Cardano & TradBusiness Integration

Cardano Integration: Increasing Liquidity & Transactions from the on-boarding of traditional business.

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Problem Statement

1. Traditional businesses need a way to access ADA, outside of centralized exchanges.

2. Traditional businesses need a way to become educated on the benefits that the Cardano Ecosystem can bring to their operations.

3. Projects need a way to be funded for verifiable metrics that benefit the Cardano Blockchain Ecosystem in a clear way.

4. Projects need to be funded in ways that lower the risk of waste.

5. Projects need to be funded in a way that minimizes the sell pressure on the price of ADA.

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Proposal Benefits

Creating Rewards Pools that incentivize traditional businesses to on-board industry peers after they prove verifiable metrics like increases in ADA holders/Transaction Volume creates a low risk and sustainable way for the Cardano Treasury to fund adoption.

Different methods for funding projects that reduce the risk of waste through failure should be considered and incentivized. We are interested in piloting the following that are common in other grant programs:

- **Matching Grants:** If a project proposer is willing to match a certain percentage of ADA funds with fiat that can go towards costs only payable in fiat, this can help reduce sell pressure on the ADA token.

- **Rewards Pools:** If verifiable metrics including transaction volume or increased holders of ADA are reached, project proposers can be rewarded post success in a sustainable way, eliminating risk to the value of the Cardano Treasury.

The perception surrounding most cryptocurrency is quite negative. If approached by industry peers, traditional businesses will be far more open to the idea of exploring the Cardano ecosystem and looking for ways to leverage it for their benefit. This will diversify the Cardano Community, increase the demand for ADA, and help showcase the variety of use cases the blockchain can bring efficiencies to.

Traditional businesses can collaborate with peers already involved in the ecosystem to find efficiencies for their operations. This can include the manipulation/transfer of value through DeFi, the representation of value/property through tokenization, the storage of important data, and many other use cases. This will increase and/or diversify transaction volume on the blockchain.
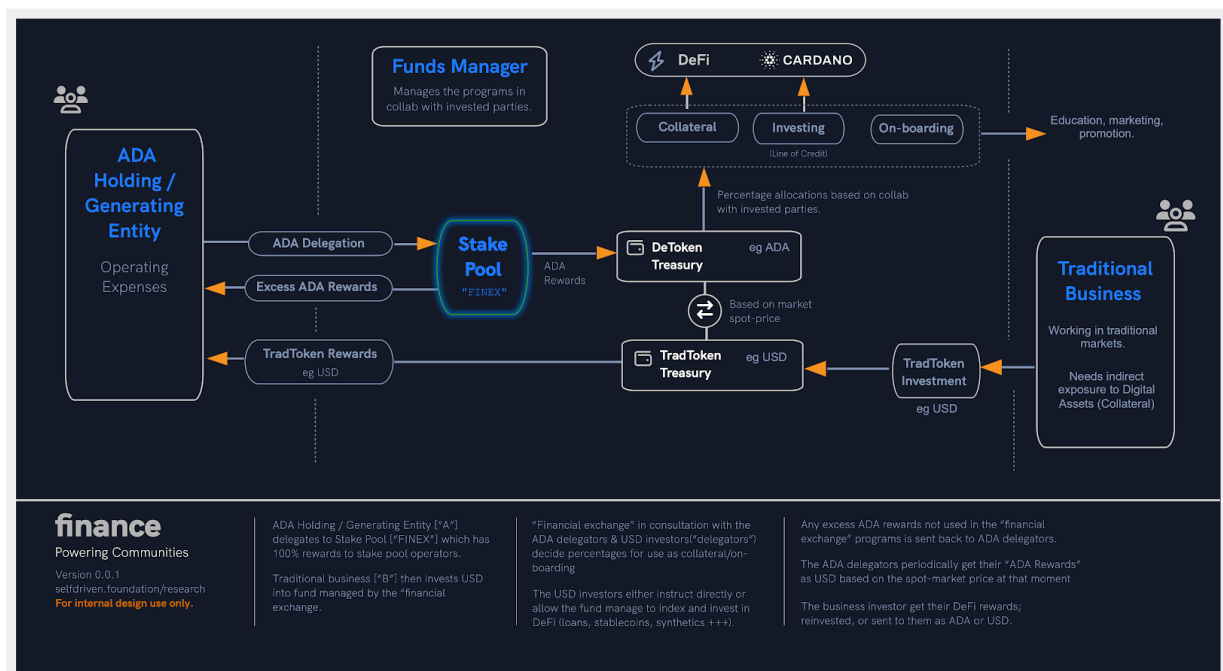
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Use selfdriven Foundation platforms to help educate traditional businesses using verifiable digital credentials that leverage the Cardano blockchain will help improve both the diversity of transactions on the blockchain as well as the volume, bringing us closer to a sustainable level of usage.

