

# Karma

## Unlock Goodness - Earn Karma

Karma is a Blockchain based online marketplace which connects people who are looking to donate their money, time or skill for a cause to NGOs who are working towards that specific cause .

Karma offers a transparent DAO based mechanism to ensure transparency and issue karma tokens for every contribution as a measure of goodness





## • Our Mission

Our mission is to leverage the power of blockchain technology to create a platform that **rewards individuals and corporations** for doing good deeds and encourages them to contribute towards social impact projects.

Through Karma tokens, we aim to create a global standard for measuring and recognizing good deeds and altruistic behavior. Our DAO model ensures transparent decision-making and effective allocation of resources towards impactful projects.

## Our Vision



To create a world where good deeds are recognized, incentivized, and contribute towards building a better future for all.



# What stops people from spreading goodness



# How We Bring A Difference

Altruistic behavior	Trust	Going Beyond Money Game	Ensuring Transparency
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Every Human has a inherent tendency of doing good and getting recognized for it - we give them a platform and a measurement for it.

Most Often people do not donate of a fear of donations not reaching right person - we eliminate that risk by a decentralized mechanism of onboarding / verification auditing each NGO /NPO on karma platform from time to time and giving them KRM certification

Going Beyond Money Game

We enable people to donate time / skill /art which gives rich poor equal opportunity to earn good deeds

Ensuring Transparency

The donor selects the %age going towards his / her cause executed with Smart Contracts on Blockchain to 100% transparency.



We Are On A Mission To **Tokenize**  
Good Deeds And Encourage People  
To Do Good **Karma In A Transparent**  
Manner And Give A Measurement  
With **KRM** Tokens

Chris Dunn

@chris\_d

Blessed to have transformed the lives of thousands homeless animals and earned 700+ Karma tokens

756 Karma 400 following 23.5K followers

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RAFALE ✅  
@rafale\_23

I feel blessed to have earned 500 Karma tokens on the Karma Platform through acts of kindness and generosity. It's not about the numbers, but the impact we can create by spreading positive vibes.

#KarmaAchievement  
#GoodDeedsMatter



OLIVIA WILSON ✅  
@olivia

Proud to have earned 10,000 Karma tokens by volunteering at local shelters and making a difference in the lives of those in need!

#GivingBack #KarmaPlatform



DR SHENELY ✅  
@shenely

Just crossed the 1,000 Karma token mark! It's amazing how contributing my skills and time to help others can accumulate such positive karma. Join me on the Karma Platform and let's make a difference together!

#KarmaAccumulator  
#DoingGoodPaysOff

**Creating A World Where You Are Recognized Not  
By Your Social Media Following, Money Or Power Rather Your Good Karma Via  
Karma Tokens**



# Empowering Giving: A Marketplace for Impactful Contributions



We want to contribute by donating few hours of medical consultancy



We want to contribute by monetary donations



We want to contribute by educating in our subjects



We want to contribute by selling our art

With a goodness marketplace where people can contribute not just by **money** but even **time** , **skill** and decided what portion of **their earnings** go as donation and to which cause and **tokenize** their deeds by **karma tokens**

# Karma for corporate Philanthropy

The Karma Protocol Can Be Used By Corporates For Transparency Charity With Their Product Sales And Services With E-commerce Integration As Phase 2 . A Few Examples

A Netflix movie as a NFT rental or purchase - With every purchase a portion of sale goes to charity which the user can decide.



A OLA ride - Every time you book a ride - a portion of ride goes to charity of your choice



Buy apparel from ZARA and decide which charity gets funded by your purchase



A Philanthropy tool by large corporates to **tokenize** their customer's good deeds by **karma** tokens

# How Karma Marketplace Works

A DAO transparently connecting Donors and Receptors for a Cause and earn Karma Tokens in return as standard of measuring good deeds



Alice is a NFT artist and wants to do good to animals in distress . She creates her collection of art which 70% goes to NGOs working towards animals welfare . She gets **Karma tokens** in her wallet as a mark to doing good deeds



Rohan is a maths teacher and wants to donate **5 hours a week** to wards cause of education . 50% of his earnings go towards CRY NGO . He gets **Karma tokens** in his wallet



Michelle wants to donate towards cause of world hunger with her **money** . She gets **Karma tokens**



Also an NGO can be directly a Donor



Blockchain based irrefutable smart contract to route money to eligible organization.

