partnerON

White Paper & Business Plan

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The Small Print

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Executive Summary

Opportunity

The Ethereum DAP ecosystem continues exponential growth, including the latest growth phase of broad acceptance by large institutional players. Also, growth in the downstream B2C & mobile app space is quickly creating a bottleneck on the network in need of a solution. A solution is needed to operate swiftly "at-scale" and on a scale much more significant than the existing Blockchain. PartnerON aims to connect DAP entities within TheGraph with a subgraph that will enable critical counterparties to contract in new and productive ways. The Digital Entities best poised to deliver on the promise of speedy, high-quality data via TheGraph will demand a trustless, performant & secure infrastructure rooted in an immutable contract.

Problem & Solution

A Problem Worth Solving

Institutions entering the Ledger/Wallet space are on the leading edge of new technology, and less focused on marketing, user acquisition, and onboarding than perfecting the quality of the digital products or services they offer. The incumbent mentality or assuming users will naturally gravitate towards great product legacies or brand images hides a reality. Users cannot gravitate towards any product that they are not aware of, regardless of its usefulness. User acquisition CAC costs have grown exponentially over the years and even more so since Covid-19 forcing early-stage participants to become even more savvy and selective about partner traction in the marketplace. These two factors present the perfect opportunity for well-performing Subgraph Indexers to drive substantial value in the area of partnership management.

The drivers in place to bring a Web 2.0 world to everyday life has reached capacity. Crypto & Smart Contacts will be a growth driver in digital finance, online gaming, and online shopping. It's fair to say the Covid-19 crisis has accelerated the rate of innovation in remote work & our lives overall. Some legacy partnership models are inefficient such as delayed COOP & SPIF funding caused by rigid monthly or even quarterly payment cycles, leading to cash flow constraints for low margin/high volume operators). The propensity of fraud & rogue operators, combined with record new relief capital entering the market, demand Web3 DAOs are a secure & transparent infrastructure for partnership management.

Our Solution

"Our mission is to build a trustless, robust, performative DAO platform to the world of Partnership Agreement & Management."

PartnerON will be the first mover into the disruptive Smart Partnership Agreement (SPA) space and will eliminate the above issues by leveraging the following benefits of the DAO based Ethereum blockchain:

- The "Living" Smart contracts will govern the satisfaction and detail the ongoing relationship between external and internal partners.

- All relevant partnership data will be added to the PartnerON blockchain, creating an immutable audit trail that allows brand managers & others to audit and review partnership metrics and filter for financial or compliance data.

- Partner payments are issued automatically once contract criteria are met (which should be immediate with high-quality indexers), instantly eliminating payment default and cash flow constraints.

PartnerON is well-positioned to become a mover in bringing friendly DAP Web3 blockchain-based products to the mainstream. We are now experiencing exponential growth in Ethereum based projects, and the new year will see an explosion of demand. PartnerON will be the premier DAO provider to bring the familiar established 'channel management' style Partner ecosystem to the Blockchain.

Core Objectives

- Build the world's most transparent, secure, and quick ontology for a Partnership Agreement ecosystem chain.

Transparency, QoS, and Security will allow brands and publishers to feel confident in all Partner relationships, free from concerns of misalignment & misrepresentation, enabling users to benefit from the promise and strength of the Blockchain-based economy.

- Create the ubiquitous Blockchain PartnerON platform

PartnerON will allow participants to see the aggregate history of Partner actions giving the brands and prospective partners the complete picture of a participant's cumulative actions to help gauge real value. PartnerON will provide transparent end-to-end visibility for partners and affiliates so that they build relationships with other peers in their industry.

- Become the gold standard for blockchain performance marketing

PartnerON will strike with the first-mover advantage and leverage its team's multi-decade experience in the Information Technology Cloud & RPA worlds (on both the brand and affiliate side of the equation) to solve decades old industry pain-points.

Target Market

The broad market for PartnerON has three segments.

