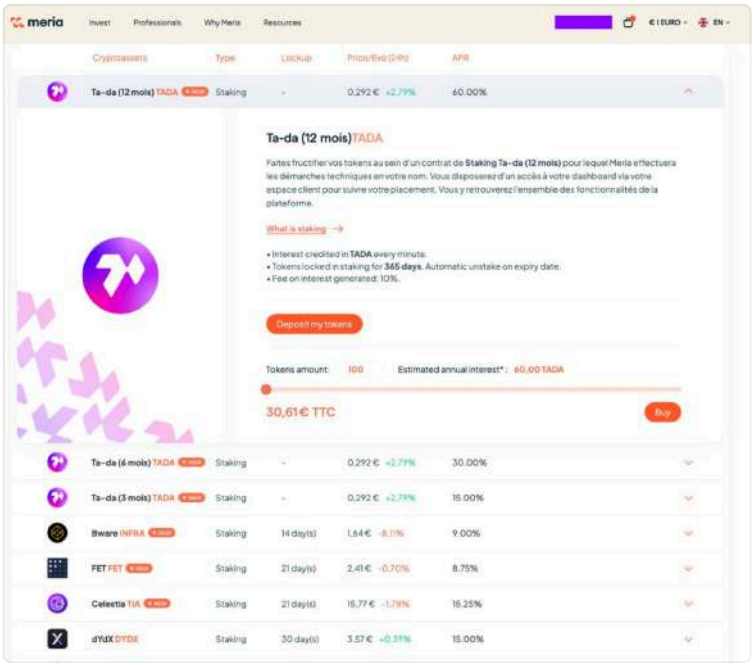
1. Two users who stake the same amount of tokens for the same lock period get the same amount of reward.
2. The reward depends on the number of tokens staked. A user who stakes twice as many tokens as another user in the same stake earns twice as much reward.
3. A token blocked in a stake with a ratio of 2 must earn twice as much reward as a token blocked in a stake with a ratio of 1.
4. No tokens are created or destroyed during redistribution.

**Example**

A user who stakes his tokens in the pool 4 (ratio of 1) will have to wait a month to be able to recover his locked tokens. During this period, he will earn rewards. Another user who stakes the same amount of tokens in the pool 1 (ratio of 8) will have to wait a year to get his tokens back. However, during this period, he will earn 8 times more tokens than the first user (if the latter were to stake his tokens every month in the pool 4 for one year).

# Meria Staking

The Ta-da staking is available on https://www.meria.com/product




Ta-da offers a solution to stake $TADA tokens directly on Meria and benefit both staking rewards and in-game bonuses. For more details about staking rules, please visit the Rewards & Staking page.

Users have access to 3 different staking pool with different parameters

| Pool ID | Lock duration | APR (untill 09/08/2024) | Ratio |
|---|---|---|---|
| 1 | 12 months | 60% | 8 |
| 2 | 6 months | 30% | 4 |
| 3 | 3 months | 15% | 2 |

**All APR are guaranteed until August 9, 2024** and will be dynamic thereafter and may decrease. Once the application is released, the APR will only be indexed to the platform's activity. Here are the different sources of revenue that will be injected into the staking:

- 33% of deposits lost by users
-

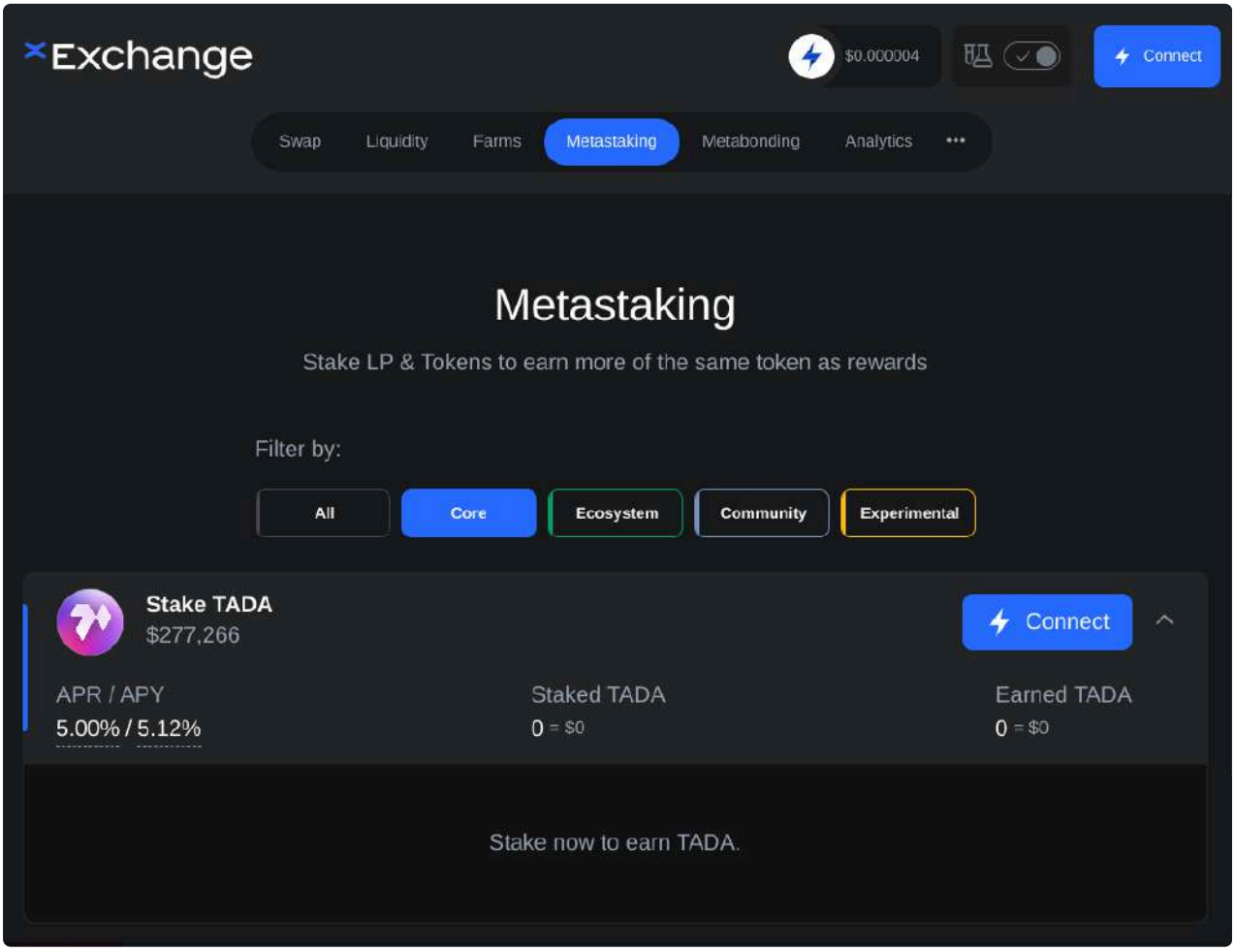
- 5% of our customers' cash inflows
- 5% in-app purchases

In order to access those pools, users can either buy tokens directly on Meria or deposit their own tokens on the platform.

Once the users have staked any amount of $TADA, they are entitled to redeem a code from their Dashboard section. They can then copy and paste the code within the Ta-da app to enjoy in game bonuses.

# xExchange Metastaking

The Ta-da staking is available on https://xexchange.com




xExchange Metastaking

MetaStaking on MultiversX allows token holders to earn rewards by participating in the MultiversX ecosystem, without the complexities of traditional staking. By blocking your tokens for ten days, you can earn 5% APR in rewards.

The Metastaking is already live on xExchange.

# Buy $TADA Tokens

## Where to buy our tokens?

You can now purchase our tokens on two platforms.
These platforms offer a secure and user-friendly experience for all your transactions.

### -> Buy on Kucoin

https://www.kucoin.com/trade/TADA-USDT

### -> Buy on PancakeSwap

https://pancakeswap.finance/swap?outputCurrency=0x9b26e318bc6A2c8B45f5Daea2cc14697e0e0F8b5

### -> Buy on xExchange

https://xexchange.com/swap?firstToken=WEGLD-bd4d79&secondToken=TADA-5c032c

# Team

# Builders

## Team

At Ta-da, we attribute our success to the exceptional talents and diverse expertise of our team. Comprising industry veterans and innovative thinkers, each member brings a unique set of skills and experiences, united by a common passion for technology.

Our leadership team includes pioneers in artificial intelligence, blockchain technology, and business strategy. Their combined knowledge and experience are the driving force behind our innovative solutions and strategic direction.

Supported by a dedicated group of developers, designers, and marketers, we are well-equipped to navigate the complexities of the rapidly evolving Web3 landscape.

Discover them below!

**William Simonin**

Chairman

*Cofounder and CEO of Vivoka, Meria cofounder.*

Linkedin

**Valentin Thouron**

CEO

*7 years of lead dev and software architect at the French Ministry of Armed Forces*

Linkedin

**Florian Guichon**

COO

*Partner at Vivoka, 9 years of experience in General Management & Business development*

**Vincent Fraisse**

CFO

*10 years of experience in accounting and finance, including 3 years in Web3 startups.*

Linkedin

Linkedin

**Alexandre Copper**

Head of Sales

*7 years of experience in prospection and sales generating +5M€ annually*

Linkedin

**Pierre Manuel Salvadori**

Head of Community

*6 years of experience in blockchain and active member in many online communities*

Linkedin

**Marceau Bailly**

Product Owner

**Zouhir Berrichi**

Flutter developer

*Product manager for the past 5 years, passionate about blockchain technology and web3.*

Linkedin

*7 years experience in mobile development, with a focus on flutter technology*

Linkedin

**Elios Cama**
Flutter developer

*Expert in mobile app development, with a focus on the Flutter Framework.*
Linkedin

**Sidiki SAKO**
Flutter developer

*10 years career in IT project management and mobile application development.*
Linkedin

