PulseDelta

The AI-Driven Decentralized Prediction Market

Nurturing the limitless possibilities of human connection and collective intelligence through decentralized finance.

Business Plan

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Chapter I: Executive Summary: The Game Changer

PulseDelta is building the next generation of decentralized prediction markets, moving beyond simple binary betting to create a **collective intelligence layer** for the Web3 ecosystem. Our platform is a dual-sided marketplace where users can trade on a vast array of topics; from crypto and finance to science, art, and aerospace - while simultaneously contributing to a decentralized data oracle.

We are not just another prediction market; we are pioneering a **Human + Machine Hybrid** model. By blending user predictions with AI-powered probabilistic forecasts, PulseDelta introduces a "non-zero-sum" environment where users can earn yield on their staked collateral (via DeFi integration) and compete to prove their superior foresight over an AI oracle. This unique approach transforms prediction markets from a speculative gambling venue into a sophisticated tool for **collective knowledge mining** and capital-efficient DeFi utility.

We are seeking **$100,000 in Web3 Grant funding** to accelerate our Phase 2 development, focusing on implementing the AI-Assisted Prediction Engine, Composable Yield-Backed Bets, and cross-chain capabilities. This funding is critical to scaling our established MVP and realizing our vision of becoming the most capital-efficient, socially-engaged, and intellectually-diverse prediction market in the decentralized space.

Highlight	PulseDelta's Unique Value Proposition
Problem Solved	Prediction markets suffer from low liquidity, idle capital, and a lack of intellectual depth beyond simple speculation.
Our Solution	**1. AI-Driven Insights:** Hybrid predictions and "Predict-to-Earn" knowledge layer. **2. Capital Efficiency:** Composable Yield-Backed Bets (non-zero-sum). **3. Broad Utility:** Multi-chain architecture and a vast array of niche market categories.
Market	Global Web3 users, DeFi participants, intellectual communities (science, art), and institutional data consumers.
Financial Goal (6 Months)	Achieve $5M in Total Value Locked (TVL) and 10,000 active monthly traders.
Grant Focus	Innovation, Social Impact (collective intelligence), and Market Potential (DeFi integration).

Chapter II: Opportunity

Problem & Solution

The Problem Worth Solving: The Prediction Market Paradox

Current prediction markets face three critical limitations that hinder mainstream adoption and intellectual utility:

1. **Idle Capital:** Funds staked in predictions remain dormant until market resolution, representing a significant opportunity cost for users, especially in the capital-efficient DeFi space.

2. **Lack of Depth and Differentiation:** Most platforms focus narrowly on crypto or political events and operate as simple betting exchanges, failing to capture the interest of intellectual communities or institutional data consumers.

3. **Oracle Centralization/Delay:** Reliance on external, often slow or opaque oracles for resolution creates friction and undermines the decentralized ethos.

Our Solution: PulseDelta – The Collective Intelligence Layer

PulseDelta addresses these issues by transforming the prediction market into a dynamic, capital-efficient, and intellectually stimulating ecosystem:

Feature	Description	Impact
AI-Assisted Predictions	Users can compare their forecasts against an AI oracle. Outperforming the AI earns a "Human Alpha" badge and bonus.	**Game Changer:** Creates a unique Human + Machine hybrid model, attracting a sophisticated user base and providing a strong narrative for the grant.
Composable Yield-Backed Bets	Staked collateral is automatically deposited into a secure DeFi yield protocol (e.g., Aave). Winners earn the pot *plus* the yield; losers receive a "yield consolation."	**Capital Efficiency:** Eliminates idle capital, making the platform attractive to DeFi users and positioning it as a "non-zero-sum" prediction environment.

Feature	Description	Impact
Broad Market Categories	Markets extend beyond typical crypto/politics to include science, nature, aerospace, and art, appealing to diverse, intelligent communities.	**Social Impact:** Fosters a true collective intelligence platform, capturing valuable insights from niche experts.
Modular Oracle Layer	PulseDelta is not only a prediction platform – it is building a decentralized, self-improving oracle powered by both AI and human intelligence. The Oracle Layer is designed to resolve market transparently, eliminate centralized control, and ultimately evolve into a trustless data service for the wider Web3 ecosystem.	**Decentralization:** Decentralizes the "truth layer," aligning with Web3 ethos and paving the way to become a data oracle system.

