

SOFT. LAW

INTELLECTUAL PROPERTY NETWORK

BUSINESS PLAN



WWW.SOFT.LAW

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TABLE OF CONTENTS

BUSINESS DESCRIPTION	4
GENERAL	4
MISSION	4
VISION	4
VALUES	4
FOUNDING HISTORY	4
COMPANY	5
PRODUCT	6
PRODUCT DESCRIPTION	6
FUNCTIONALITIES AND MODULES.	6
1. IP MARKETPLACE	6
2. IP MINTER	6
3. CERTIFICATE GENERATOR	7
4. RICARDIAN CONTRACTS - PROGRAMMABLE LICENSES	7
5. ALTERNATIVE DISPUTE RESOLUTION MODULE	8
6. AI LEGAL AGENT	8
7. IP BACKED LIQUIDITY	9
8. ATTESTATION	9
BUSINESS MODEL	10
OVERVIEW	10
SOFTLAW BUSINESS MODEL	10
CANVAS MODEL	10
MARKET ANALYSIS	11
OVERVIEW	11
COMMUNITIES	11
BLOCKCHAINS BY NFT SALES VOLUME	12
CASE STUDY: PUDGY PENGUINS - REVIVING AN IP	13
OTHER CASES	13
MARKET OPPORTUNITY	13
CONCLUSION	14
USER RESEARCH	15
OVERVIEW	15
USER PROFILE - Question 1	15
NFT OWNERSHIP & KNOWLEDGE - Questions 2, 3, 4	15
NFT USAGE & PREFERENCES - Questions 5 and 6.	17
LEGAL NEEDS & CHALLENGES - Questions 7, 8, 9.	18
PRODUCT INTEREST & FEEDBACK - Questions 10, 11, 12.	20
OPEN END FEEDBACK - Questions 13, 14	21
PERSONAL INTERVIEWS	22
CONCLUSION	23
COMPETITOR ANALYSIS	24
OVERVIEW	24
DIRECT COMPETITION	24
DETAILS	24
OverpassIP	24
Blockchain Your IP	24

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Story Protocol	24
DIRECT COMPETITORS TABLE	25
WEB 3 INDIRECT COMPETITION	25
WEB 2 INDIRECT COMPETITION	29
CONCLUSION	29
MARKETING PLAN	31
OVERVIEW	31
VALUE - UNIQUE SELLING PROPOSITION (USP)	31
COMMUNICATION OF VALUE - BRANDING AND SOCIAL MEDIA	31
1. BRANDING	31
2. CAMPAIGN #1 - SOCIAL MEDIA INITIAL PRESENTATION.	31
DELIVERING VALUE - COMMUNITY MANAGEMENT	32
1. CAMPAIGN #2 MEMES & GIFTS - GO TO MARKET CAMPAIGN	32
2. CAMPAIGN #3 - LEGALTECH EDUCATION.	32
PRODUCT DEVELOPMENT PLAN	33
LEGAL	33
DESIGN	33
SMART CONTRACTS & XCM DEVELOPMENT	34
AI LEGAL AGENT.	34
WEB2 DEVELOPMENT	35
FINANCIAL PLAN	36
OVERVIEW	36
LAUNCHING PERIOD	37
ROADMAP	42
OVERVIEW	42
TIMELINE & KEY MILESTONES	42
1. Q2 2025 - FOUNDATION & GRANT EXECUTION.	42
2. Q3 2025 - DEVELOPMENT, AI INTEGRATION & COMMUNITY ENGAGEMENT.	42
3. Q4 2025 - GO-TO-MARKET, FUNDING & STRATEGIC GROWTH.	42
4. Q1 2026 - SOFTLAW NFT COLLECTION CAMPAIGN.	43
APPENDIX A - TEAM	44
APPENDIX B - MODEL CANVAS	45

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BUSINESS DESCRIPTION

GENERAL

Commercial Name: SoftLaw

Legal Name: Softlaw S.A. de CV (LLC under Mexican law).

Location: Online - Global.

Slogan: *Ius*, not chaos. - Your IP rights, legally enforceable, economically sustainable.

MISSION

To revolutionize and democratize intellectual property legal protection.

VISION

Live in a world where all intellectual property rights are instantly protected, monetized, and integrated into the digital economy.

VALUES

- 1. Innovative** – We pioneer new legal-tech paradigms by blending advanced legal knowledge with cutting-edge technologies.
- 2. Accessible** – Through legal-design, we democratize legal knowledge and make it usable by everyone.
- 3. Self-Sovereign** – We leverage decentralized, secure, and scalable technologies to build an unstoppable engine.
- 4. Legally Protected** – Our products always prioritize enforceability, backed by the highest standard of legal expertise.
- 5. Community First** – As Ombudsmen for our community, we fiercely defend fundamental rights: creativity, property, economics, and access to justice.
- 6. Practical** – We streamline legal processes, eliminate bureaucracy, and focus on fast, effective, real-world solutions.
- 7. Confidential** – Data privacy and confidentiality are pillars of our products.

FOUNDING HISTORY

Softlaw emerged from an urgent need to revolutionize the legal field. Founded in 2020, by Mario Andrade and his Father, as a legaltech development company, it initially focused on building products for the automation of legal process and documents templates space.

By late 2024, Softlaw restructured its operations to focus exclusively on developing its own products on the Intellectual Property (IP) specialization, embracing decentralized systems and web 3 philosophy.

The new vision began taking shape in mid-2024 when Softlaw received a grant from Unique Network to develop an Intellectual Property Minter; and EOY-2024 when the team won the third place at the OneBlock+ Hackathon with a custom Intellectual

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Property Blockchain —key milestones that laid the foundation for Softlaw's current trajectory.

In early 2025, Softlaw secured support from the Web3 Foundation (W3F) to transition its architecture to Solidity-based smart contracts, preparing for the upcoming launch of Polkadot Asset Hub. This is the start in positioning Softlaw as the Intellectual Property Legal protector for the Web3 ecosystem.

COMPANY

Today's legal systems—still rooted in bureaucratic processes that trace back to the Roman era—were not built for the decentralized, transparent, borderless, and self-executing nature of Web3. Legal inefficiencies, fragmented records, and outdated, paper-based processes hinder innovation, making it nearly impossible to create secure, enforceable transactions in the digital economy.

As a result, a wide range of intellectual property creations—such as memes, songs, AI agents, web domains, designs, NFTs, patents, game characters, copyrights, and trademarks—are minted and exchanged across blockchain ecosystems without enforceable legal rights. This diminishes their practical value, lacks their monetization, and discourages creators, builders, collectors, and companies from adopting blockchain as a trusted tool for managing IP.

SoftLaw is a next-generation lawtech decentralized application (dApp) built to protect, manage and monetize intellectual property (IP) in the digital economy. It leverages AI and self-execution legal contracts to return control to the community empowering artists, creators, holders, innovators, collectors, builders, scientists, companies, IP and NFTs marketplaces.