Proposal Description

Long-Term Vision: The Finance Exchange aims to **harmonize ADA staking rewards, DeFi, and traditional finance**, by leveraging blockchain technology and educating businesses, it will create a sustainable financial ecosystem that benefits delegators, businesses, and DeFi investors alike.

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Project Goals:

1. Create **fiat liquidity reserves** for entities who generate ADA or are funded by ADA grants.

2. Create a system to **reward entities** for measurable on-boarding statistics including increases in transaction volume and ADA held as a store of value.

3. Create a **simple and educational on-boarding experience** for businesses and individuals interested in joining the Cardano Ecosystem.

4. Create an **open-source set of tools** for other businesses or individuals to accomplish these same goals for the Cardano Ecosystem. This will include tutorials on how to set up your own exchange, and boilerplate contract templates. This will be condensed into an easy-to-use App that leverages the Cardano Blockchain and rewards businesses or individuals for verifiable metrics in a way that is sustainable and beneficial for the Cardano Ecosystem.

Explainer Videos:

Here are some short videos providing a description as well as examples of the project scope.

Basics: https://www.youtube.com/watch?v=2YA6c8I0VrQ

Example Business: https://www.youtube.com/watch?v=I3Bc7k2XCTY

Sustainable Incentives: https://www.youtube.com/watch?v=eQImcF7gvrw

Legal Frameworks: https://www.youtube.com/watch?v=IB94RAK2_Zo

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Dependances

No significant dependencies.

Maintenance

The proposal helps support and develop an entity that provides value for already existing businesses that have their own sustainable revenue streams that have been in business for decades. Those businesses will be incentivized through the proposal to develop new ways of leveraging the Cardano Ecosystem, and will have robust legal contracts providing stability and consistency for the operation.

Key Deliverables & Definition of Done

Deliverables:

1. Community Framework for measuring transaction sources - for tracking ROI

2. Framework to integrate TradBusiness activity into Cardano ecosystem to increase liquidity and transactions.

3. Exchange system to keep ADA in system to reduce sell pressure.

4. Education programs

5. Design for TradBusiness Integration Hubs

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Definition of Done:

1. Documentation covering frameworks - open-source on github repo.

2. MVP tech/app built and usable - open source on github repo.

3. Initial businesses engaged - as part of the pilot program.

4. Rewards pool initiated - as part of the pilot program.

5. Educational website & explainer videos

Resourcing & Duration Estimates

Stage	Purpose	Duration (Months)	USD
Setup	Infrastructure and legal formation	1	50,000
Stakepool	Setup pool & pledge capital for staking operations	1	40,000
Delegation Efforts	Scale staking rewards and delegations	On-going	10,000
Business Onboarding	Pilot on-boarding Businesses	6	100,000
Program Development	Collateralization and DeFi product launch	6	150,000
Management Team Growth	Build the skilled, growth-focused team.	6	150,000

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Stages Details

Stage 1: Setup

Budget: 50,000 USD

Objective: Establish foundational infrastructure and initial operational capacity.

- Key Actions:
- Legal Entity Formation: Register the organisation in a regulatory-compliant jurisdiction, e.g., Cayman Islands.
- Legal Fees + Prof Labor

Stakepool Establishment:

Deploy and configure a dedicated Cardano-based stake pool (SP): Equipment + Prof Labor.

Design and test mechanisms for secure delegation and reward distribution.

Development of Governance Framework:

- Create operating guidelines for Fund Managers and partnerships.
- Local legal consultations.

Stage 2: Stakepool

Budget: 40,000 USD (set up costs & seed pledge capital)

Objective: Build staking infrastructure to generate ADA rewards.

Key Actions:

- Launch the stake pool and pledge 50,000 ADA to attract delegators.

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- Establish marketing campaigns targeting ADA holders to increase delegations.
- Integrate staking rewards allocation protocols:

Allocate to DeToken Treasury for reinvestment.

Convert part of the rewards for TradToken Treasury (fiat operations).

Stage 3: Delegation

Budget: 10,000 USD (marketing)

Objective: Scale ADA delegations to maximize staking rewards.