Target Market

PulseDelta targets a broad, yet sophisticated, user base, segmented into three key groups:

1. **The DeFi Power User (Primary Target):** Individuals actively involved in decentralized finance who prioritize capital efficiency. They are attracted by the **Composable Yield-Backed Bets** feature, which ensures their capital is always working.

2. **The Niche Expert/Intellectual Trader:** Users with deep knowledge in specific, non-financial domains (e.g., aerospace engineers, climate scientists, art historians) who want to monetize their foresight. They are drawn to the platform's diverse market categories and the **Predict-to-Earn** feature.

3. **The Web3 Grant/Ecosystem Participant:** Developers, DAOs, and projects seeking a decentralized, transparent, and innovative platform. They value the multi-chain composability and the potential for PulseDelta to evolve into a core oracle system.

Market Size: The global prediction market size is projected to reach over **$15 billion** by 2028. The Total Value Locked (TVL) in the DeFi sector, which represents our immediate addressable market for yield-backed bets, is in the tens of billions of dollars. Our unique features allow us

to capture market share from both traditional prediction markets (Augur, Polymarket) and general DeFi yield protocols.

Competition

Our competition falls into two main categories:

Competitor Type	Examples	PulseDelta's Advantage
Decentralized Prediction Markets	Augur, Polymarket, Gnosis	**AI-Hybrid Model:** We offer a unique intellectual layer (Human vs. AI) and a broader range of non-financial markets. **Capital Efficiency:** Our Yield-Backed Bets feature eliminates the idle capital problem common to these platforms.
Centralized Prediction Markets	FTX/SBF-era prediction markets, traditional betting sites	**Decentralization & Transparency:** Trustless, on-chain operation. **Token Economics:** Dual revenue model rewards creators and LPs, fostering a community-owned ecosystem.

Our Key Advantages:

- **AI-Powered Differentiation:** The "Human Alpha" and AI oracle feature provides a compelling narrative that is highly attractive to innovation-focused grant committees.

- **DeFi Integration:** The Composable Yield-Backed Bets feature is a major differentiator, solving the fundamental problem of capital inefficiency in prediction markets.

- **Broad Scope:** Our platform is designed for *all* forms of verifiable prediction, not just financial or political, which significantly expands our total addressable market.

Chapter III: Execution

Marketing & Sales Plan

Our strategy is focused on high-leverage, low-cost Web3 community engagement and strategic partnerships.

Phase 1: Community & Liquidity Generation (0-6 Months Post-Grant)

- **Grant Visibility:** Leverage the grant announcement and associated PR to drive initial traffic and credibility within the Web3 ecosystem.
- **Targeted Airdrops/Bounties:** Reward early market creators and liquidity providers in niche, intellectual categories (science, art) to seed diverse content.
- **Partnerships:** Form strategic partnerships with key DeFi protocols (for yield integration) and Layer 1/Layer 2 chains (for cross-chain composability). This is a core part of our business structure.
- **Content Marketing:** Publish articles and research showcasing the accuracy of our AI oracle and the "Human Alpha" leaderboard to attract sophisticated users.

Phase 2: Scaling & Institutional Adoption (6-18 Months)

- **Oracle System Monetization:** Begin marketing our prediction data feed to institutional clients and other dApps, positioning PulseDelta as a reliable, decentralized oracle for real-world events.
- **Token Launch & Governance:** Launch the wrapped BDAG (or a governance token) to incentivize long-term holding and community governance, further decentralizing the platform.
- **Prediction Leagues/Seasons:** Introduce gamified prediction leagues to increase retention and recurring engagement.

Operations & Technology

Technology Stack (MVP - Complete):

- **Blockchain:** Solidity, Hardhat, OpenZeppelin.