With the NFT market projected to reach \$231 billion by 2030, growth demands strong legal infrastructure. SoftLaw is uniquely positioned to bridge the gap between blockchain and enforceable legal protection, creating a future where IP in Web3 is not just visible—but legally recognized, economically sustainable, and technically secure.

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PRODUCT

PRODUCT DESCRIPTION

SoftLaw is a decentralized marketplace designed to protect, manage, and monetize Intellectual Property (IP) assets, rights, and licenses. It combines blockchain and artificial intelligence to empower creators, innovators, and companies in the digital economy.

SoftLaw includes:

1. **IP Marketplace** – for listing and trading intellectual property rights and licenses.
2. **IP Minter** – for legally-grounded tokenization of IP-NFT assets.
3. **Certificate Generator** – for issuing proof of ownership, timestamping, and authenticity evidence.
4. **Ricardian Contracts** – combining legal agreements with self executed contracts.
5. **Alternative Dispute Resolution** – to resolve conflicts efficiently and transparently.
6. **AI Legal Agent** – providing instant legal guidance and support.
7. **IP-Backed Liquidity** – allowing users to collateralize their IP assets.
8. **Attestation** - to attestate off-chain documents into the IP assets.

The platform is designed for both desktop and mobile experiences and supports single and multi-signature integration with major wallet providers like Nova, Talisman, MetaMask, Polkadot.js, Mimir, and Phantom EVM.

FUNCTIONALITIES AND MODULES.

1. IP MARKETPLACE

At the heart of SoftLaw lies the Licenses Marketplace, a user-friendly, all-in-one interface where creators, companies, and collectors can mint, co-create, offer, sell, buy, and visualize intellectual property tokens and licenses. Each listing can include detailed pricing, ownership history, metadata, licensing, dynamic contract and document templates.

A user can create private transactions sending it directly to a buyer for review and acceptance or create public transactions and publish it on the marketplace for potential buyers to explore and acquire.

2. IP MINTER

The IP Minter serves as a legal tokenization engine, allowing users to tokenize a wide range of intellectual property assets—such as brands, domain names, PFPs, music, memes, AI agents, social handles, patents, copyrights, and more—into secure, verifiable non-fungible tokens (NFTs).

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3. CERTIFICATE GENERATOR

A feature embedded in each intellectual property asset container that allows users to instantly generate a legally relevant ownership certificate with a single click. This certificate takes full advantage of blockchain's public, transparent, and tamper-proof nature to produce verifiable proof of authorship and ownership.

It combines on-chain data—such as creation date, wallet signatures, token ID, and transfer history—with global legal frameworks like the Berne Convention, relevant precedent cases, and legal doctrines. The resulting document serves not only as robust legal evidence for court proceedings but also as a powerful instrument for licensing, negotiations, due diligence, and commercial use. By bridging decentralized technology with real-world legal enforceability, the Certificate Generator empowers creators to quickly protect their rights and unlock the economic potential of their intellectual property.

4. RICARDIAN CONTRACTS - PROGRAMMABLE LICENSES

This tool efficiently oversees the entire IP licensing lifecycle, including offers, IP-NFT escrow, information disclosure, confidentiality agreements, and legal terms acceptance and signing. It incorporates advanced contract logic to support clauses such as exclusivity, revocations, payment structures, royalty distribution, usage restrictions, territorial rights, quality control standards, franchisee obligations, renewal conditions, termination triggers, and performance benchmarks—all while safeguarding the confidentiality of sensitive information.

To use it the creators must previously have an NFT, the workflow is simple, intuitive, and efficient: they select the IP-NFT to be licensed and define specific rights, responsibilities, payment terms, and any additional legal provisions. Once the license is prepared, creators can mint the license, locking the token, and receiving a license NFT.

Upon acceptance, the smart contract self-executes, seamlessly managing legal and financial obligations without intermediaries. This automation ensures that every agreement is enforced exactly as intended, including franchise- or license-specific terms, delivering a faster, more transparent, and legally robust IP licensing process.

By using this IP Wrapper, users and communities can create secure, verifiable, and legally enforceable digital instruments that protect their intellectual property across blockchain ecosystems. It bridges the legal and technical gap, empowering creators with ownership, transferability, and monetization tools grounded in real legal enforceability.

5. ALTERNATIVE DISPUTE RESOLUTION MODULE

A built-in dispute resolution tool, powered by smart contracts and AI, ensures fairness, transparency, and enforceability across all agreements within the Softlaw ecosystem. Every license, contract, certificate, or legal document generated on the platform incorporates a standardized dispute resolution clause, seamlessly integrating the associated intellectual property with Softlaw's decentralized legal infrastructure.

An example of this embedded clause—fully developed and implemented as execution of the current business plan—reads: '*Any dispute arising from this agreement, document, or related intellectual property shall be resolved under international law through the Softlaw Dispute Resolution Procedure.*' This clause triggers a streamlined, fully digital dispute resolution process when a conflict arises.

The Alternative Dispute Resolution Procedure begins with an intent-to-mediate phase: a party submits a case, and the system employs AI-generated proposals and dynamic contract extensions to facilitate a mutual agreement. If mediation fails, the case advances to arbitration, formally initiated upon payment of the required fee within Softlaw's decentralized court.

Based on case complexity, one or three arbitrators are appointed. They evaluate the claim, confirm the provenance of the relevant intellectual property or agreement, and notify all involved parties. The Decentralized Court of Arbitrators then issues a binding resolution. Parties may appeal, if necessary, escalating the matter to a larger panel for a final, enforceable decision. Once the ruling is issued as an award, smart contracts automatically execute the transfer of ownership rights and payments to the prevailing party, delivering swift, impartial, and legally binding outcomes.

6. AI LEGAL AGENT

An AI-powered legal assistant acts as a digital lawyer, providing expert guidance and ensuring compliance with international intellectual property regulations. This intelligent agent combines proficiency in international law and alternative dispute resolution with specialized expertise in blockchain technology and smart legal contracts, functioning as both a legal advisor and a technical engineer.

With advanced capabilities, the assistant facilitates wallet creation, smart contract interactions, licensing workflows, IP-NFT minting, dispute resolution processes, and all platform features. By blending legal knowledge with seamless technical execution, it enhances the user experience and simplifies every interaction with the platform.

7. IP BACKED LIQUIDITY

One of the final and most innovative components of the SoftLaw ecosystem is the IP-backed liquidity provider. This feature enables creators to use their intellectual property assets as collateral to access credit, issue utility tokens, or even launch meme coins as part of their IP strategy. In essence, it acts as a token launcher backed by IP, DOT, and other ecosystem tokens, unlocking new value dimensions for creators through programmable financial primitives.

