



Subscription Blockchain-as-a-Service

What is Arthera

Arthera is a disruptive web3 ecosystem based on the SaaS subscription model.

It runs on a DAG based, fully EVM compatible blockchain with dramatically improved efficiency, easing network pressure and allowing the mitigation of high gas costs.

By paying a stable monthly subscription, Web3 projects can waive off L1 gas costs and offer free blockchain access to their communities.

The Plan

Improve the web3 business model by adding a new recurring and predictable revenue: monthly subscription.

Offer a solid method to fundraise bootstrapped products and generate new incomes.

Why

Without an unpredictable blockchain to restrict transactions, user frequency and retention can increase and become the key metrics in evaluating projects.

The number of monthly subscribers will reflect the project's future and success, a predictable metric that can prevent the current system issues: speculative growth, hype manipulation or pump & dumps.

By lifting the gas fee pressure from the user, a knowledge barrier is also lifted, and access to dApps is no longer restricted to crypto wallet users. Web3 projects can then easily service Web2 platforms, onboard brand-new Web2 users and achieve mass adoption.

dApp profitability comparison: OpenSea

	NOV 2022	DEC 2022	JAN 2023
OpenSea on Polygon - Network Cost	\$74K	\$65K	\$53K
User fees	\$1K	\$3K	\$2K
OpenSea on Arthera - Network Cost	\$19K (-74%)	\$19K(-70%)	\$19K(-64%)
User fees	\$0	\$0	\$0

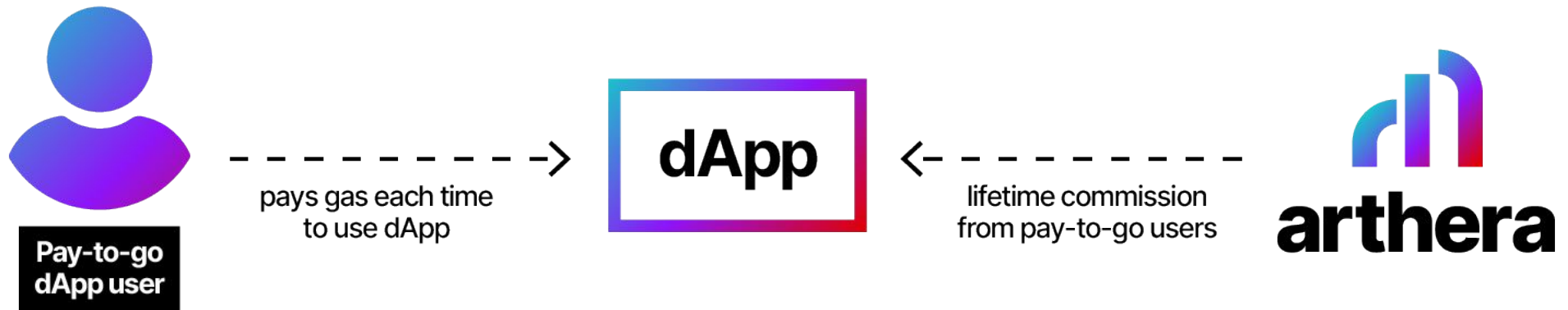
How

Enabling the SaaS model, Arthera has subscriptions built into the core protocol, but also supports the existing established pay-as-you-go model, where users pay for gas each time they use the network.

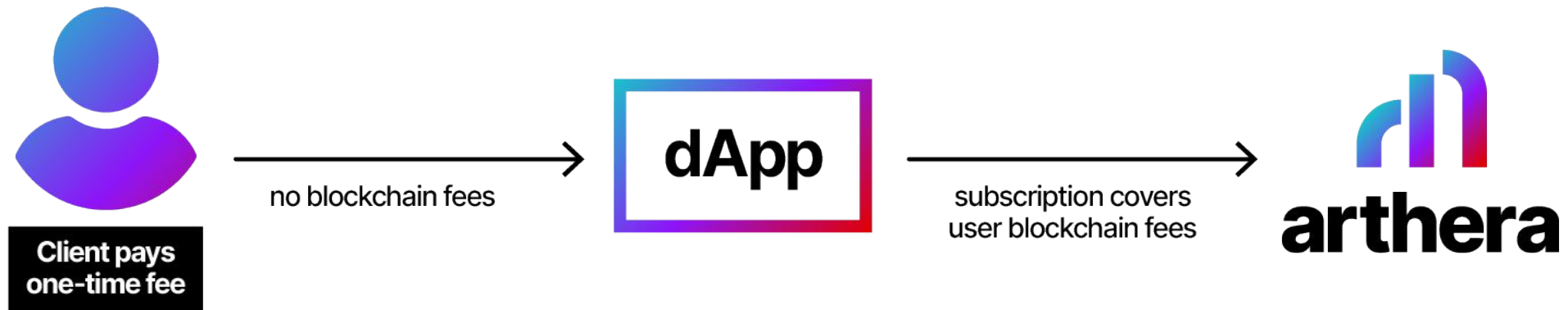
To achieve long term sustainability, ecosystem projects are incentivised to launch a subscription based offer.