- **Frontend:** Next.js, React, TypeScript, Tailwind CSS, Wagmi/Viem.

- **Core Contracts:** MarketBinary.sol, BinaryMarketFactory.sol, FeeRouter.sol, wDAG.sol, LPToken.sol.

Technology Focus for Grant Funding:

The $100k grant will be directly applied to developing and integrating the game-changer features:

1. **AI-Assisted Prediction Engine:** Integration of off-chain machine learning models (e.g., fine-tuned LLMs) to generate probabilistic forecasts and compare them against user predictions.

2. **DeFi Yield Integration:** Secure integration with a leading DeFi protocol (e.g., Aave, Compound) to enable the Composable Yield-Backed Bets feature.

3. **Cross-Chain Composability:** Implementation of bridging or messaging protocols to allow users to stake assets from other chains.

Business Structure:

We are currently operating as an unincorporated team of five. For the grant application, we will commit to forming a legal entity, likely a **Foundation or a Decentralized Autonomous Organization (DAO)** structure, to align with the Web3 ethos and ensure decentralized governance and fund management.

Chapter IV: Financial Plan

Funding Request: $100,000 Web3 Grant

We are requesting a $100,000 grant to fund the critical 6-month development phase that will transition PulseDelta from a successful MVP to a differentiated, market-ready platform.

Use of Funds (6-Month Breakdown):

Category	Allocation (USD)	Percentage	Justification
Phase 2 Development (Salaries/Bounties)	$50,000	50%	Core funding for 2 technical hires (AI/Data Scientist, Senior Solidity Dev) to build the AI-Hybrid and Yield-Backed features.
Infrastructure & Security	$15,000	15%	Cloud hosting (for AI models), RPC/Node services, and a small security audit for the new DeFi integration contracts.
Marketing & Community	$20,000	20%	Liquidity incentives, community bounties, content creation, and partnership development fees.
Legal & Compliance	$5,000	5%	Formation of a legal entity (Foundation/DAO) and initial legal review of token economics.
Contingency	$10,000	10%	Unforeseen development costs or security incident response.
Total	**$100,000**	**100%**	**Directly funds the 6-month post-MVP development and launch.**

Revenue Streams & Forecast

Our revenue model is robust and multi-layered, ensuring sustainability and growth beyond the grant period.

Revenue Stream	Short-Term (0-6 Months)	Long-Term (12+ Months)
1. Trading Fees (Primary)	0.3% Protocol Share from 1% trading fee (as per MVP README).	Remains the core revenue stream, scaling with TVL and trading volume.
2. DeFi Earnings	Small portion of the yield generated by the Composable Yield-Backed Bets feature.	Scales significantly with TVL. This is a key differentiator and a major long-term revenue source.
3. Oracle/Data Licensing	N/A (Feature in development).	Premium API access for institutional clients and other dApps to utilize PulseDelta's collective intelligence data feed.
4. Token Emissions/Treasury	N/A (Pre-launch).	Revenue from the sale of wrapped BDAG (or governance token) to fund long-term protocol development and staking rewards.

Financial Projection (6 Months Post-Grant):

Metric	Month 1 (Launch)	Month 3	Month 6 (Goal)
Active Traders (Monthly)	500	3,000	**10,000**
Total Value Locked (TVL)	$200,000	$1,500,000	**$5,000,000**
Monthly Protocol Revenue (Fees)	$600	$4,500	**$15,000**
Monthly DeFi Yield (Protocol Share)	$100	$750	**$2,500**
Total Monthly Revenue	**$700**	**$5,250**	**$17,500**

Note: The projections are based on a conservative 1% monthly trading volume relative to TVL, with a 0.3% protocol fee. DeFi yield is estimated at a conservative 5% APY on TVL, with a 20% protocol share of that yield.

Token Economics (Wrapped BDAG / Governance Token)

We plan to introduce a wrapped version of our collateral token, **wDAG**, and eventually a governance token (e.g., Pulse Token) to decentralize control and incentivize participation.

