

## Conflux — Global Business Platform

### 1. Overview & Vision

Conflux is a global, human-intelligent business ecosystem that allows individuals anywhere to launch, run, and scale cross-border companies with minimal friction. By combining legal scaffolding, multi-currency payments, talent hiring, micro-financing, and intelligent guidance, Conflux enables truly global entrepreneurship.

### 2. Key Pillars / Value Propositions

- Instant Local Presence: Automatic recommendation of entity structures, legal docs.
- Market Playbooks: Region-specific go-to-market strategies.
- Global Payflow: Collect and payout in multiple currencies, optimized for FX and tax.
- Talent & Ops Garage: Hire contractors globally, contract + payroll + compliance built-in.
- Reputation Currency: Verifiable, behavior-based reputation that follows your business.
- Microcredit via Community: Lenders offer small loans based on reputation signals.

### 3. Unique Differentiators

- Deep integration end-to-end
- Reputation-as-capital
- AI-coach: real-time guidance
- Ethically designed

### 4. Personas / Target Users

- Emerging-market founders
- Freelancers / Creative Entrepreneurs
- Manufacturers
- Agencies
- Community lenders

### 5. Core Features (MVP → 1.0)

- Onboarding wizard
- Legal Document Engine
- Payments / Wallet
- Reputation Profile
- Contractor Marketplace
- Microloan Request & Repayment

## 6. Architecture & Technology

- Microservices: API / Auth / Payments / AI / Reputation
- Data: relational + graph + event store
- AI: Guidance, matching, behavioral adaptation
- Infrastructure: Kubernetes, multi-region
- Security: Zero-trust, encrypted, escrow

## 7. Brand & Identity

Name: Conflux

Tagline: Build. Grow. Earn. Everywhere.

Voice: Warm, empowering, global

## 8. Monetization Model

- Transaction fees
- Subscription tiers
- Premium AI
- Marketplace commission
- B2B Insights
- Sponsored opportunities
- Certification modules

## 9. Growth & Moats

- Network effects
- Reputation graph
- AI personalization
- Emotional engagement

## 10. Execution Roadmap

Phase 0: Team, AI pre-training

Phase 1: MVP launch

Phase 2: Alpha rollout

Phase 3: Full global launch

Phase 4: Expansion

Phase 5: 30-year dominance model