Key Actions:

- Engage Delegators: Incentivize ADA holders with enhanced returns and detailed transparency. Launch a referral program to onboard more delegators.
- Community Engagement: Educate stakeholders about the impact of their delegations through blockchain-based tracking of ADA holders and ecosystem growth metrics.

Stage 4: Onboard 12 Business Entities

Timeline: Monthly purchases for 12 months.

Budget: 100,000 USD

Objective: Facilitate ADA exposure for traditional businesses.

Key Actions:

- **Education & Onboarding:** Provide businesses with educational resources on digital asset exposure and DeFi participation.

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- **Collaborate with entities** to allocate monthly investments into the ecosystem.
- **Treasury Integration:** Use TradToken Treasury to convert ADA into fiat currencies for business operations.
- **Revenue Generation:** Create recurring revenue streams from collateralized loans and incentivized monthly contracts.

Stage 5: Develop Programs

Budget: 150,000 USD

Key Programs:

- **Collateralisation:** Launch digital asset-backed loan services for traditional businesses.
- **DeFi Investments:** Enables businesses to invest in stablecoins, synthetics, and yield farming.
- **Affiliate and Onboarding Incentives:** Reward stakeholders for onboarding new businesses/entities. Design performance metrics to track the impact of these programs.

Stage 6: Build the Management Team

Budget: 150,000 USD

Role: Assemble a team to scale operations and manage ecosystem growth.

Key Actions:

- Hire a Management Lead to oversee team-building and daily operations. Specialists in:

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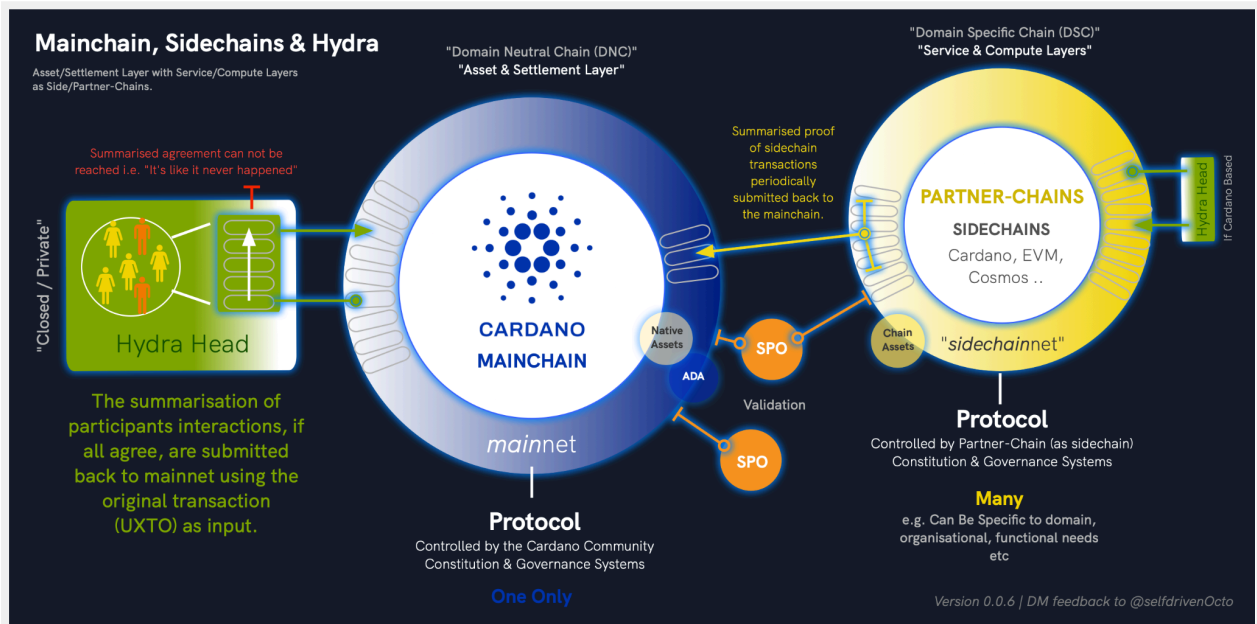# Cardano & TradBusiness Integration

- ○ Blockchain technology,
- ○ Finance and DeFi operations,
- ○ Business development and marketing,
- ○ Regulatory compliance

Experience & Capacity to Deliver

The selfdriven team has a deep understanding of the Cardano technology stack from the first principles, the ledger, cryptography, network, apps (dApps), proofs (zk to societal), services (tech and societal) - we understand the why, what and how.