1. *Merchants and service providers.* These are the eCommerce market's backbone and comprise any operator looking to generate sales via a performance marketing channel. MSPs (Merchant Service Providers) are the largest and most competitive segment of the market and encompass everyone from AliBaba to smaller B&Bs. In 2019, this market generated USD 22.049 trillion in sales revenue, up 6.0% from the prior year. Estimates place sales will top USD 26 trillion in 2021 (decreasing growth rates). These estimates exclude travel, food, and event ticket sales. As VC funding inevitably makes its way into the Ethereum ecosystem, start-ups will be under real pressure.
2. *ICOs and companies that are supporting them.* As the momentum behind ICOs builds, a flourishing ecosystem is forecast to develop around supporting, promoting, vetting, structuring, and launching of said events. While the current model of crediting indexers & curators with bonus tokens has succeeded in creating momentum behind the Production launch, the competition between ICOs is increasing exponentially, predictably,   as new funding records make headlines. This model will evolve around marketers, developers, and publishers who will be paid commissions for promoting ICOs to their audiences and is much more lucrative than selling token inventory on a tenancy or CPM basis.
3. *Publishers, marketers, influencers, and developers.* The future drivers of the ICO market form the counterparty to merchants and start-ups. They range from publicly traded multinationals (Catena Media, RakeTech) to niche publishers targeting a single specific sector (Medicalassistantsalaryguide.org). Regardless of scale, PartnerON provides a solution for some of their most pressing issues:
   1. Discover new partners to work with & be discovered by others
   2. Evaluate the partnership would be the most lucrative
   3. Easing payment, trust & cash flow concerns

This sector will be PartnerON's evangelists, much as affiliates were the drivers for NetPONXer and IncomeAccess' growth in the gambling market. They demand a neutral, third party platform to manage & report on their performance and revenues.

Competition

Current Alternatives

PartnerON will be competing directly against two mainstays of the affiliate tracking market, _____ and _____. Both carry the advantage of incumbency yet suffer from the disadvantages listed below:

IncomeAccess:

- 24h delay in data updates
- Revenue uploaded to the platform by the merchant, allowing for potential skimming of commissions
- Monthly payout cycle
- Payouts processed by third parties for merchant
- Commission structures limited to specific models
- Antiquated user interface (UI), with the multi-year update cycle
- Poor reporting tools

NeFNXer

- 24h delay in data updates
- Revenue uploaded to the platform by the merchant, allowing potential skimming of commissions
- Monthly payout cycle
- Payouts processed by third parties for merchant
- Commission structures limited to rigid models
- Responsive UI, with annual updates
- Good reporting tools

Our Advantages

- Instant data update
- Revenue updated by smart contract & thePONX are immutable
- Affiliates can withdraw at will
- Payouts triggered by an affiliate and executed by the platform
- Commissions can be freely structured using smart contracts
- Rapid, iterative update cycles
- Deep data analysis tools & Google data studio integration.

PESTLE analysis (GFS)

Political Risk

The Ethereum DAO ecosystem benefits from a significant amount of insulation from any regional political shock due to its decentralized nature. While specific hawkish regulatory regimes will invariably attempt to restrict or regulate, there is no common consensus on how at this time. The political winds are finally shifting, and a favorable crypto outlook appears on the horizon. Regulatory risk aside, the political clout offered by _____, as well as rapid adoption of FinTech Development by the world's Central banks & Fortune 500, further legitimizes the need to embrace Web3 with a full flagship presence from day one.
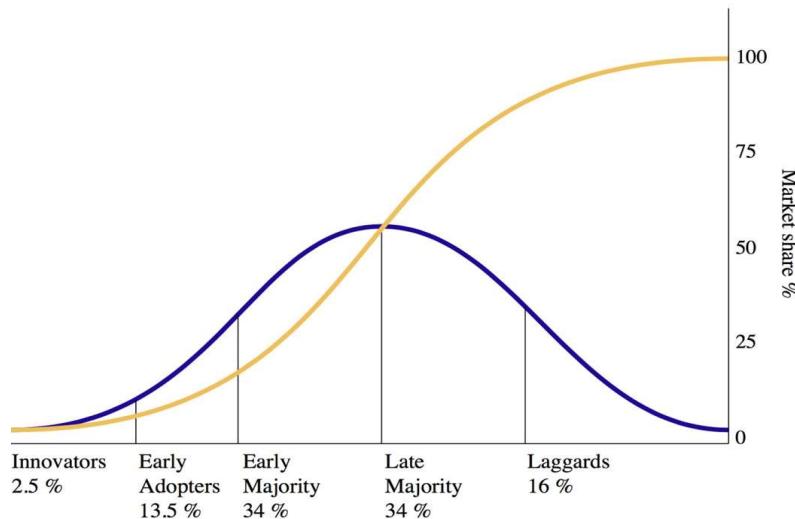
Economical

The Ethereum ecosystem is growing parabolically, with crypto-trading volumes simply exploding daily - the excitement around the platform and community of developers around the protocol has even the last holdouts declaring Ethereum will grow into the most comprehensive blockchain platform in short order. Enterprises and start-ups will continue to default to Ethereum as their venue of choice for the foreseeable future.