STRAY HELP is a NGO feeding distress animals and is looking for donations for their cause



# Market Opportunity

- The crypto philanthropy market is growing and poised to reach to 1 Billion by 2027 and 10 Billion by 2034
- 78% of US charities / NGOs have started accepting crypto donations
- Other major nonprofits that already accept donations – including UNICEF, Red Cross, Mercy Corps, CARE, Save the Children, and many more
- The average crypto donation was nearly 31 times larger than the average online gift size in the nonprofit sector (\$204)
- 108 million crypto users on Coinbase today
- Crypto donations are more tax efficient than fiat
- Society is about to witness an unprecedented wealth transfer of \$84 trillion over the next few decades. Of that transfer from older generations to younger ones, \$12 trillion is expected to be donated to charities, according to The National Association of Planning Advisors.\*

## TAX BENEFITS EXPLAINED

### Why Donors Are Choosing Crypto Over Cash

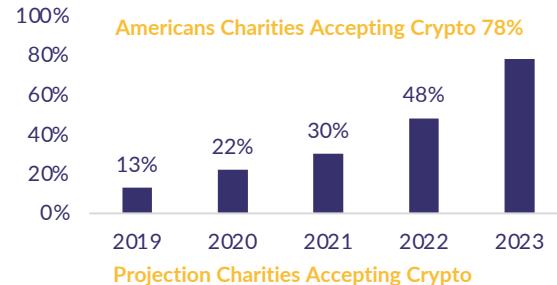
Donors pay no capital gains tax on donated cryptocurrency, just like stocks. If you're holding appreciated crypto in the US, that means donating crypto can often be more tax efficient than giving cash.

Here's an example:

Say two donors want to give **\$1M** to charity...

	DONOR A GIVES APPRECIATED CRYPTO	DONOR B SELLS CRYPTO & GIVES CASH
TAXES PAID BY THE DONOR	\$0	\$276,900
WHAT THE CHARITY RECEIVES	\$1,000,000	\$723,100

\*In this example, the donor gives \$1M in crypto that they have held for two years. The donor's crypto is up, purchased at a cost-basis of \$77,000. With the federal capital gains rate at 23.8%, and state capital gains rates ranging as high as 33.3%, we'll estimate the donor's capital gains tax liability in any particular state as being 30%.



# Business Model

The **transaction revenues** are used to sustain the DAO voting process and to give dividend to KRMGLD investors

The Karma platform generates revenue through **transaction fees** on the marketplace. A minimum of 3% is applicable but users are free to raise it while making transaction



In addition to its appeal to individual donors, the Karma platform is uniquely designed to align with the **corporate sector's** growing focus on Environmental, Social, and Governance (ESG) criteria

As the Platform is decentralized , in second phase of the launch we plan to conduct voting to decide **more revenue channels** like advertisements and also redemption of Karma coins

# Tokenomics

## Karma token (KRM)

The Karma Token (KRM) is a unique extension of the ERC-20 standard token, termed as KRC-20. Unlike typical tokens, KRM begins with an **initial supply of zero and gradually increases in circulation as individuals perform good deeds within the Karma Protocol ecosystem**. This feature of KRM is designed to mirror the concept of Karma - every positive action in society generates new Karma, that has an infinite supply. Underpinning KRM is the concept of **Proof-of-Karma (PoK)**, an innovative protocol that quantifies an individual's contributions towards societal welfare.

