

Venture Plan and Business Model – Part 1

This is a comprehensive snapshot of alphaLedgr's venture plan. Also included herein, are small introductory details about our Product/Services offering, the Customer Base, partners and stakeholders involved, and miscellaneous other relevant data.

1. Service Context

Finances are an integral part of our world and how one handles the same, stands as a primary determinant for their living standards, well-being, and so on. It is imperative to consider that a problem, to be solved, demands a unified, transparent, flexible platform and relevant resources. India, with its burgeoning public sector participation, is led mostly by the youth in the Trading segments and by our elders in the Value Investing Segment. However, one must note that it is one of the few economies transforming to a Free-Market capitalism-friendly mode but must keep its roots of socialistic regulation strong. An unregulated economy is a recipe for theft, in short, and an over-regulated one is headed towards stagnation. Indians know how to hold the leash on both ends, as post-colonial economic development stands as a testament.

The competitive landscape, the players involved, and the opportunities arising, need to be understood. Summarizing them here would do an injustice to the reader's depth of comprehension of the complexities involved. Hence a separate faction has been dedicated to it.

A summary of Resources a User needs to manage these assets:

<i>Knowledge and Know-how</i> <ul style="list-style-type: none">- Financial- Historical- Situational- Contextual	<i>Trend and Outcome assessment</i> <i>Tracking and Performance estimation</i> <i>Optimized Allocation Algorithms</i> <i>Statistics</i>	<ul style="list-style-type: none">- <i>Information and Signals</i>- <i>Analytical Insights</i>- <i>Forecasting Methods</i>- <i>Speculation and Outcome predictions</i>- <i>Scenario Preparation</i>
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2. Value Proposition

A unified Web 3.0 Platform to seamlessly manage and organize a User's assets, oversee markets and asset classes, analyze performance, forecast scenarios, and generate optimized asset holding allocations to maximize returns or mitigate risks.

Qualitative Value

- - Access to Technical Analyses
- - Tracking & Traceability
- - Security
- - Org Info-base & Insight Generator
- - Data Access, Control & Ownership
- - Reliability, Robustness & State-of-the-Art

Utilitarian Value

- - A common utilitarian denominator
- - Scalable ML Modules
- - Flexible Transaction Framework
- - Customization

3. Product Offering

The Ledgr web3.0 Platform

- a. Perform Technical Analyses, Visualize KPIs & get in-depth information
- b. Trace Assets, Markets & Sentiments
- c. Craft efficient portfolios, leveraging on mathematical models and AI.
- d. Predict future prices with a powerful AI.
- e. Organize all investments in a smart dashboard

The alphaLedgr website

The whereabouts of Ledgr on the internet at www.alphaLedgr.com

The alphaLedgr Exchange Portal

Exchange Fiat for Tokens, Manage User Wallets and purchase the The Ledgr token

4. Innovation & Features

- Modular Workflow
- Total 53 Statistical Analyses & Indicators to assess any asset class to estimate and understand their Momentum, Volatility, Volume, Trends, and Returns.
- Advanced ML Engines
- Portfolio Optimization Engines
- Market Journal & Tracker
- Blockchain Secure
- Equitable, Tokenized and Traceable Trust Independent Transactions
- No clandestine fees > less redundant expenses for the user

Key Selling Points

All listed features

5. Key Differentiators

1. Optimization Engines
2. ML Engines
3. Inclusive UI/UX
4. User Driven and Controlled, customizable modules
5. Customer Collaboration-driven scaling and development.

6. Pricing Model

Type: - Value-driven model.

Range: - Token prices shall initially be scaled to 0.5Euros/Token

7. Market Segments and User Characteristics

Type:

- Diverse / Mass Market / Multi-Faceted Platform

Focus Segments

- - Age Ranges (25 to 65)
- - Professionals & Employed
- - Investors
- i. Individuals
- ii. Institutions – Financial, Academic, Tech & Research
- a) Corporate
- b) Government
- iii. Groups & Co-Operatives
- - Demographics
- – Mass Market, India & Europe > Global

User Segments

- - Middle, Upper-Middle & Upper Classes of Society
- - Target Service Industries
- – Banking, FinTech & Investments;

8. Channels

Channels of Access & Distribution

alphaLedgr website and Exchange Portal

- - Partner WebApps
- - The Nativ Blocknet Affiliates' Apps & Services

- - Social Media pages
- - Blogs, Articles and Posts
- - Presentations and Workshops
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Channels of Awareness & Education

Project Blog & Web App

- - Social Media Channels & Content
- - Online Communities
 - i. Twitter, Meta & other Social Media App Pages
 - ii. YouTube, TikTok, Instagram & Vimeo Channels
 - iii. Reddit, LinkedIn pages
 - iv. Telegram & Signal Handles
 - - Online Awareness-Ads, Posters & Posted Content
 - - Written & Printed Media, Leaflets & Brochures
 - - Conferences & Expositions, Online Presentations.

9. Customer Relationships

Acquisition

- - Via Channels of Awareness and Education
- Focused Marketing Programs

Engagement and Retention

- - Self service + Remote Assistance
- - Community development
- - Co-creation and Collab-Dev

10. Resources requisite [other than Real-estate]

<p>A. Physical resources:</p> <ol style="list-style-type: none">1. Computing Machinery2. Network & Server Infrastructure3. Inverters and Power Stabilization Systems4. Cooling and Ventilation Systems5. Workstation Building6. Internet Connectivity7. IT & Cloud Infrastructure Services <p>B. Human resources:</p> <ol style="list-style-type: none">1. Executive, Managerial & Administrative Personnel2. Engineering, Research, and Scientific Personnel3. General Staff4. Utility & Services Contractors <p>C. Intellectual resources:</p> <ol style="list-style-type: none">1. Research & Knowledge,2. Documentation3. Patents and Copyrights4. Partnerships5. Market Information6. Brand and Organization Values and Status. <p>D. Financing resources:</p> <ol style="list-style-type: none">1. Capital Financing	<p>Intangible Resources</p> <ol style="list-style-type: none">1. Energy2. Exchange API access3. Security Data4. Advanced Computation Platform/s5. Cloud Services6. Database management7. Blockchain Framework8. Computing Equipment9. Personnel <p>Key Partners</p> <p>A. Infrastructure</p> <ol style="list-style-type: none">1. I. Equipment & Machinery2. II. Storage Services3. III. Cloud & IT Services. <p>B. Marketing & Advertising</p> <ol style="list-style-type: none">1. Digital Ad - Sponsors2. Print & Visual Media Partners. <p>C. Legal, Accounting and Compliance</p> <p>D. Regulatory & IP</p>
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2. Corporate Loans and Grants 3. Lines of credit 4. Liquidity & Cash Balances.	
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11. Firm Design

alphaLedgr does not follow the regular silo-based structure. Instead, Functional Groups generate value. The holistic framework of Ledgr, how it seeks to operate and attract customers, demands groups attending to specific functions. By design, the user, driven by his particular requirements, guides the engines. If they fall short, they can utilize the growing source of information available at their fingertips. Each of Ledgr's Engines is, modular, for the lack of a better word, and operates like a vending machine. The User, being the *driver*, provides information to the engines, and a token for the service. Token Rates are fixed, and hidden charges are absent. The output data and plots are downloadable. Given that it's impossible for a User to engage with multiple engines at once, Ledgr shall employ Expert Groups to assist Users in engaging them individually, if needed.

From the organizational perspective, a schema follows in the "Firm and System Assessment - Deck" which shall also be attached herewith.