- **wDAG:** Utility token for trading and collateral. The MVP already uses this.

- **Wrapped BDAG (Future):** If BDAG is the native token of the underlying chain, we will use a wrapped version (like wETH) as the collateral. This ensures flexibility and composability.

- **Governance Token (Long-Term):** Used for DAO voting on market curation, fee structure changes, and protocol upgrades. **Crucially, a portion of the grant will fund the legal and smart contract work required for a secure, compliant token launch.**

Chapter V: Milestones & Metrics

Our 6-month plan is divided into three 2-month sprints, directly tied to the grant's focus areas: **Innovation, Social Impact, and Market Potential.**

ID	Milestone (2-Month Sprint)	Key Objectives & Grant Focus	Success Metrics (KPIs)
M1	**The AI-Hybrid Core (Innovation)**	**Objective:** Deploy the AI-Assisted Prediction Engine and Composable Yield-Backed Bets on testnet, creating the world's first Human + AI hybrid prediction system,	- AI Oracle integrated and live across at least 5 prediction markets - Yield-Backed Bets live on testnet with audited smart contracts - **TVL Goal: $1.5M.** - **Active Traders: 3,000.**
M2	**Social Layer & Collective Intelligence (Social Impact)**	**Objective:** Launch user reputation profiles and expand into non-financial, knowledge-driven markets (science, art, aerospace, climate, etc).	- Social Trust Profiles and prediction history live on mainnet - At least 10 non-financial market categories actively trading - **5 Strategic Ecosystem partnerships (Layer 2s, DeFi protocols, DAOs, communities).** - **Monthly Protocol Revenue: $5,250.**
M3	**Market Expansion & Decentralized Oracle Foundation (Market Potential)**	**Objective:** Deploy the Modular Oracle Layer, enabling community-verified outcomes and cross-chain staking, transforming PulseDelta into a decentralized collective intelligence oracle.	- Cross-chain staking support for at least one major chain (Polygon, Arbitrum, BSC, etc.) - Modular Oracle Layer contracts complete and security-reviewed - Validators able to stake rewards/penalties for outcome verification - **TVL Goal: $5M.** - **Active Traders: 10,000.**

Key Metrics for Success

The success of PulseDelta will be measured by the following key performance indicators (KPIs):

- **Total Value Locked (TVL):** Measure of capital efficiency and user trust.

- **Active Traders (Monthly):** Measure of community engagement and platform stickiness.

- **Protocol Revenue:** Measure of long-term financial sustainability.

- **Diversity Index:** Measure of market breadth (number of non-financial market categories).

- **Human Alpha Rate:** Percentage of users who consistently outperform the AI oracle, validating the platform's intellectual utility.

Chapter VI: Company & Team

Overview

PulseDelta is a community-driven project dedicated to leveraging decentralized technology to aggregate and monetize collective intelligence. We are committed to an open, transparent, and community-governed future, with plans to transition into a DAO structure post-grant to ensure long-term decentralized control.

Team

We are a lean, agile team of five, combining strong technical expertise with strategic business acumen.

Team Member	Role	Key Skills & Experience
Ibrahim Adeniran	**CEO / Product Strategist**	Vision, Business Development, Grant Management
Victor Adeoba	**CTO / Smart Contract Lead**	Solidity, AMM Design, Web3 Security (MVP built by this team)
Theophilus Adeleke	**Full-Stack Developer**	Next.js, UI/UX, Scalable Frontend Architecture
Peter Aseeperi	**Project Manager**	Project Management, Agile Delivery, Cross-functional Coordination, Product Roadmapping
Favour Abidoye	**Community & Partnerships**	Web3 Marketing, Community Building, DeFi Partnerships

Why Us?

The PulseDelta team has already delivered a functional MVP with a unique dual-revenue model and robust smart contract architecture (as evidenced by the provided README). This demonstrates our **capacity** to execute. Our vision to integrate AI and DeFi yield is a direct response to the grant's call for **innovation**. We are the right team because we have the technical foundation and the strategic roadmap to transform the prediction market landscape.