Social/Cultural

As instability continues globally in the headlines, ever-increasing media coverage will fuel Ethereum's explosive growth. Demographic shifts drive the general public's interest, familiarity, and trust in the ecosystem from Boomer-dominated consumers to Millennial families. It will transition away from being the preserve of only geeks and speculators. The desire for broadly available solutions exists & the first blockbuster killer app will be DAPs (Distributed Application), bringing benefits of the decentralized web to everyday life, just as SMTP brought email & browsers brought the internet to the masses.

As the major players' sponsorship drives decentralized app development in the mainstream, the market penetration rate will follow the theoretic Diffusion of the innovation curve.

| Innovators
2.5 % | Early
Adopters
13.5 % | Early
Majority
34 % | Late
Majority
34 % | Laggards
16 % |

Technological

As a nascent sector, there will undoubtedly be significant changes and improvements to the technological landscape PartnerON will be inhabiting. Nonetheless, the levels of funding sought will ascertain that tier one development resources will be hired to leverage any new developments to our advantage.

From a macro-economic aspect, advances in the blockchain ecosystem will bring partner management a fully integrated holistic view of full agreement structures. Mainstream apps will seamlessly integrate dApp functionality. It will be transparent and indistinguishable from a legacy app by the end-user. This is a bullish outlook for PartnerON adoption.

Legal

The difficulty in mounting a regulatory challenge to a decentralized organization aside, the political clout offered by the EEA and the rapid adoption of the Ethereum Platform by central banks and F500 companies further legitimizes companies operating on the platform in the eyes of regulators. As such, significant legal threats are contained and limited by nature. Should corrective action be necessary against a particular participant, this would be limited in scope to the damage done by a single bad actor and would not impact the rest of the participants in the space. PartnerON's position as a middleman between Partners further insulates users from potential legal action (much like affiliate platforms and affiliates were ignored by the Dept. of justice in the Black Friday indictments revolving around poker rooms offering illegal gambling to US citizens).

Environmental

PartnerON's decentralized architecture allows it to operate using a much smaller carbon footprint than a common platform would.
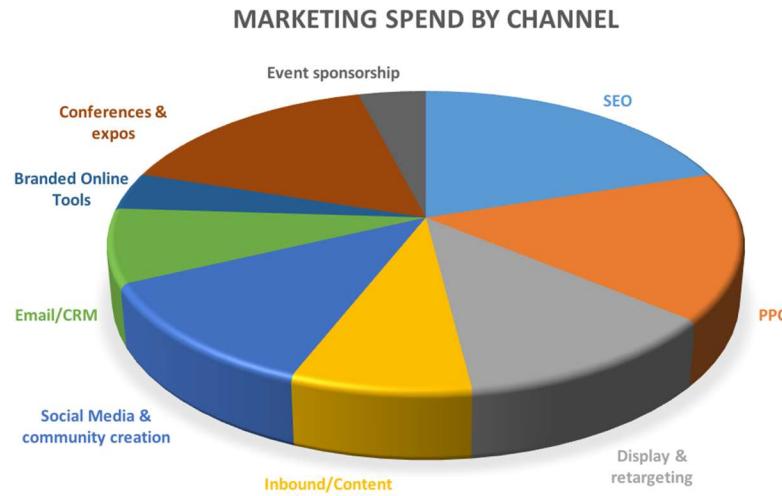
Execution

