

## Capstone Letter of Intent (LOI)

### II. Project Overview

- **Capstone Project Name/Idea:** Franchain: Decentralizing Franchise Revenue.
- **Brief Project Description:** Franchain is a decentralized platform designed to revolutionize the franchise industry by bringing transparency, efficiency, and automation to revenue management. It leverages smart contracts and stablecoins to enable real-time, tamper-proof revenue sharing between franchisors and franchisees.
- **Reason for Choosing this Project:** As we know that the franchise industry often faces challenges such as delayed payments, lack of transparency, revenue disputes, and inefficient cross-border transactions. I chose this because by using the power of blockchain I want to address these pain points. By this we can provide transparency, efficiency and global accessibility for the franchises. Also I think this might be an innovation in the industry too.

### III. Go-to-Market Strategy

- **Target Audience:**
  - Franchisors: Businesses of all sizes, from small franchises to large global brands, who want to streamline revenue sharing and improve operational transparency.
  - Franchisees: Entrepreneurs and small business owners who seek a fair, efficient, and automated platform for managing payments and agreements with franchisors.
  - Investors and Franchise Brokers: Individuals and firms interested in exploring innovative financial models, including tokenized franchise ownership and revenue streams.
- **Value Proposition:**
  - For Franchisors: Transparent Revenue Sharing , Ontime Payments, Cost Efficiency.
  - For Franchisees: Fair and Automated payment system , Global Accessibility, Empowerment.
  - For Investors and Brokers : Innovative Ownership Model , Increased Accountability.
- **Marketing and Distribution:**
  - Online advertising (targeting franchise-related publications and websites)
  - Social media campaigns (Engaging with blockchain communities and franchise owners on platforms like Twitter, LinkedIn, and Reddit.)
  - Content marketing (Creating blog posts, case studies, and article, writing Whitepaper on the usage of blockchain in franchise industry, the transparency it will provide)
  - Partner with franchise consultants, franchise networks, and existing franchises.
  - Participation in industry events and conferences
- **Competitive Landscape:** There are multiple existing solutions in the supply chain

management, but Franchain differentiates itself through:

- Tokenized Franchise Agreements (NFTs): Allowing franchises to tokenize their agreements as NFTs, making them non-tradable and non-transferable.
- Payment Automation: Automating revenue distribution and contract execution.
- Stablecoin Payment: Facilitating fast, low-cost, and borderless payments using stablecoins.
- Real-Time Transparency: Providing an immutable ledger for tracking all transactions, ensuring transparency and reducing disputes between franchisors and franchisees.

#### IV. Technical Details

- **Tech Stack:**
  - Blockchain Platform: Solana
  - Smart Contract Language: Rust (using Anchor framework)
  - NFT Standard: Non-transferable NFTs (customized using the Metaplex protocol)
  - Front-End Framework: Next.js
  - Database: MongoDB
  - Payment Integration: Solana token program (for stablecoin transactions such as USDC)
  - Wallet Integration: Phantom, Solflare, Backpack
  - Hosting/Deployment: Vercel (for hosting Next.js frontend)
- **Smart Contract Development:**
  - Smart Contract Language: We will use Rust with the Anchor framework for Solana to ensure optimal performance and security.
  - Functionality: The smart contracts will handle key tasks like automating revenue sharing, managing franchise agreements, and creating non-transferable NFTs to represent franchise licenses.

#### V. Conclusion

- **Project Timeline:**
  - Jan 20 - Jan 25: System design and project architecture.
  - Jan 26 - Feb 5: Smart contract development.
  - Feb 6 - Feb 11: Frontend using Next.JS
  - Feb 12 - Feb 18: Testing basic functionalities
  - Feb 19 - Feb 24: Final testing for frontend and Smart contract
  - Feb 25: Final deployment.
- **Commitment:** I am fully committed to completing the Franchain project and submitting it before the deadline. I'm excited to contribute to the blockchain ecosystem and ensure the project is both functional and secure
- **Initials:** S.M.