

About Rooba Finance :

Rooba Finance is India's pioneering full-stack blockchain-based tokenization platform. Rooba finance's core offerings include Rooba Mint, a tokenization engine, and Rooba Vault, a self-custody solution for digital assets. The platform also features a decentralized pool of independent financial and legal partners, known as The Guild, providing an extra layer of security against central authority manipulation.

Key Features:

- **Guild Mint:** Rooba's tokenization engine allows seamless tokenization of various assets.
- **Vault Trade:** Investors can achieve self-custody for digital assets, reducing vulnerabilities associated with a single private key.
- **Liquidity Injection:** Rooba's innovative approach to digital asset trading ensures high liquidity and blockchain security.
- **Institutional Custody:** Prime services and collateral management for digital assets.
- **Real Estate Tokenization:** Fractional ownership of real estate, making investment opportunities more accessible.

SWOT:

There are various Strengths, Weaknesses, Opportunities, and Threats to blockchain technology. Security and privacy are main strength. Users might be able to avoid frequent blockchain frauds, and businesses might find additional capacity to deploy the technology. Policymakers may use blockchain technology to accomplish their own unique goals. This could help organisations in public, and private sectors decide whether the technology can help solve particular issues. Organisations attempting to integrate blockchain technology with their current systems may find this to be more accessible as a result.

Blockchain :- A blockchain is a digital database or ledger shared across many computers (nodes). Everyone can see it, and entries (or "comments") are verified by these computers.

- **Benefits of Blockchain :-**
 - Secure public ledger that can't be changed (immutable)
 - Decentralized, meaning no one controls it (trustless)
 - Transparent, so anyone can view the information Bitcoin & Cryptocurrencies Bitcoin Transactions
 - Bitcoin is a type of blockchain used as digital currency. Transactions are like comments saying Person A sent digital currency to Person B.
 - ERC-721 (NFTs) NFT stands for Non-Fungible Tokens, unique and unchangeable tokens.
 - Transactions are securely locked using codes (cryptography).

Smart Contracts :- Smart Contracts are Code that can execute actions automatically if certain conditions are met (like "if-then" scenarios).

- Ethereum introduced smart contracts, enabling more complex transactions beyond Bitcoin's simple transfers..

➤ **ERC-20 Tokens**

- ERC-20 Standard
- A set of rules on Ethereum for creating digital tokens.
- • Used for various cryptocurrencies and De-Fi protocols (like lending, borrowing, etc.).

➤ **ERC-721 (NFTs)**

- • ERC-721 tokens can represent unique digital or physical assets, like art or collectibles.

➤ **ERC-3643 •**

ERC-3643

- Focuses on real-world assets and related regulations.
- Allows for permissioned transactions on a decentralized system.
- Involves a regulatory body to validate or reject transactions and enforce rules.

Tokenization:-

Tokenization on blockchain refers to the process of converting physical assets or securities into digital tokens that can be recorded on a blockchain. This process is also known as dematerialization because it involves the conversion of physical assets into digital form. Dematerialization of securities refers to the process of replacing physical certificates of ownership with electronic records, which can be stored and transferred digitally. The global real-estate market is almost worth \$280 trillion dollars. But investing in real estate for the new generation is getting harder and harder due to high entry barriers. One of the main benefits of tokenization on blockchain is that it allows for the creation of new, highly liquid financial instruments and assets. By making it easy to buy and sell fractions of an asset, tokenization can increase the liquidity and accessibility of the asset, which can make it more attractive to investors. In contrast, dematerialization of securities can simplify the process of buying and selling existing assets or securities, but it does not necessarily increase the liquidity or accessibility of the asset. Tokenization on blockchain also has the potential to reduce the cost of transactions, as it can eliminate the need for intermediaries and reduce the overhead associated with traditional financial transactions. By using smart contracts and other blockchain technologies, tokenization can automate many of the manual processes that are involved in buying and selling assets or securities, which can reduce the cost and time required for these transactions.

Discord and Jira:-

Discord is a communication platform popular among gamers, but also widely used for various communities and businesses. It allows users to communicate via text, voice, and video chat in private or public servers. Discord provides features like channels, roles, and permissions to organize discussions effectively.

Jira Software, on the other hand, is a project management tool developed by Atlassian. It's widely used for agile software development but can be adapted for various project management needs. Jira Software helps teams plan, track, and manage their work through features like issue tracking, sprint planning, and customizable workflows. It's especially effective for teams that follow agile methodologies like Scrum or Kanban.

Faces Problems for use Jira software :-

For fresh users of Jira Software, navigating the platform and understanding its features can sometimes be overwhelming. Here are some common issues that newcomers might face and how to address them:

Navigating the Interface: Jira has a complex interface with many menus and options. New users may feel lost initially. Encourage them to take advantage of the built-in tutorials and documentation provided by Atlassian. Additionally, hands-on training or mentoring from experienced users can be invaluable.

Understanding Projects and Issues: Jira organizes work into projects and issues. New users may struggle to understand the relationship between them and how to effectively create and manage issues within projects. Providing clear documentation or training sessions on project setup and issue management can help them get started.

Permissions and Access: Fresh users may encounter issues with permissions, especially if they are unable to perform certain actions or access specific features. Ensure that permissions are configured correctly and provide guidance on how to request access if needed.

Workflow and Process: Jira supports customizable workflows to track the progress of issues through various stages. New users may find it challenging to understand and adhere to the workflow established by their team or organization. Offer training sessions or documentation on workflow management and best practices.

Integration with Other Tools: Jira integrates with various tools and services, such as version control systems, chat platforms, and continuous integration tools. New users may struggle to set up or use these integrations effectively. Provide guidance and resources on how to configure and use integrations relevant to their workflow.

Performance and Speed: Depending on the server setup and configuration, Jira may sometimes experience performance issues, such as slow loading times or

unresponsive behavior. Ensure that the Jira instance is properly configured and optimized for performance to minimize these issues.

Community and Support Resources: Encourage new users to leverage community forums, user groups, and support resources provided by Atlassian. These platforms can be valuable for troubleshooting issues, asking questions, and sharing best practices with other users.