Marketing & Sales

Marketing and Promotional Plan

PartnerON will leverage its founding team's marketing knowledge & industry connections to deploy an integrated, multi-faceted adoption campaign with an intense & focused sales surge around early adopters. This action would typically be online AND offline at an 80-20 ratio; however, the current social distancing requirements adopted globally have drastically changed the allocation. The detailed apportionment will be as follows with the old 16% conference and expos now modeled at < 5%:
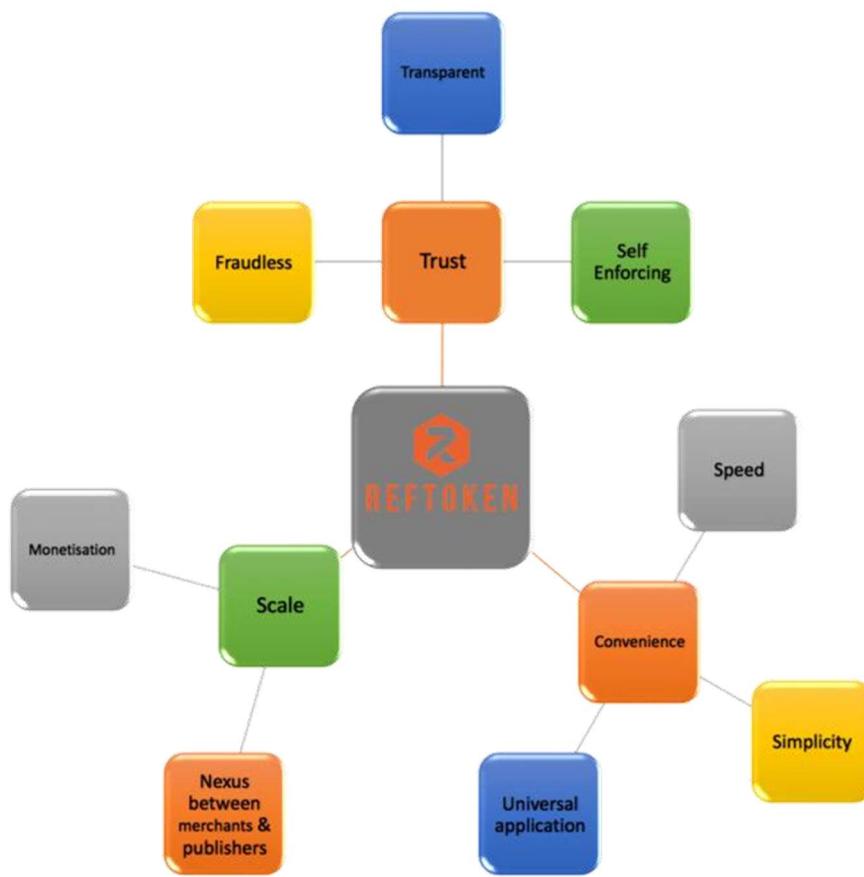
- Online Marketing 80%
- SEO 20%
- PPC 16%
- Display & retargeting 12%
- Inbound/content 8%
- Social Media & community creation 12%
- Email/ automated CRM 8%
- Branded online tools 4%
- Offline Marketing 20%
- Conferences & expos 5%
- Event sponsorship 4%

MARKETING SPEND BY CHANNEL

Medium to long term vision

Our marketing efforts will employ a bifurcated strategy, where early adoption users and merchants will be targeted by communications and value propositions, targeting their specific pain points and will be a structure based on the following value propositions:

- Trust
- Fraud/Loss Prevention
- Transparent Tracking
- Self-Enforcing
- Convenience
- Speed
- Safety
- Simplicity
- Compliance
- Universal application
- Scale
- Nexus between merchants & publishers
- Monetization of audiences

Early Adopters will be given marginally more prominence in our efforts as we build a robust directory of partner affiliates. Being segmented and positioned by niche would be a strong incentive for brands to adopt the PartnerON platform itself. Our value proposition will be via outreach specialists who target and onboard larger sites and the top 10% of leads and an inbound marketing strategy based on content creation and propagation by the exact userbase that we will be targeting. This will grow PartnerON exponentially using its platform, in effect being its proof of concept, Beta test, and Production deployment.
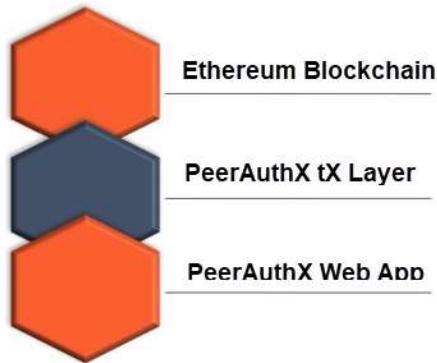
Brands will be targeted with a value proposition that emphasizes simplicity & transparency and previews early access to onboarded affiliates' directory. The primary communication channels will inbound content-based marketing, as well as single page response-based SEO and PPC. This strategy provides a pipeline of sales leads for the team to close. This approach will be a greater focus area as a current (and likely) future business will be operated remotely/home offices, which count out in-person appearances.