Let's explore the 3 business model scenarios:

A: dApp uses established pricing model

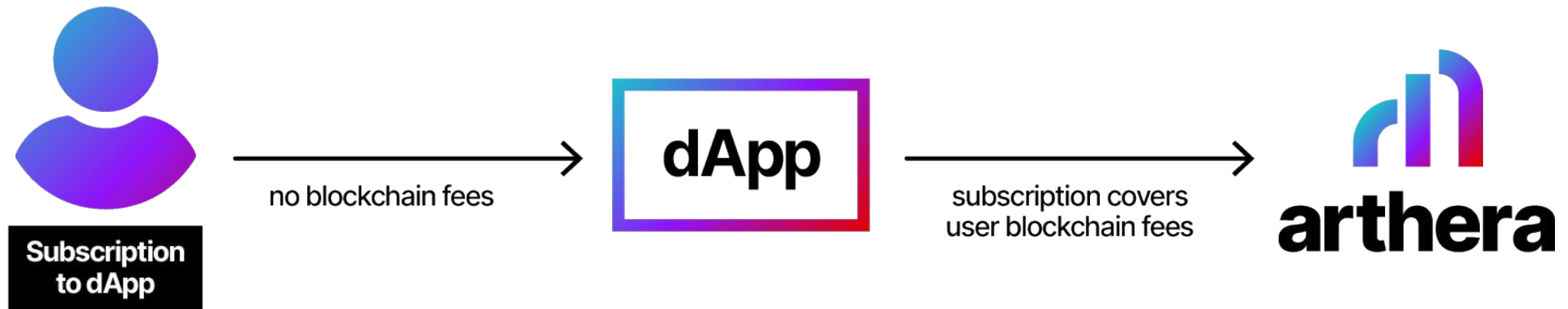


B: dApp offers free access on other basis than subscription



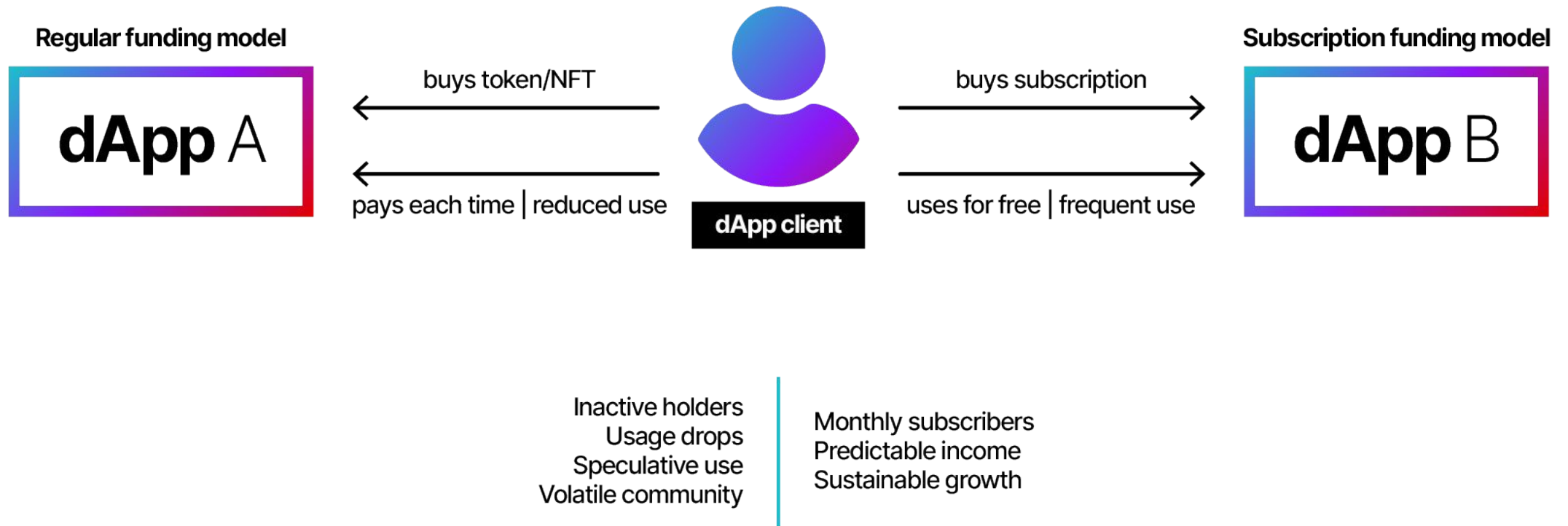
! If the clients are not bound by a monthly subscription, the longterm cost to waive their blockchain fees may not be sustainable for the dApp.

C: dApp switches to user subscription pricing model



By fully applying a monthly subscription model with their users, the cost to waive their blockchain fees becomes fully sustainable.

Subscription funding model



In summary, Arthera is:

The inception of a completely different Web3 economy

We are building a sustainable, circular business ecosystem that offers the predictability necessary for blockchain mass adoption.

A new sustainable Web3 business model

Offer your users unlimited blockchain access, generate income by selling subscriptions and become customer-centric.