The core philosophy guiding Karma is the belief that it should be acquired through authentic, altruistic actions, rather than being easily transferable or monetizable. In alignment with this principle, KRM tokens are **soulbound** and cannot be transferred. This design choice emphasizes the importance of owning Karma. It signifies its value as a symbol of benevolent contribution, rather than as a tradable commodity.

Looking ahead, initiatives will be planned exclusively for KRM owners, based on their staked holdings, further enhancing the benefits of active participation in the Karma ecosystem.

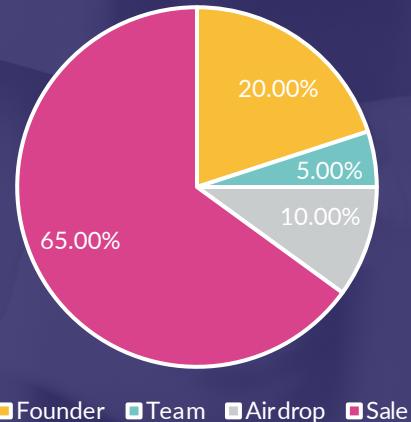
KRM, therefore, serves as a symbol of status, representing one's altruistic actions more than their monetary value.

## Gold Karma token (GLDKRM)

The Gold Karma Token (GLDKRM), unlike the KRM tokens which symbolize societal contribution, serves a different purpose within the Karma Protocol ecosystem. It is an ERC-20 token with a hard cap of **100,000,000**, specifically designed to encourage and reward financial investment within the network.

Holders of GLDKRM are entitled to a share of the dividends generated by the DAO, distributed in direct proportion to their token holdings

Gold Karma Allocation



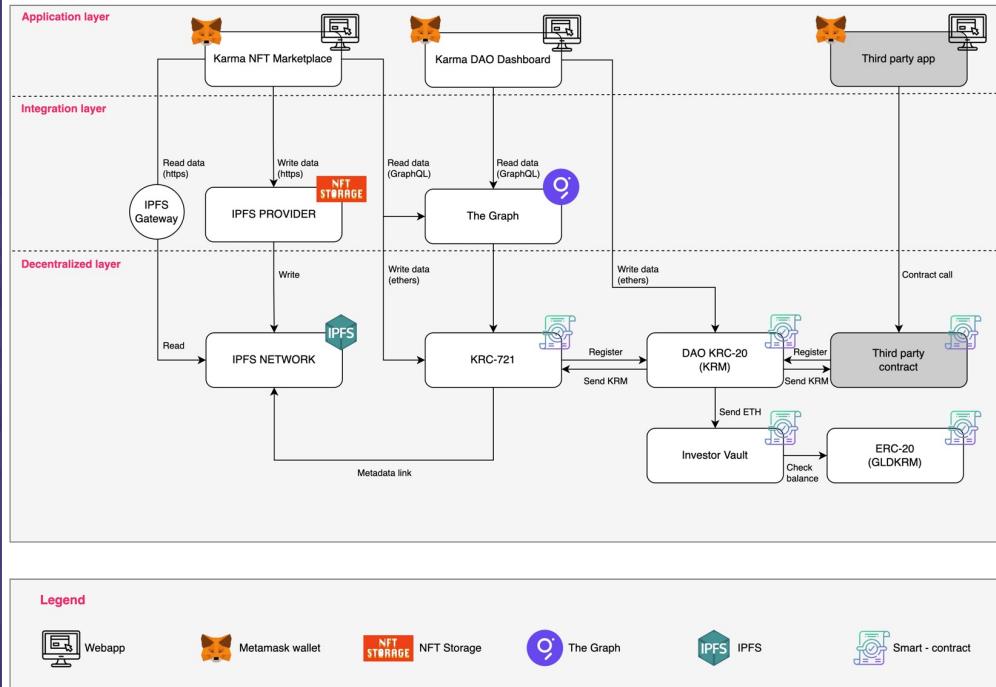
# High Level Protocol And Platform Design

**Application Layer:** The application layer primarily consists of frontend components. This frontend application, developed in ReactJS, utilizes decentralized technologies, thereby ensuring no personal data is stored in its sessions. Interaction with the underlying data is seamlessly facilitated via the MetaMask wallet, safeguarding user privacy and security.