Implementation

Platform Model
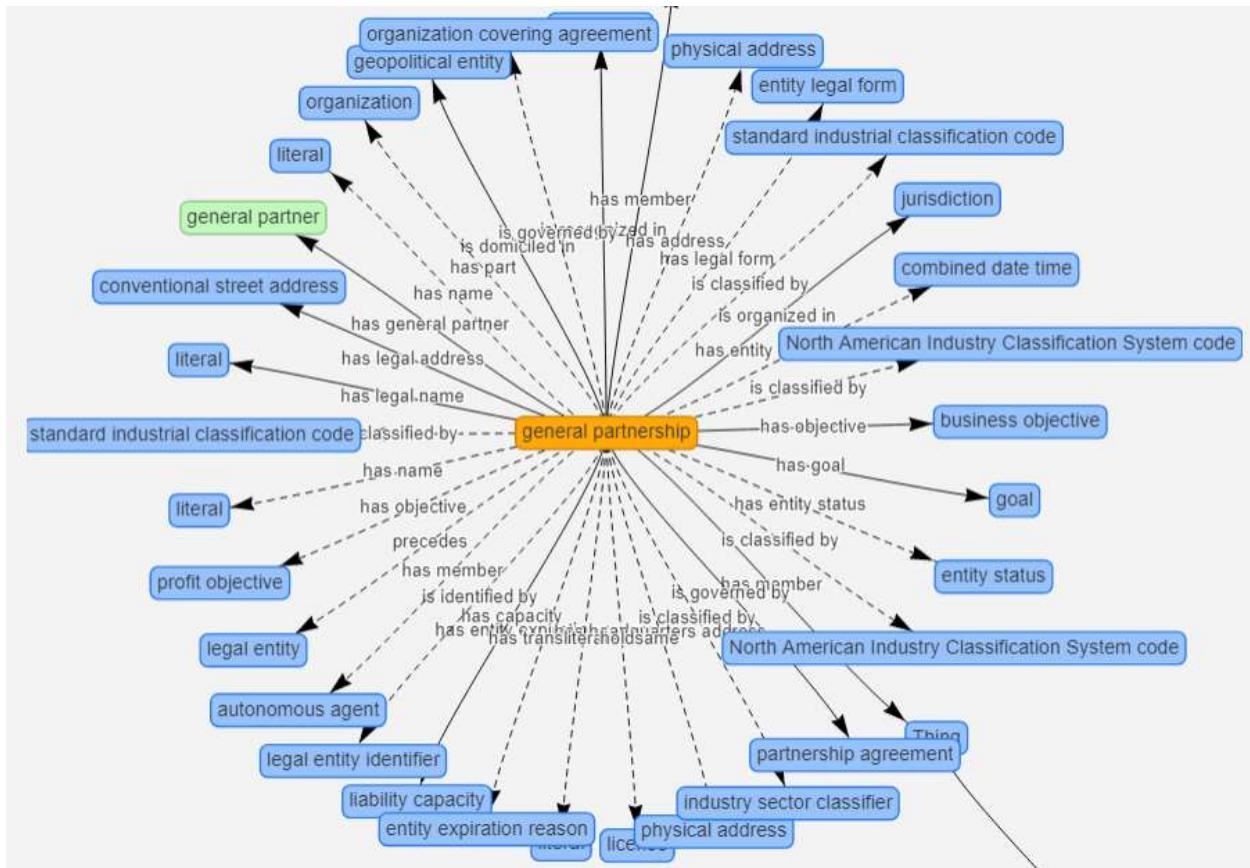
The platform will launch with two primary layers, a partner administration schema and an affiliate admin UI & Schema. A third layer that will allow three or more affiliate/partners to work with COOP funding via a real-time bidding (RTB) engine will be a part of the stretch goal (if achieved). The platform's usage will always be free, with the only charge being .035% of the commissions issued, along with indexer fees.

- *Partner layer primary functions:*
- Uploading of Partner media (banners/text links/video ads etc.)
- Creation of Partner commission structures based on set triggers & sale amounts. These could be a straight-up revenue share percentage, a cost per acquisition/registration/lead model, or a hybrid of the above
- Reporting platform on affiliate/creative/site level
- Administration of affiliate program, vetting & signing up of new affiliates, etc
- Administration of wallets and purchasing of tokens
- Administration of a listing in a brand directory aimed at connecting brands with affiliates
- Affiliates will be able to link & access the various programs they are enrolled in from a single Parent account, eliminating a large pain-point (like the Google AdWords MCC account structure)
- Accessing creatives & generating tracking links
- Administering of wallets and exchanging sub-tokens to tokens
- Reporting on creative/site/brand/revenue levels
- Administration of a listing in an affiliate directory aimed at connecting brands with affiliates

- The PartnerON! three-tier component level architecture

PartnerON! Data Schema v1.1 (pending)

The PartnerON! Ontology includes a 'general_partnership' parent with properties governing the granular relationship among partners. PartnerON! has an extensive metadata model that uses the responsive GraphQL structure to bring an unmatched level of detail with speed:

Token Mechanism

- The token to be sold at launch will be known as the PowerON X (PONX). A fixed number of PONX units will be issued in a first-round, thereby limiting supply. Fees will be collected from users of the platform as a percentage of commissions paid. However, should a user track their in-house activities, a commission rate of 0% is charged. This free-use model of the platform will encourage the system's adoption and assist in establishing a competitive moat. Since advertising inventory and other costs borne by publishers are set in fiat currencies, the commission sub-token will be created that will be pegged at USD 1.00. This nested GraphQL model insulates affiliates from cryptocurrency fluctuations in which the commissions are denominated. Brands will need to use PONXs to generate COMs.