**Jéremy Ferrer**

**Thierry Masumbuko**
Backend Developer

Backend Developer

*7 years experience in programming, mainly in the banking sector.*

Linkedin

*Ex-medical data analyst and Python developer*

Linkedin

**Hugues Lagrange**
Backend Developer

*6 years experience in backend development, with a focus on startups in IoT, fintech and crypto-currencies.*
Linkedin

**Quentin Muhl**
UI/UX

*Over the past 8 years, he has shaped tomorrow's projects in crypto, gaming and AI.*
Linkedin

**Thibault Manuel**
DevOps

*Expert in DevOps, with a focus on Python and AWS, including infrastructure and application development*
Linkedin

**Anthony Thiery**
Smart Contract Manager

*Rust smart contract engineering with a zero issue track record*

Linkedin

**Rayane Smaili**
Sales Executive

*5 years experience in business development, with a focus on crypto-currency.*

Linkedin

**Vincent Courquet**
Growth Marketer

*7 years of experience in digital marketing, former owner of a web agency.*
Linkedin

**Oscar Mairey**
Global Community Manager

*3 years experience building projects and their communities in Web3.*
Linkedin

# Advisors

## Ambitious project need awesome advisors

In any ambitious project, the guidance and expertise of experienced advisors are invaluable.

Advisors bring a wealth of knowledge, experience, and strategic insight that can significantly enhance the direction and success of our initiatives.
Their diverse perspectives help us navigate complex challenges, make informed decisions, and seize opportunities for growth and innovation.

**Hasheur**
CEO of Meria
Crypto influenceur.

*Community +1.2M people*

Linkedin

**Danilo S Carlucci**

CEO of Morningstar Ventures

*Helps many big crypto projects (StepN, Axelar, Holoride, etc.)*

Linkedin

**Martin Oliviero**
Co-founder and COO of Ternoa

*Ex-Financial Analyst at CACIB & Investor Manager ETCHART*

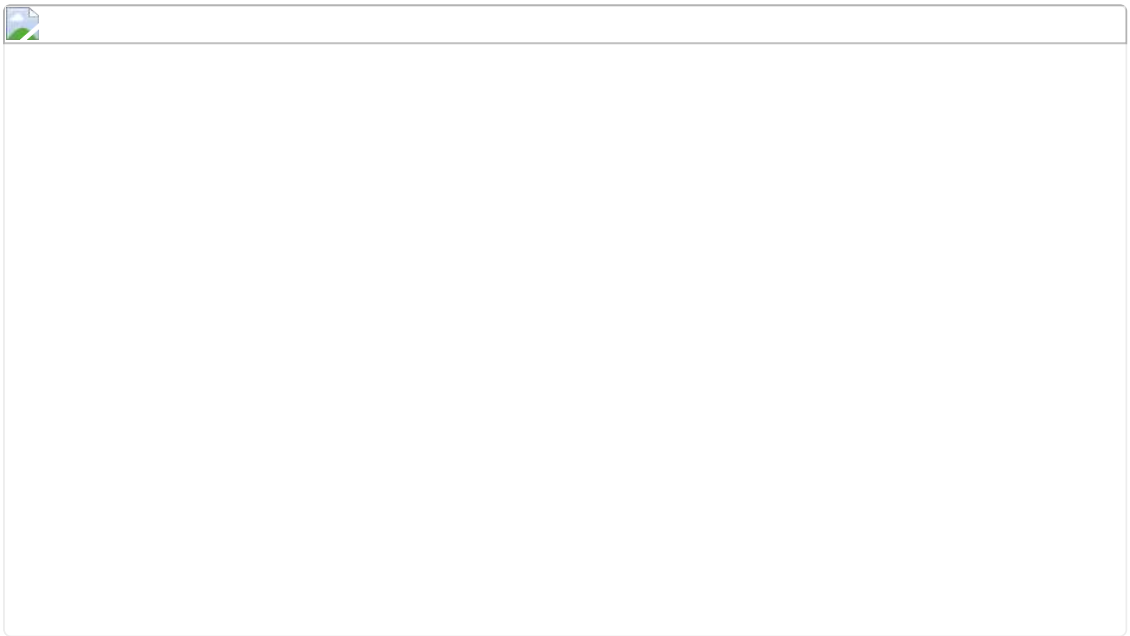
Linkedin

**Luc Julia**
Creator of Siri
(Apple)

*Co-founder of Nuance (acquired by Microsoft for $20B in 2021)*

Linkedin

# We are hiring!



**Looking to join our team?**

Explore our current job opportunities and discover the possibilities of joining the Ta-da team!
Click the link below to explore our career page:

## Discover Exciting Career Opportunities at Ta-da!

At Ta-da, we're always on the lookout for passionate individuals who are eager to contribute their skills and expertise to our innovative projects.
Whether you're a seasoned professional in web3 or just starting out in your career, we offer a range of positions across various fields.

To apply, simply send your CV along with a brief message detailing why you'd be a great fit for the role to **hiring@ta-da.io**.

We look forward to hearing from you and potentially welcoming you!

# LINKS