As a demonstration of our foundational understanding, we have produced many key diagrams for the community, as per examples below hosted a https://cardano.build/#diagrams (a site we host for the Cardano Community)"
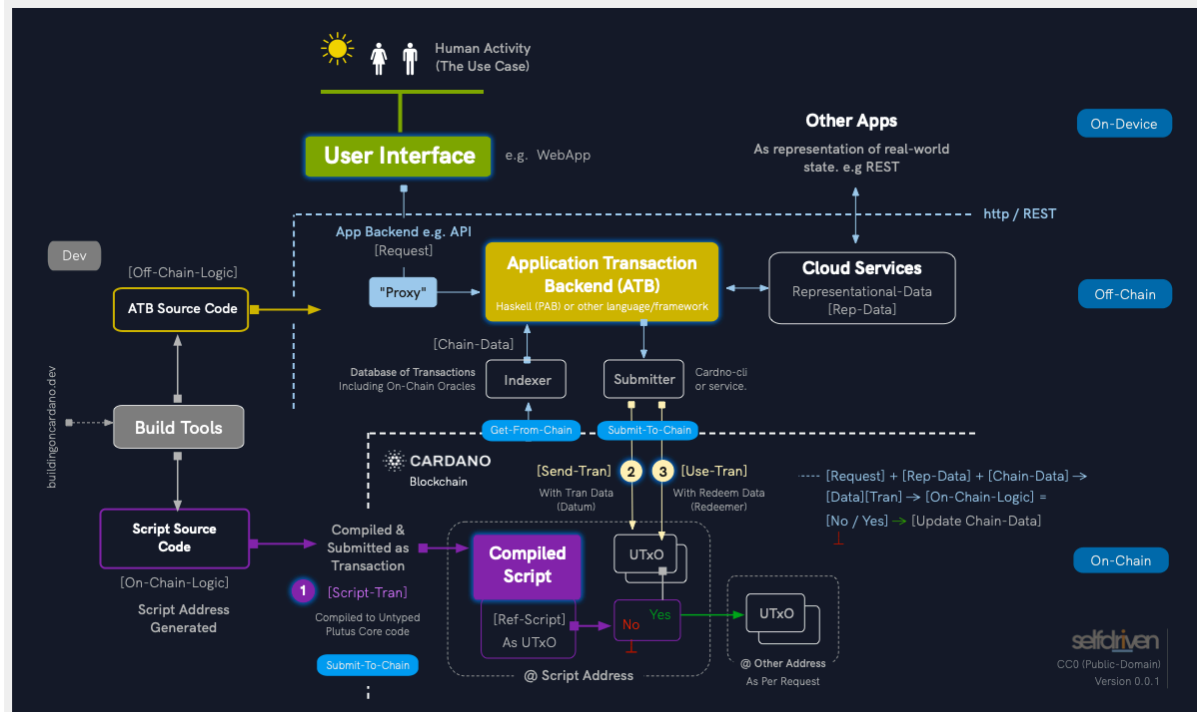
"The Network"

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"The App Stack"

dGov Tech:

-   **ECC Voting App:** A first principles webapp built from the ground up for Constitutional Members (non-technical) to create their identity and vote on governance actions - including X509/Ed25519 integration and witness files for Cardano network submission; https://github.com/Eastern-Cardano-Council/tech/blob/main/util/CICC%20ECC%20Technical%20Guide.pdf

dGov Education:

-   **Intersect Grant dGov – Societal Impact**
    https://docs.selfdriven.foundation/intersect-education-kit

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We have built APIs to abstract communities from underlying:

- selfdrivenOS OnChain API – https://selfdriven.tech
- Includes ability to generate on-chain (Cardano) assets:
    - Fungible tokens
    - Non-Fungible tokens (CIP-25/68)
    - Native Scripted Validators
    - Plutus Scripted Validates (using Aiken)
- The AI API includes integration into GenAI services.
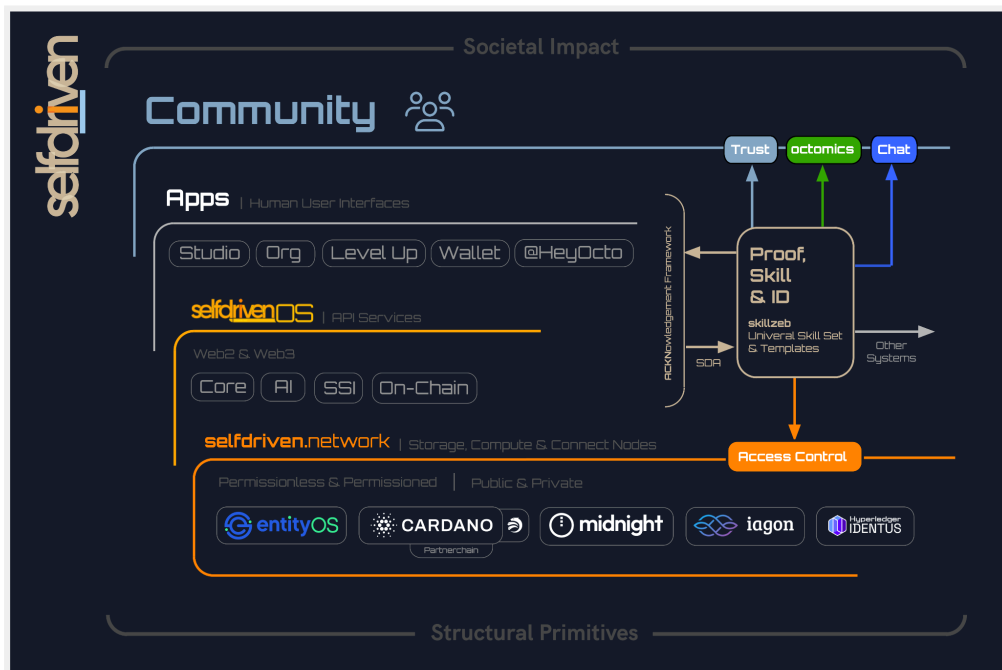
Community Involvement & Standards Setting:

- https://cardano.build - hosted by selfdriven to assist with Developer Onboarding
- https://cardanowallets.io - developing wallet metadata standards, including involvement in CIP-31 evolution research.
- https://skillzeb.io - templates & skills for basis of identity & trust (docs & proofs eg SSI)
- Members of https://cdec.site - Cardano Development & Ecosystem Cooperative

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Team

https://selfdriven.foundation/team & https://mav100.com

Name	Focus & Experience
Mark Byers	**selfdriven Foundation: Design & Tech** 25+ years experience in internet based technologies. Engineer, co-founder of entityOS & selfdriven. Mark has been involved in computing since the 1980s and has been programming since the age of 12. He has a deep passion for how information technology can create better outcomes for individuals and collectives. He co-founded entityOS.cloud in 2000 and has a deep understanding of the creation and delivery of high-trust information systems. Since 2017, he has been focused on blockchain technology and, in particular, Cardano. He co-founded the selfdriven Foundation in 2019. https://www.linkedin.com/in/marknbyers
Cameron Smith	**MAV100: Co-Founder** Cameron is an entrepreneur. He is the president and owner of the Waterra USA, Inc. Cameron has extensive experience in business operations, financial management and tokenomics.
Chris Geren	**MAV100: Co-Founder**
Bence Lukacs	**selfdriven Foundation: Partnerships & Community** Many years of experience in e-Learning Instructional Design and Media Didactics. Driven by a passion for science (particularly Open Science and Decentralized Science), human learning, and digital worlds he's

	researching, conceptualizing and building decentralized education projects. selfdriven Foundation Key Area of Focus Responsible for shaping the strategic direction of selfdriven by connecting and cooperating with traditional educational institutions and projects in the Cardano ecosystem. Engaging and driving the selfdriven community while working on the pedagogical, didactic and educational research framework. https://linkedin.com/in/bencelukacs
Benjamin Heurich	**selfdriven Foundation:** **Framework Research and Education** Former university lecturer and researcher in the departments of Sociology and Educational Sciences with a focus on digital education, educational equity and internationalisation. Several years of experience in digital branding and international marketing consulting. Current research and activity areas include DeSci, Open Science and Social & Literacy Studies. selfdriven Foundation Key Area of Focus Scientific planning and overview of educational topics in selfdriven. Further development of theoretical concepts and translation of research-oriented work. Promoting cooperation of education-oriented and -supporting elements of a decentralised, global society in companies, NGOs and decision makers. https://linkedin.com/in/benjamin-heurich-171b7027
Damian Noonan	**selfdriven Foundation: Information Frameworks** Damian has over 20 years experience delivering technology projects as part of strategic transformation initiatives, with expertise particularly Salesforce,

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	MuleSoft and its emerging technologies. As co-founder of recently acquired Tquila ANZ, Damian has experience in building teams and delivering enterprise solutions. Damian has a keen interest in graph technology, AI and blockchain. He has completed Emurgo Academy's Cardano Developer Associate course and currently completing his final projects in the Cardano Developer Professional and Solution Architect course. https://www.linkedin.com/in/damian-noonan-9942891