Partner Scenario #1

1.   An active partner entity buys $USD 50,000.00 worth of PONX Tokens

2.   Both partners lock these tokens in a hashed wallet for a fixed period of time and deploy a smart contract offering a set amount of PONX tokens for each campaign as specified in the smart contract that both parties agree to. This step can be described as a shared 'self-service' escrow wallet

3.   The smart contract will self-terminate should token balance run below the cost of any agreed-upon partner campaign action related to a transfer. This arrangement protects the partners from overspend and, conversely, protects the affiliates from promoting a campaign that has exhausted its budget

4.   On each completion of the smart contract's conditions (sale/conversion/coop ads, etc.), an amount of PONX equivalent to the activity commission amount will be instantly paid out from the escrow account to the appropriate partner wallet within the PartnerON platform. These instant payments can be initiated 365/24/7. Transmission and propagation are nearly instant.

5.   The Partner A original PONX tokens are now held by the Partner B and marked via hashing as received. This token exchange allows the Company to potentially act as a market maker and protect the token's price from volatile fluctuations in price

Partner Scenario #2:

- A Partnership Admin or Alliance Coordinator could create a simple commission structure for products and services covered in a master agreement (MA), allocating $1500.00 minimum as a campaign payout floor with spiff offers added/deleted on the fly. The campaign always has a fixed lifetime, with a maximum time window of 180 days currently. Future feature releases will allow campaigns that are up to 24 months long for a long-dated approach to offset IRC 1167 classification or shelving fees. This set of criteria also happens to minimize the risk of fraudulent account creation and ensures that the publisher is only paying for valid partner transactions. This approach can be considered a short duration master agreement.
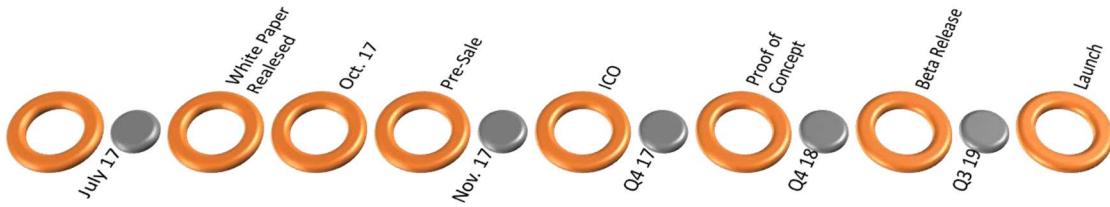
Partner Scenario #3:

- A partner company initiating a product launch campaign offers partners and publishing houses a SPIF (Sales Program Incentive Funds) paid in its PONX currency for successfully onboarding contributors to the DAO PeerAuthX Network.
- Affiliates would then have the option to hold onto the issued coin or exchange it for ETH or BTC and withdraw into their wallets.

Partner Scenario #4

- Jen reads on steemit.io that investing in the WeTrust app is a great way to save money, and the author of the article includes a PartnerON affiliate link to WeTrust
- Once Jen clicks the link, PartnerON updates the WeTrust PARTNER blockchain that a new lead was generated by that Partner and then drops her at the WeTrust registration page to complete onboarding details outlined in the campaign.
- Once Jen completes registration, the WeTrust affiliate blockchain is updated, instantly triggering the smart contract between WeTrust and the affiliate transferring PONX to the partner wallet.
- All WeTrust customers who complete onboarding is viewable via the PartnerON Admin UI. Details shown include that the sign-up originated from the article on Steemit (along with other metadata) and, therefore, decided to double down on this indexer for future campaigns. WeTrust can instantly see that the affiliate partner has delivered another valued user in a short period and considers offering them a bespoke SPIF to award performance and further entice them to give their brand more placement/attention on the network

Thanks to PartnerON's platform, it will be easy to design complex campaign conditions that will eliminate affiliate fraud. However, the automation evens up the playing field so that even the smallest players are awarded for providing winning curation services.

Milestones & Metrics

Roadmap

The following roadmap has been established and deemed to be attainable. Among three plans with varying degrees of adoption, our program's most conservative model is being used. The founding team's years of experience as critical players in Public Cloud & Robotics Process Automation make us strongly confident in our ability to deliver the phase 1 vision on time and within budget.

KPIs & Success Measurement

Partner Sales KPIs will be segmented into two general categories, business development and value enhancement, focusing on maximizing the revenue from existing users.