A venue to brand new Web2 users

The cost predictability offered by the subscription model allows Web3 dApps to service Web2 platforms and acquire new Web2 users.

A DAG-powered EVM-compatible blockchain

Bring your existing dApps to Arthera with minimal changes to your Solidity code.

Next milestones:

- + **Live now:** Devnet, Wallet, Blockchain Explorer, Faucet
- + **April:** Early dApps Onboarding
- + **May:** Testnet, Full Documentation, Developer SDKs, Arthera Store
- + **September:** Mainnet, Launchpad
- + **December:** DAG-based consensus, extreme performance and unlimited scalability

Offer valid for the first 100 projects invited to join our ecosystem:

Lifetime commission

From any pay-as-you-go transaction fees collected from your smart contract

Free Launch

For the first 6 months of your custom dApp Subscription

Arthera Store

Have your dApp listed in the Arthera Store for max visibility

Grants

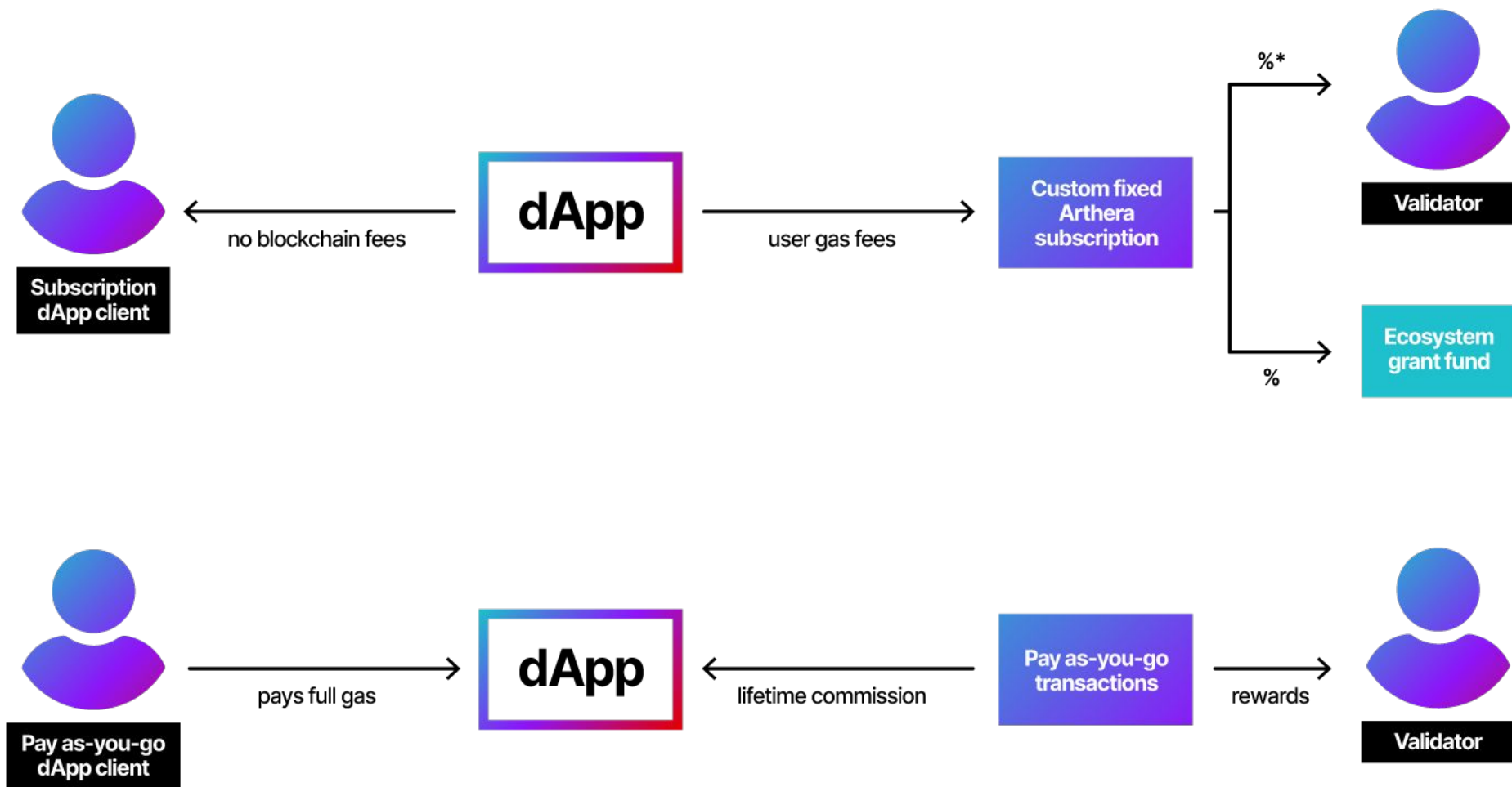
A competitive grant system to incentivise and speed up Arthera onboarding

Personalised onboarding process

Arthera Connect

Tech, business & marketing support from the Arthera Connect accelerator.

Arthera fee distribution model



* according to set rules



Thank you