8. ATTESTATION

Attestation serves as a sophisticated oracle designed to verify and synchronize official governmental intellectual property data with on-chain transactions. Its main goal is to attest to the accuracy and legitimacy of IP-related information when required for real-world legal or commercial operations. Integrated with the license manager and IP minter, this tool ensures that government-verified IP data is reliably reflected on-chain, bridging the gap between traditional and innovative IP systems.

BUSINESS MODEL

OVERVIEW

A business model is how you create and deliver value to your customer and make money in return, sustainability. Softlaw's secret sauce lies in delivering real, enforceable legal protection to intellectual property assets, and its monetization through programmable licences.

SOFTLAW BUSINESS MODEL

The Business Model of Softlaw is to provide a subscription platform where community members can protect their intellectual property, monetize them through licensing opportunities (Merch Store or Book publisher) in private or in the public marketplace.

There is also a freemium membership with limited access tool usability, paying only the transaction fees.

CANVAS MODEL

To deeply understand SoftLaw's business model, we utilize the Business Model Canvas (BMC) framework, which offers a clear visual representation. The BMC is structured around nine key building blocks: Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, and Cost Structure. This approach highlights the interconnections between each component and helps identify the target customer, ultimately enabling the creation, delivery, and capture of value.

8. Key Partners <ul style="list-style-type: none"> • Art Collectives • Museums • Art Curators • NFT platforms • Law Firms • Polkadot Community • Content Creators • Famous Artists • Blockchains (Polkadot, Unique Network) • Payment Providers 	7. Key Activities <ul style="list-style-type: none"> • Platform always working • Legally Bind Products and Services. • Smart Contracts Security • Good UX/UI 	2. VALUE proposition <p>SoftLaw is a lawtech platform that provides a cost-effective, accessible, and globally compliant alternative to traditional intellectual property legal services.</p> <p>It offers legal protection and certainty, enabling the safer monetization and streamlined management of IP assets.</p> <p>Our suite of solutions includes :</p> <ul style="list-style-type: none"> • Proof of Ownership Certificates, • Programmable Legal Contracts, • Alternative Dispute Resolution, • AI-powered Legal Assistance. 	4. Customer Relationships <ul style="list-style-type: none"> • Educational Videos (Youtube, Instagram) • Token Incentives • Social Media (Twitter, Instagram, LinkedIn) • Hackathons, • Conferences, • Digital Content (Memes, gifts) 	1. Customer Segment <p>Early Adopters:</p> <ul style="list-style-type: none"> • Degens, • NFT Artists, • NFT collectors, • People that like to test applications, • Polkadot Community. <p>B2C:</p> <ul style="list-style-type: none"> • Builders • Digital Artists • Scientists • Lawyers <p>B2B:</p> <ul style="list-style-type: none"> • NFT Marketplaces • DeSci Apps • NFT blockchains • NFT Games • web3 business, • Law Firms, • IP Marketplaces. 																														
9. Cost Structure <ul style="list-style-type: none"> • Staff • A.I. providers (Chat gpt, claude, deepseek, X) • Infra (Vercel, google) • Brand (domain, legal) • Design Tools (Midjourney, Figma, Photoshop). • Content Creators 			5. Revenue Model <table border="1"> <thead> <tr> <th></th> <th>Certificate</th> <th>P. Contracts</th> <th>ADR</th> <th>A.I. Lawyer</th> </tr> </thead> <tbody> <tr> <td>Freemium</td> <td>Unlimited</td> <td>1 active</td> <td>No</td> <td>3 calls/day</td> </tr> <tr> <td>Premium:</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>• 7 USD / monthly.</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>• 50 USD / year .</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td>Unlimited</td> <td>Unlimited</td> <td>1 active</td> <td>Unlimited</td> </tr> </tbody> </table>		Certificate	P. Contracts	ADR	A.I. Lawyer	Freemium	Unlimited	1 active	No	3 calls/day	Premium:					• 7 USD / monthly.					• 50 USD / year .						Unlimited	Unlimited	1 active	Unlimited	
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Note: This is included in a larger format in the appendix-A for enhanced visual clarity.

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MARKET ANALYSIS

OVERVIEW

The current blockchain Intellectual Property market is dominated by a handful of key players, but its growth has stalled due to several factors, with [legality](#) being one of the primary concerns hindering its expansion.

Recent actions in the United States of America (USA) have shifted toward recognizing tokens as legitimate tools for business and intellectual property ownership. This marks a departure from previous efforts by the SEC, which pursued legal action against industry players, alleging that NFTs constituted securities.

Most of the prominent participants in the ecosystem are NFT marketplaces and communities operating across various blockchains, with Ethereum holding the largest market share among them.

MARKETPLACES

The Non-Fungible Token (NFT) market emerged with the launch of Ethereum and the rise of NFT marketplaces such as [OpenSea](#), [Rarible](#), [Manifold](#), Blur, and others. Beyond Ethereum, ecosystems like Polkadot introduced platforms such as [Unique](#), and [KodaDot](#). These platforms enable the minting of diverse intellectual property (IP) types, including digital art, gaming assets, metaverse items, memes, sports collectibles, trading cards, music, photos, etc.

In 2017, CryptoKitties -a collection of randomly generated digital cats- caused a congestion crisis on Ethereum network, highlighting the market's early scalability challenges and growing popularity. After, in March 2021, Beeple's Everydays: The First 5000 Days sold for \$69 million, making it the most expensive cryptoart to date.

COMMUNITIES

High-Profile NFT Communities such as CryptoPunks, [Pudgy Penguins](#), [Bored Ape Yacht Club](#) (BYAC), [Milady](#) Maker have driven billions in transaction volume, driven by the perceived value of their underlying IP. Beyond is a snapshot of key collections on April 2025:

NFT COMMUNITIES				
Collection	Floor Price	1D Volume	1D Sales	Holders
Crypto Punks	42.59 ETH	450.82 ETH	10	3848
Pudgy Penguins	10.15 ETH	397.14 ETH	39	4985
Milady Maker	3.10 ETH	85.47 ETH	27	5319
Bored Ape Yacht Club	15.05 ETH	274.44 ETH	18	5409

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CHAINS

According to [nftgo](#) on Ethereum there is a total MC of more than \$4.47 B, see the details in the following table, and Bitcoin rising as a competitor with more than 700 M in MC.

NFT MARKET CAP				
Chain	MC	Daily Volume	Daily Sales	Holders
Ethereum	\$ 4.47B	\$ 5.47M	7.55K	7.24M
ApeChain	\$ 41.05M	\$41.88K	4.12K	647.54K
Bitcoin	\$722.91M	\$ 1.38 M	2.44K	1.62M

BLOCKCHAINS BY NFT SALES VOLUME

According to [CryptoSlam](#), as of the end of April 2025 (on a 30-day basis), Mythos Games—a Polkadot parachain—ranks 4th in NFT sales volume (USD), alongside Ethereum, Polygon, and Bitcoin.