Business Development

- Outbound sales activity volume
- Number of qualified leads generated
- Lead conversion ratio

- Deals closed/Wins
- Opportunity win rate/Conversion rate
- Month on month growth rate
- Estimated pipeline value

Value Enhancement

- Month on month user retention
- % of new clients per month/annum
- % of retained clients per month/annum
- Revenue growth per user
- Average transaction value

PartnerON! Company

Founders

Jason Alloway:

As a tech enthusiast since a young age, Jason Alloway has consistently pushed to learn software development not only in his career but all his life. Starting out young by picking a TRS-80 and then following a career into Enterprise Technology after High School/College with his first taste of development in Visual Basic, and later moving into J2EE, JAVA, and Python with IBM Global Services largest customers. In 2014 Mr. Alloway began a transition to Public Cloud technologies (Amazon Web Services) that continue to this day. In 2008 he started his own Tech Consulting firm offering JAVA Enterprise Application development for Miami Dade County, Royal Caribbean, US Dept. of Treasury, and others. In 2016, budding BTC and ETH mainstream popularity in the United States heavily influenced Mr. Alloway to begin his journey in Immutable ledger and chain/coin platforms for use in large enterprises and elsewhere. This work has culminated in the PartnerON network that's setting the world on fire today.

Financial Plan
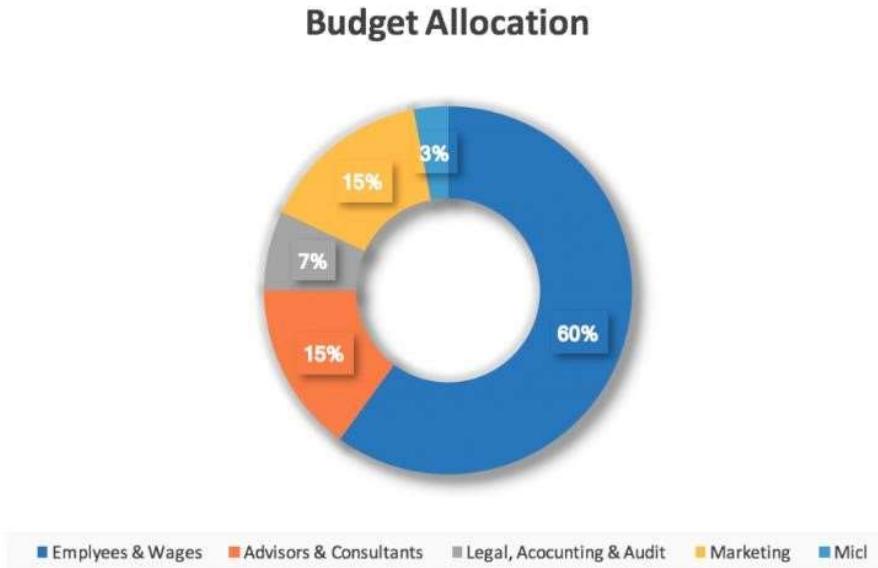
ICO Launch

Overview

PartnerON aims to raise initial funding of $USD 27.7M denominated in ETH via an initial coin offering. Funds will be apportioned in the below approximate ratios. The target funding amount is $27.7M with a hard cap of $48.0M. Additional funding will be used to add more development teams to expedite and mature features & future development. The additional funding will also allow us to add the following modules to the platform:

- Super affiliate/MLM management functionality.

- An inline RTB display ad campaign platform (like Google's AdSense) will allow partner users to opt-in to a campaign agreement without intermediaries or manual intervention.

- Leader boards & custom ranking module for merchants to incentivize partner affiliates to promote their brands with SPIF attainment dollars.

- Commission splitting allows affiliates to collaborate (e.g., Partner Affiliate A creates excellent content yet is not skilled at generating traffic, while Partner Affiliate B is a great SEO & has a significant social following. Affiliate A will be able to approach B & offer them a percentage of the commissions raised if they distribute. This is considered a trustless smart 'joint-campaign' contract on the platform.

- A freelancer marketplace will be able to pick up indexing and curation gigs in exchange for a share of PONX commissions generated by that content.

Budget Allocation

■ Emplyees & Wages   ■ Advisors & Consultants   ■ Legal, Acocunting & Audit   ■ Marketing   ■ Micl

PONx Token Sale

During the presale and ICO, users will be able to send ETH from an existing wallet to a launch address, thereby committing to buying PONx tokens at the current price at the time transaction is received (and as indicated on the PartnerON ICO site).

A total of 50 million PONX tokens are going to be created. The auction will be governed by a smart contract whose code will be open for public review.