**Integration Layer:** The integration layer serves as a pivotal intermediary bridge, designed to streamline the interaction with the underlying layer. This includes tools such as NFT Storage, an IPFS provider chosen to ease the management of metadata not stored directly on-chain.

**Decentralized Layer:** The decentralized layer stands as the backbone of the Karma protocol. All business logic is verified and overseen by smart contracts, encompassing

Moreover, this layer provides third-party contracts with the opportunity to register with the DAO for certification, thereby enabling them to earn rewards in the form of KRM tokens.



# Our Vision And Roadmap

Product Growth

2022	2023	2024	2025
<ul style="list-style-type: none"><li>The Platform and product has been run to several months of Ideation to decide on Blockchain platform and workflows</li><li>Several algorithms to generate Karma Coins evaluated and a basic MVP created in test net without Consumer UI .</li></ul>	<ul style="list-style-type: none"><li>Comprehensive security audit with the intention to optimize and fortify the security of our smart contracts before they are deployed in a live production environment.</li><li>Roll out of the GLDKRM tokens, which are scheduled for launch in December 2023.</li></ul>	<ul style="list-style-type: none"><li>Roll out of the Investing Page, which are scheduled for launch in January 2024.</li><li>Launch of the NFT marketplace on the mainnet is projected for July 2024.</li><li>Extending platform for more gigs other than art NFTs</li><li>Enhancing UI of the platform for ease of use and pay</li></ul>	<ul style="list-style-type: none"><li>Karma for Business where business can link their product and services with Karma community and each sell and purchase can contribute towards a good cause</li><li>The inauguration of the DAO Web Application with the feature for investors to claim dividends is slated for January 2025.</li></ul>
<ul style="list-style-type: none"><li>A community is being established of people who donate and Animal welfare organizations on twitter with several Influencers onboard</li></ul>	<ul style="list-style-type: none"><li>Dedicating significant resources to foster and grow this community. This includes developing our website and establishing a strong presence on social media platforms such as Twitter, LinkedIn and Discord, and asking them to sign up for MVP.</li></ul>	<ul style="list-style-type: none"><li>Aim to achieve 10000 users on the platform with people contributing by selling NFTs on marketplace</li></ul>	<ul style="list-style-type: none"><li>Aim to achieve 50000 users on the platform</li><li>A pay is Karma link by which users can contribute via gigs outside the platform , generate a personal pay via karma link to take payments and distribute and donate</li></ul>

# The Team

## Valerio Mellini (CEO / CTO ad interim)

Versatile in steering transitional phase. Balanced focus on blockchain innovation, R&D, and long-term growth.

<https://www.linkedin.com/in/valerio-mellini-001/>



## Alessandro Savino (Marketing manager)

Skilled in brand positioning, leveraging insights to craft impactful campaigns in the blockchain space

<https://www.linkedin.com/in/alessandrosavino86/>

## Chrisaman Sood (Business Strategist)

formulating long-term strategies that harmonize technological innovation with business objectives

<https://www.linkedin.com/in/chrisamansood/>



## Vishnu G Prasad (Lead developer)

Skilled in Javascript, Typescript, and Solidity, steering the development team on crafting blockchain solutions.

<https://www.linkedin.com/in/vishnugangaprasad/>

## Shahed Salahuddin (Business developer)

Dynamic relationship-builder focused on identifying and nurturing strategic partnerships, to drive revenue growth.

<https://www.linkedin.com/in/shahed-salahuddin/>



## Paolo Bottino (CFO)

Extensive experience in risk analysis and ROI optimization, to ensure fiscal sustainability

# Working Project



**Link to  
GitHub**

<https://github.com/kchain-solutions>



**Link to  
Whitepaper**

<https://medium.com/@kchainsolutions/karma-protocol-whitepaper-96dcbd4a9cfb>



# THANK YOU