BLOCKCHAINS BY NFT SALES VOLUME				
Chain	Sales	Txns	Buyers	Sellers
Ethereum	\$115,778,570	562,625	66,867	61,275
Polygon	\$80,562,330	1,218,278	61,215	19,680
Bitcoin	\$68,300,956	140,580	38,680	26,874
Mythos	\$39,260,877	1,307,812	63,149	54,830
Solana	\$35,133,657	694,652	140,963	96,469
Immutable	\$25,101,798	42,592	10,628	11,271
BNB	\$8,118,976	48,559	27,395	10,567
Arbitrum	\$7,785,927	77,452	2,905	1,485
Base	\$5,622,389	355,915	16,991	16,859
Flow	\$5,162,741	411,012	14,523	11,938
Blast	\$4,411,423	1,463	20	15
Panini	\$4,208,440	130,144	1,649	3,329
Ronin	\$1,313,643	168,734	17,816	17,979
Startgaze	\$907,132	26,258	692	854
Algorand	\$854,506	15,648	887	1,380
Avalanche	\$592,699	17,409	3,835	4,484
Tezos	\$480,437	45,109	2,498	3,537

CASE STUDY: PUDGY PENGUINS - REVIVING AN IP

Launched in August 2021 as a collection of 8,888 NFTs on Ethereum, Putty Penguins exemplifies a successful IP turnaround. In 2022, Web3 entrepreneur, Luca Netz acquired the project for [750 ETH](#) (\$2.5 million) and revitalized what was then a struggling collection. According to [NFTGO](#):

"Pudgy Penguins NFTs are a collection of 8,888 penguin NFTs sliding around on the freezing Ethereum blockchain. The Penguin is an official member of the Pudgy Penguins community found in the freezing cold, arctic region of the metaverse. The collection was derugged in 2022 largely in art due a new CEO taking over in April of 2022. Since the new management has taken over we've seen a large increase in floor price for both lil pudgy and pudgy penguin NFTs"

Under Net'z leadership and the subsequent acquisition by [Igloo](#) Inc; Pudgy Penguins expanded its IP utility. Igloo the holder company contacted token holders individually, securing [licensing agreements](#) to enable the production of toys, content and more. Key achievements include: 21B gif views across platforms, Pudgy World, Physical Toys dominating retail giants like Amazon and Walmart, partnership with Mythical games, and Unstoppable Domains (.PUDY domain).

After Igloo passed the challenge of on-chain NFTs Licensing, they launched [OverPassIP](#), a platform to license your IP in some opportunities. Recently, on March 20, 2025, Canary Capital filed for a \$PENGU and PUDGY PENGUINS NFTS [ETF](#), signaling institutional interest.

OTHER CASES

Bored Ape Yacht Club (BYAC), with a floor price of 15.05 ETH and 5,409 holders, remains a cornerstone of the NFT market. Its success stems from strong community engagement and IP licensing deals, including virtual events, merchandise, and collaborations, showcasing the potential for NFTs to transcend digital ownership.

Meanwhile, [Molecule](#), a Descentralized Science (DeSci) platform, tokenizes biopharma IP to fund research. With a \$170 million market cap and over 35 funded Research Projects, it highlights NFT's utility in innovative financing.

MARKET OPPORTUNITY

Target Market: Our initial target Market includes NFT Marketplaces, collectors, artists, and creators who require robust IP protection and management tools.

Market Need: There is currently no reliable intellectual property legal web3 tool to protect NFTs. For example, Pudgy Penguins had to [manually license](#) IP rights for their NFTs to manufacture toys, requiring individual contracts with each community member. This highlights the urgent need for an automated, blockchain-based IP solution.

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Market Size: The global NFT market is projected to grow [231 billion by 2030](#), with increasing demand for IP protection tools. Softlaw is positioned to capture a significant share of this growing market.

CONCLUSION

The intellectual property (IP) licensing market has evolved from a speculative niche into a robust ecosystem with real-world value. Projects like Pudgy Penguins and Bored Ape Yacht Club have demonstrated how on-chain IP—ranging from memes to collectibles—can fuel tangible business opportunities, from physical merchandise to ETFs. However, the absence of permissionless licensing tools remains a critical gap, highlighting the urgent need for solutions like SoftLaw.

The Polkadot NFT ecosystem is still in its early stages, but parachains like Mythical Games are already leading in NFT transaction volume in recent months and are projected to continue growing. Notably, according to a [recent publication](#) by Alex, the Web3 Foundation's Business Development Ecosystem Lead, the Polkadot Hub is set to receive substantial support. This presents a major opportunity for SoftLaw to position itself as the leading NFT licensing platform within the Polkadot ecosystem.

USER RESEARCH

OVERVIEW

User research was carried out through a form-based questionnaire exploring the use of legal services within the Web3 ecosystem. A total of 31 potential users participated, representing a diverse group from various backgrounds. The primary aim was to gain deeper insight into how NFTs are perceived and adopted as tools for copyright management. The full questionnaire is available in **Appendix B** of this document.

USER PROFILE - Question 1

1st Question. What is your Profession?

The responses reflected a diverse group of 31 individuals, many of whom are active within the Web3 and Polkadot ecosystems. The professional breakdown included: 7 entrepreneurs or founders, 6 legal professionals (lawyers or similar), 6 software developers, 3 brand specialists, 3 individuals in business development or other roles, 1 NFT marketplace representative, 1 artist, 1 media expert, 1 content writer, 1 banker, and 1 student.

A key insight from this question was the underrepresentation of artists, musicians, and copyright creators—potential stakeholders in the SoftLaw space. Additionally, the majority of participants were blockchain users, highlighting their familiarity with NFTs and related technologies.

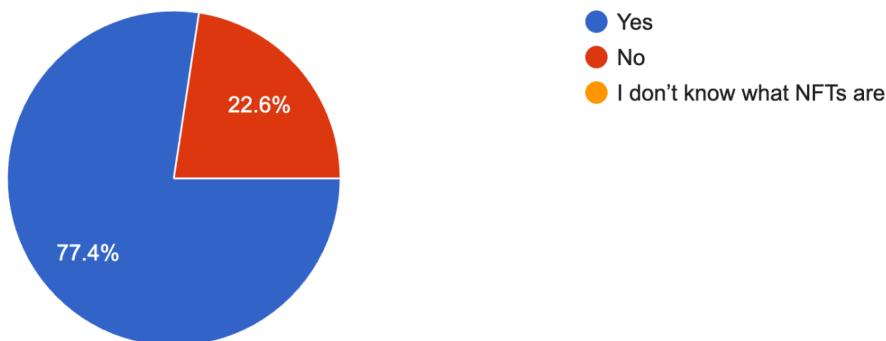
NFT OWNERSHIP & KNOWLEDGE - Questions 2, 3, 4

2nd Question: Do you have NFTs?

This question asked participants if they owned NFTs. The results showed that 24 out of 31 (77.4%) participants owned NFTs, while 7 participants (22.6%) did not. Notably, none of the respondents were unfamiliar with NFTs, which indicates that awareness and understanding of NFTs are growing. This shift in public perception could play a significant role in the broader adoption and integration of SoftLaw across industries.