- 2% of all tokens will be sold during the Pre-ICO
- 42% of all tokens will be sold during the ICO
- 30% of all tokens will be reserved for market-making & SPIF awards for one year
- 20% of all tokens will be retained by the founders & employees
- 3% of all tokens will be reserved for early adopter graph indexers and curators
- 2% of all tokens will be owned by Advisors

Presale
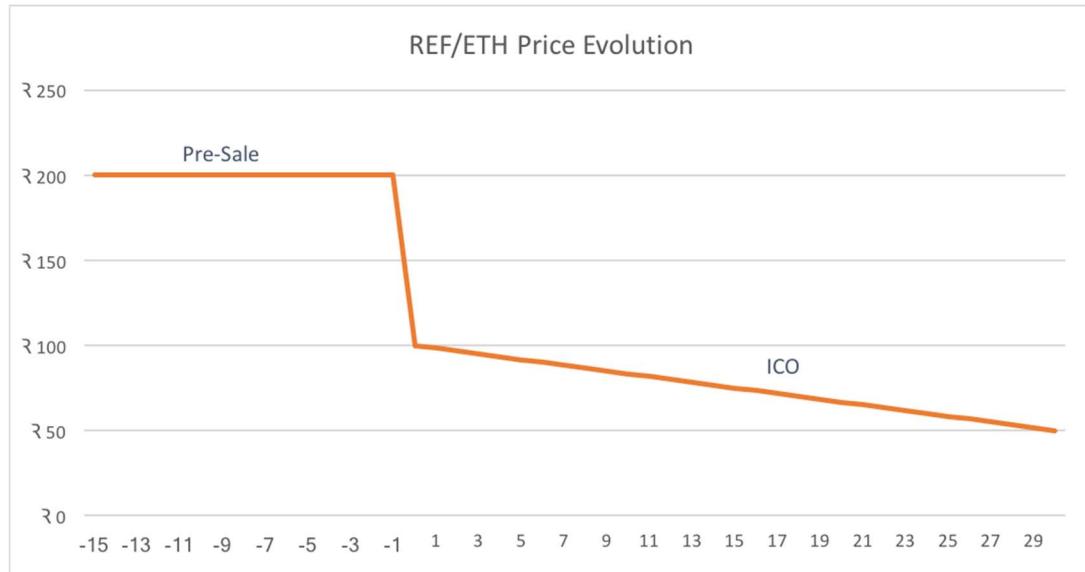
PartnerON will run a 15-day presale round capped at 4300 ETH starting at 00:00 GMT on the 2nd of May 2021 and ending at 00:00 on the 17th of May 2021. Presale contributions will be

awarded a 100% bonus on PONX, granting 200 PONX per ETH donated. All presale tokens will be locked for 90 days after the ICO has finished safeguarding the participant's token value.

ICO

The public ICO will start at 00:00 GMT on the 18th of May 2021 and end on the 17th of May 2021. A daily price inflation rate of 1.7% will be triggered on the 18th of June, taking the token price from 100 to 50 PONX/ETH after 30 days or until the hard cap is reached.

PartnerON aims to level the playing field and allow as broad participation in the offering as possible. Ownership of PONX carries no rights other than the right to exchange and claim over the platform or via exchanges. PartnerON does not represent or confer any ownership right or stake, share or security or equivalent rights, or intellectual property rights.

Escrow of Funds

All the funds raised during the ICO will be stored in a 2OF3 multi-sig wallet that will include licensed fiduciary agents as two separate signatories. All funds raised in the presale will be available immediately to promote the ICO. ICO funds are to be released in three-month tranches to cover expenses, with the flexibility to adjust amounts in response to current market conditions.

Market Making

During the lock-up period, the Company will utilize its reserves to protect the token's market value to the best of its abilities, with a protective bottom targeted at ~20% off a compounded 5% week on week appreciation rate. The Company will also protect prices from artificial 'pumps' by stabilizing prices should a negative trading pattern be detected.

Use of funds

Platform development will be the primary cost driver, including but not limited to:

- Development of a market-ready product
- Integration of third-party services
- Development of proprietary API
- Secure wallet creation
- Development of state channels
- Development of an internal economic model

Marketing & Business Development will be a significant area of focus, particularly establishing agreements and integrations with exchanges, other ICOs, and Blockchain early adopters, all to win the first-movers advantage in the space. Prior evidence indicates that a substantial competitive moat is developed by the first mover in such an area, as merchants are reluctant to undergo the disruption and costs of migrating to competing services once the integration is in place (bar a significant breakdown in service quality).

Advisors & Consultants

The leadership team at PartnerON is keenly aware of the new kid status of the Blockchain in the enterprise and how rapidly evolving challenges present themselves in bimodal Operating environments. We are determined to onboard the best advisors to ensure that these important customer projects succeed quickly.