The token model of public blockchains and cryptocurrencies will never gain mass adoption.

Nobody is going to use a dAPP that requires you to go onto a shady cryptocurrency exchange and buy a bunch of stupidly named tokens before using it.

I propose a subscription model to public blockchains is a viable alternative to the token model.

In this model a dAPP developer would offer a monthly subscription fee to use a dAPP, that would be a fiat amount large enough to cover the token cost of average monthly transactions per user.

The dAPP would run on a custodial wallet, where the necessary token transactions into/out of the wallet would be automated and invisible to the user experience. The UI/UX would be similar to a traditional iOS/Android app.

The dAPP token reserve would be sustained by the dev owning Enigma nodes. In the ideal case, the nodes would provide a reward greater than or equal to the transactional volume on the dAPP. The Dev nodes would accumulate a reserve of tokens that reaches a steady state in rewards/spending by subscribers.

The model requires Dev nodes to have a large reserve of tokens for staking and transactions. Devs can crowdfund their token reserve in an ICO. They can also bootstrap their reserve by initially charging percentage fees on the dAPP to traditional token transaction users and later offer subscriptions. The Enigma Company clearly would have a large enough reserve to offer such a service from day one of mainnet. It could also partner with high potential dAPPs to offer subscriptions.

The model is not possible as long as Enigma is on the Ethereum blockchain because dAPPs will require ETH as gas until Enigma forms it's own chain. This is why Enigma on a stand-alone chain IS actually the most interesting phase of development.