Do you have NFTs?

31 respuestas



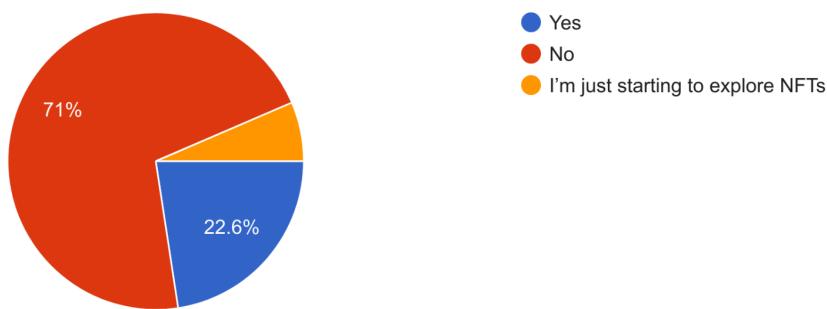
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3rd Question: Do you consider yourself an NFT collector?

Of the participants, 22 (71%) answered "No," while 7 (22.6%) answered "Yes" and identified themselves as NFT collectors. Additionally, 2 participants indicated they were just beginning to explore NFTs. This suggests that, while many users own NFTs, not all consider themselves active collectors—likely due to the lack of proper legal protection and limited use cases that engage them in the market.

Do you consider yourself an NFT collector?

31 respuestas



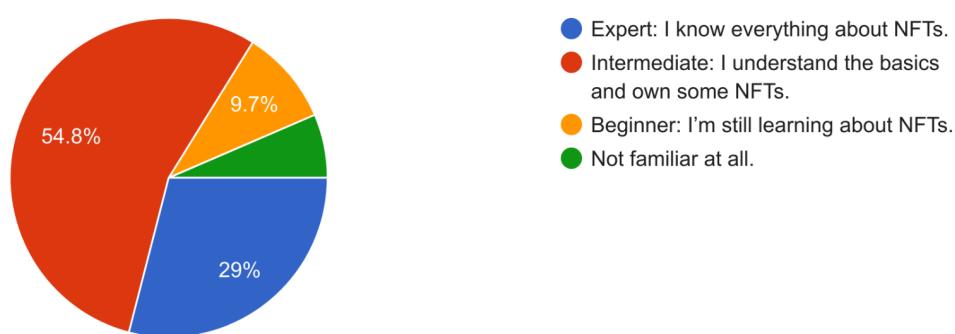
4th Question: How familiar are you with NFTs?

In response to their familiarity with NFTs, 17 participants (54.8%) described themselves as having an intermediate understanding—knowing the basics and owning some NFTs. Nine participants (29%) considered themselves experts, three participants (9.7%) identified as beginners, and only two participants (6.5%) reported being unfamiliar with NFTs.

This suggests that most participants own NFTs, but when considered in relation to the previous question, it appears they do not view themselves as active collectors. This could indicate that they hold NFTs acquired through giveaways, airdrops, or potentially POAPs. Nevertheless, the data confirms a growing familiarity with and interaction with the technology within the community.

How familiar are you with NFTs?

31 respuestas



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NFT USAGE & PREFERENCES - Questions 5 and 6.

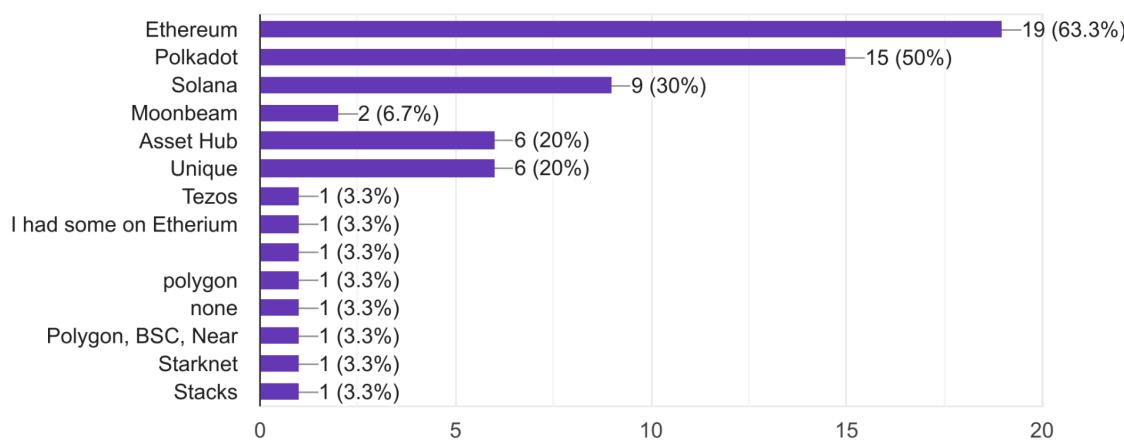
5th Question: On which blockchain network do you mint or hold your NFTs?

Ethereum emerged as the most widely used network, selected by 19 respondents (63.3%), highlighting its dominant position in the NFT ecosystem. Polkadot followed closely with 15 responses (50%). Solana also showed a notable presence with 9 users (30%), while AssetHub and Unique Network—both part of the Polkadot ecosystem—each attracted interest from 6 participants. Moonbeam was chosen by 2 respondents (6.7%), and other networks such as Tezos, Polygon, Binance Smart Chain (BSC), Starknet, and Stacks each received one mention (3.3%).

It's important to note that the survey was primarily focused on the Polkadot Community Forums, which explains the presence of various parachains from the ecosystem in the responses. However, the more significant takeaway is that Ethereum was the most selected chain, which lies outside the Polkadot ecosystem.

On which blockchain network do you mint or hold your NFTs?

30 respuestas



6th Question: What type of NFTs do you own or are interested in? (Select all that apply)

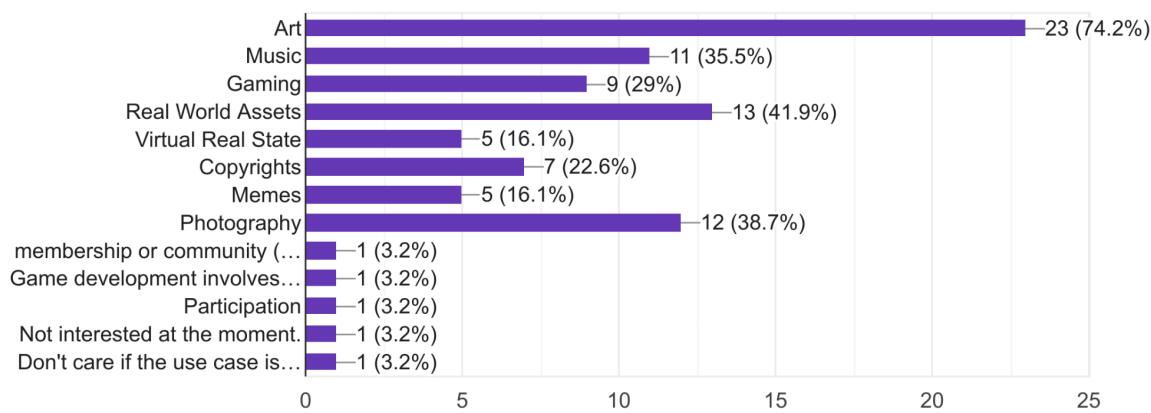
Art was the most popular category, selected by 23 participants (74.2%), followed by real-world assets, chosen by 13 participants (41.9%). Photography was selected by 12 participants (38.7%), and music by 11 participants (35.5%). Other areas of interest included gaming (9 participants, 29%), copyrights (7 participants, 22.6%), and both virtual real estate and memes, each with 5 participants (16.1%).

Some respondents also expressed interest in more niche areas such as membership-based NFTs, generative NFTs, and use cases involving game development, where provenance and authenticity of intellectual property are crucial.

From the responses to this question, we can conclude that copyright-related NFTs are the most significant area of interest within the space. This could suggest that participants are not always aware that these assets also serve as intellectual property holders.

What type of NFTs do you own or are interested in? (Select all that apply)

31 respuestas



LEGAL NEEDS & CHALLENGES - Questions 7, 8, 9.

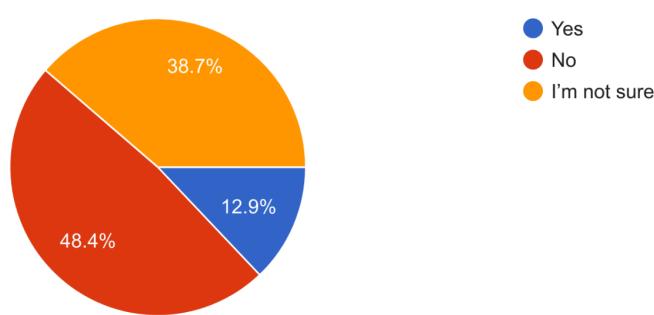
7th Question: Do you feel your NFTs are adequately protected under current intellectual property (IP) laws?

One of the central questions addressed whether participants felt their NFTs were adequately protected under current IP laws. Nearly half of the respondents, 15 participants (48.8%), said "No," 12 participants (38.7%) were unsure, and only 4 participants (12.9%) felt their NFTs were adequately protected.

This suggests significant concern and confusion regarding the legal frameworks applicable to digital assets, highlighting the need for SoftLaw to address these issues by providing clear legal solutions.

Do you feel your NFTs are adequately protected under current intellectual property (IP) laws?

31 respuestas

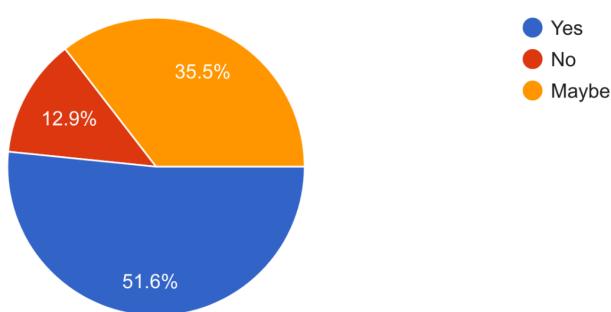


8th Question: Would you be interested in a legal certificate for your NFTs to prove ownership and rights?

When asked about their interest in legal certificates to prove NFT ownership and rights, 16 participants (51.6%) responded positively, 11 participants (35.5%) were undecided, and 4 participants (12.9%) said "No". This suggests that many participants, likely unaware of existing intellectual property protections for blockchain assets, prefer some form of legal protection over none. In terms of marketing strategy, it is important to emphasize that the solutions SoftLaw provides are globally compliant with international law. These certificates would help prove ownership in the event of a dispute, and guidelines should be established to offer a clear path for using these certificates as evidence in jurisdictional cases.

Would you be interested in a legal certificate for your NFTs to prove ownership and rights?

31 respuestas

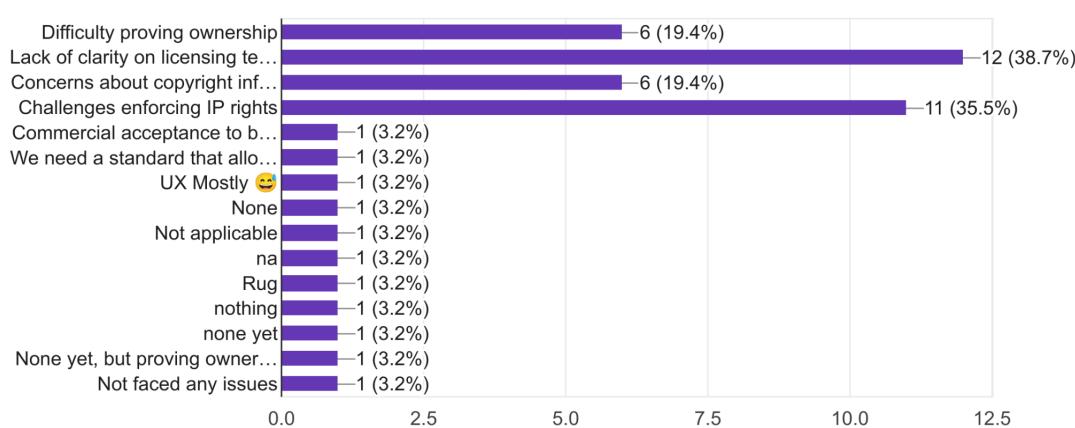


9th Question: What legal challenges have you face with your NFTs?

The biggest legal challenges identified by participants included a lack of clarity on licensing terms (38.7%), difficulties in enforcing intellectual property (IP) rights (35.5%), and concerns about copyright infringement and proving ownership (19.4% each). Six participants indicated that they had not faced any legal issues with NFTs. Some participants also cited additional concerns, such as UX issues, the challenge of proving ownership without revealing personal information (doxxing), ecosystem frauds (e.g., rug pulls), difficulties in commercial acceptance for buying real-world assets, and the absence of standards for setting IP rights during minting.

What legal challenges have you faced with your NFTs? (Select all that apply)

31 respuestas



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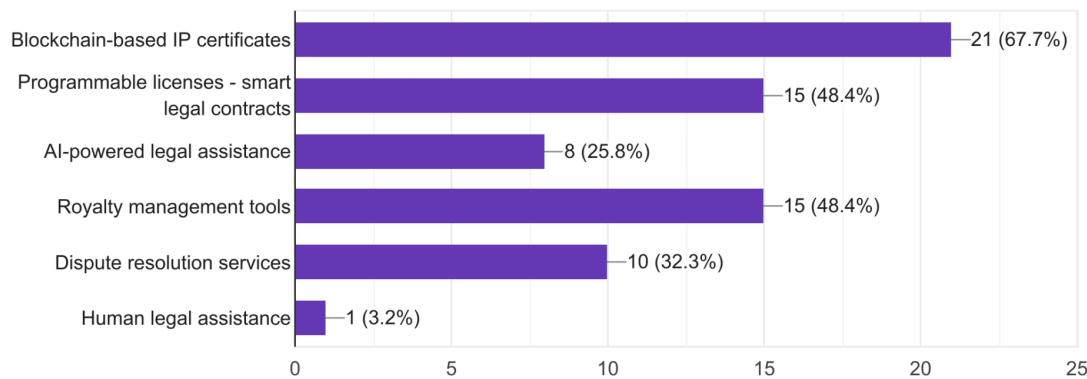
PRODUCT INTEREST & FEEDBACK - Questions 10, 11, 12.

10th Question: What features would you find most valuable in an NFT intellectual property tool? (Select all that apply).

The top features identified were blockchain-based IP certificates, chosen by 21 participants (67.7%), followed by programmable licenses via smart legal contracts and royalty management tools, each selected by 15 participants (48.4%). Other notable features included dispute resolution services (10 participants, 32.3%) and AI-powered legal assistance (8 participants, 25.8%). Human legal assistance was the least requested, with only 1 participant (3.2%) expressing interest. This aligns with the preference for the main products offered by SoftLaw.

What features would you find most valuable in an NFT intellectual property tool? (Select all that apply)

31 respuestas

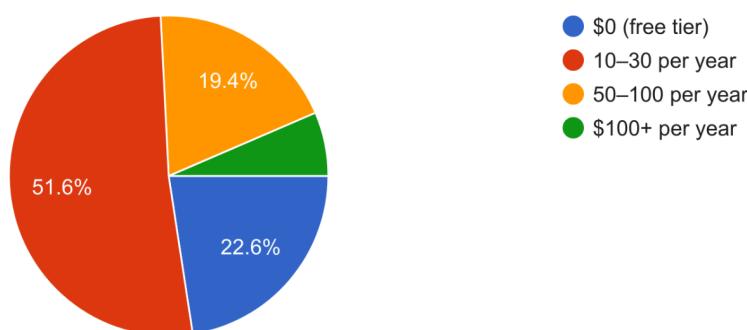


11th Question: How much would you be willing to pay for an NFT intellectual property protection service? (USD)

Regarding pricing, the majority of participants preferred a low-cost model. 51.6% were willing to pay \$10–\$30 per year, 19.4% would pay \$50–\$100, and only 6.5% were willing to pay more than \$100 annually. Interestingly, 22.6% expressed interest in a free tier. This suggests that a freemium model could be an effective strategy, allowing for seamless onboarding, with paid subscription options for more advanced users.

How much would you be willing to pay for an NFT intellectual property protection service? (USD)

31 respuestas



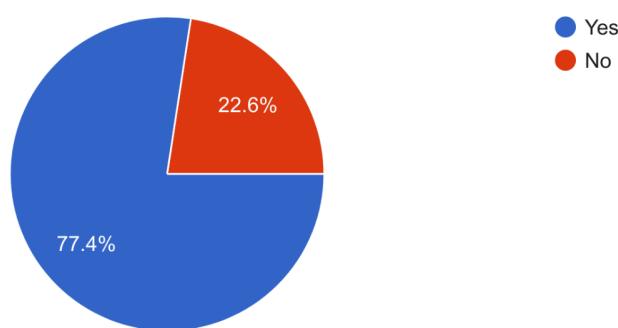
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12th Question: Would you like to receive updates about SoftLaw's product development?

When asked if they would like updates about the SoftLaw product, 77.4% of participants (24 out of 31) responded affirmatively, indicating strong ongoing interest, while 22.6% (7 participants) did not express interest.

Would you like to receive updates about SoftLaw's product development?

31 respuestas



OPEN END FEEDBACK - Questions 13, 14

13th Question: What else would you like to see in an NFT intellectual property protection tool?

Participants provided diverse feedback on what additional features they would like to see in an NFT intellectual property protection tool. Key suggestions included a legally binding feature similar to notarizing a document to confirm ownership, rewards tracking systems to monitor and distribute royalties, and easy ways to prove ownership and earn royalties from NFT usage. Some participants expressed a desire for a use case to better understand the practical application of the tool, while others highlighted the need for government approval for legal recognition.

Additionally, there were requests for a search and find tool to detect replica NFTs, connectivity with interactive oracles for enhanced functionality, and NFT cards containing detailed information. Several participants also mentioned that they would like to learn more about how the tool works before forming a concrete opinion, with a few others noting that they were not yet oriented in this sector.

This suggests a need for further education and real-world use cases monetization (e.g. pudgy penguins) to drive adoption.

14th Question: Any additional comments or suggestions?

Participants shared a range of valuable feedback and suggestions. One participant noted, "The best way to predict the future is to create it," emphasizing the need for proactive innovation. Another expressed interest in paying for legal services in specific jurisdictions but felt that the NFT standard for legality and licensing should either be free or included in enforceable NFTs. Pricing concerns were also raised, particularly in the Polkadot ecosystem, where art-related NFTs typically have lower prices, making it uncertain whether users would be willing to pay for higher-tier services.

One suggested a "pay-per-use" model for legal services, especially in disputes. Overall, these comments reflect a strong interest in NFT legal services but highlight important factors, such as pricing, jurisdictional relevance, and service accessibility, that need to be considered for a successful solution.

PERSONAL INTERVIEWS

As part of the user research, we conducted a series of personal interviews to gain deeper insight into the real-world needs and challenges users face when it comes to intellectual property (IP) management in the Web3 space.

1st Interview - Dot Play.

In our conversation with Dot Play, we explored a compelling use case centered on their game Nitro Nation and Roblox, which plans to feature real-world car brands. A key concern they raised was the challenge of managing royalties for these brands—highlighting a significant opportunity to automate royalty distribution through programmable smart contracts. Crucially, the discussion underscored that game development heavily depends on the use of third-party intellectual property, which must be supported by verifiable provenance and proof of authenticity. This isn't merely a technical issue, but a critical legal requirement. Without clear ownership and licensing records, developers face serious risks of IP infringement and legal disputes. This context makes the need for legaltech solutions especially urgent in the gaming and entertainment industries, where IP is continuously licensed, reused, and monetized. Our exchange with Dot Play revealed a clear legal gap—one that Web3 technologies, when paired with robust legal frameworks, are uniquely positioned to address.

2nd Interview - Archisinal.

We also interviewed an anonymous member from Archisinal, a project that works at the intersection of architecture, interior design, and Web3. When asked about the potential for adoption in this niche, the ex-employee expressed that it is a promising but underdeveloped area. He mentioned that the community is still small and highly specialized, and he is not

aware of other projects specifically focused on bringing architects and designers into Web3. The biggest barrier to adoption he identified was a lack of funding, which often stalls innovation and experimentation. When asked how IP is currently managed within Archisinal, his response was simple: “Nothing.” Additionally, he admitted that he doesn’t fully understand how intellectual property rights work, further highlighting a knowledge gap that is likely common in many real-world creative professions

CONCLUSION

The survey and personal interviews highlight a clear demand for intellectual property (IP) protection services within the Web3 space, while also revealing a significant lack of awareness and understanding of the intellectual property and copyright market.

Although most users are not currently pursuing formalized or enforceable protections for their digital assets, many expressed feelings of legal uncertainty. This underscores the urgent need for reliable legal frameworks that can safeguard intellectual property as blockchain technology continues to evolve.

Amid this uncertainty, a growing segment of users is beginning to recognize the importance of IP protection. These individuals are actively seeking robust, trustworthy solutions that deliver real-world value. This presents a strategic opportunity for SoftLaw to position itself as a leading provider of legaltech solutions tailored to the unique needs of the Web3 and intellectual property communities.

In conclusion, there is a clear market opportunity for legal protection in the blockchain space, and SoftLaw is well-positioned to meet this demand. By offering accessible, reliable, and innovative tools that showcase clear use cases and demonstrate tangible benefits, SoftLaw can build trust, drive adoption, and play a pivotal role in shaping the future of IP protection in the Web3 era.

COMPETITOR ANALYSIS

OVERVIEW

The purpose of this competitor analysis is to highlight the unique value proposition of SoftLaw and what sets it apart from other alternative solution providers in the space.

RWA (Real-World Asset) tokenization faces a core challenge: legality. Specifically, it involves establishing a verifiable link between the digital twin and the real-world asset—ensuring enforceability and legal recognition of ownership with tangible, real-world consequences.

Intellectual Property is a distinctive type of real-world asset. Although intangible, it still requires a legal framework that enables its representation and protection in the real world—typically in the form of a legally recognized title, contract, or document. To fulfill its role in safeguarding, transferring, and monetizing economic rights, this legal documentation must be acknowledged across different jurisdictions.

This is where SoftLaw steps in—an Intellectual Property Hub built upon a robust legal foundation. It guarantees the legal validity of transactions and digital titles by applying principles of private international law. As the only legal-tech company integrating social sciences with mathematical logic, SoftLaw develops cutting-edge legal instruments such as programmable licenses and certified intellectual property titles, delivering real legal enforceability to blockchain-based IP rights.

DIRECT COMPETITION

DETAILS

OverpassIP

Web: <https://www.overpassip.com/>

Chain: Ethereum

Description: A licensing platform developed by [Igloo Corp](#), the owners of the Pudgy Penguins brand. It offers streamlined licensing solutions for the entire Pudgy ecosystem—including [Pudgy Penguins](#), [Lil Pudgys](#), and [Pudgy Rods](#). Through Overpass IP, community members can explore opportunities to license their NFTs for products like toys, YouTube shows, illustrated books, and more, unlocking real-world value and revenue potential from their digital assets.

Blockchain Your IP

Web: <https://en.blockchainyourip.com/>

Chain: Ethereum

Description: Focused on French jurisdiction, it provides a tool to manage, mint, and download Intellectual Property certificates for copyrights, proof of prior use, or trade secrets.

Story Protocol

Web: <https://www.story.foundation/>

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Chain: Story Layer 1 Protocol

Description: A Sovereign layer-1 blockchain built using the Cosmos SDK and CometBFT consensus, with added EVM execution, and staking economy based on the \$IP token.

DIRECT COMPETITORS TABLE

DIRECT COMPETITORS							
Competitor Name	Proof Of Ownership Certificates	Programmable Licences	AI Agent	Dispute Resolution	Other Service / Product	Tech - Infra	Chain
OverpassIP	Yes	No	Yes	No	Traditional Legal Contracts (docusign).	Solidity S.C.	Ethereum
Blockchain Your IP	Yes	No	No	No	No	Solidity S.C. on Ethereum	Ethereum
Story Protocol	No	Yes	Yes	Yes	Liquidity	Blockchain - Cosmos SDK and Smart Contracts - Solidity	Story, L1 Protocol
Softlaw	Yes	Yes	Yes	Yes	Liquidity, off-Chain Oracle, phase 2	Parachain - Polkadot SDK and Smart Contracts - Solidity	Softlaw, L2 Protocol

WEB 3 INDIRECT COMPETITION

What The Freg:

Web: <https://whatthefreg.wtf/>

Chain: Story Protocol

Description: [\\$WTF](#) the first TCP/IP backed AI agent vigilante of fake memes.

Mycelium Network

Web: <https://myceliumnetwork.io/>

Chain: Story Protocol

Description: Remix platform to make your mascot on-chain famous! Explore, create, and remix at your fingertips. A platform that leverages Story's Programmable Licenses.

IP World

Web: <https://ip.world/>

Chain: Story Protocol

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Description: Is a platform for ip-backed memecoins on Story Protocol, built for degens, by degens.

DaVinci

Web: <https://davinci.piperx.xyz/>

Chain: Story Protocol

Description: The first agent that creates and mint IP assets and tokens.

BlockBook

Web: <https://www.blockbook.app/>

Chain: Story Protocol

Description: A system designed to manage submissions, derivative works, rewards, and ongoing loyalty—all in one place. It elevates user-generated content (UGC) by fostering genuine engagement and offering creators visibility, recognition, and fair compensation. The platform empowers creators to participate in a transparent ecosystem where creativity is valued, protected, and monetized through collaborations with established brands and companies. For example, a brand like Starbucks might launch an art campaign for coffee cup designs, or a musician might initiate a licensing campaign inviting fans to submit original lyrics

Lewis

Web: <https://lewis.keytalkai.com/en> -

Chain: Story Protocol

Description: Create storytellings, music videos, short films, and characters around a story, own the IP and monetize it with views.

Poster Fun

Web: <https://www.poster.fun/>

Chain: Story Protocol-

Description: Leverage your memes and start getting rewards.

Story Hunt

Web: <https://app.storyhunt.xyz/>

Chain: Story Protocol

Description: A DEX for intellectual property (IP) assets, supported by Story Foundation. It allows users to trade, invest in, and provide liquidity for intellectual property, bringing IP and DeFi together in a new way.

PFP3

Web: <https://pfp3.io/>

Chain: Story Protocol

Description: Mint PFP collections in the Story Protocol Ecosystem.

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Spotlight Protocol

Web: <https://app.spotlightprotocol.com/>

Chain: Story Protocol

Description: Is the missing link between on-chain intellectual property (IP) and real-world recognition. Built on top of Story Protocol, it empowers IP creators to amplify their visibility, develop their brand, and engage with audiences in a seamless and structured way, bridging the gap between decentralized ownership and mainstream creative success.

Mahojin

Web: <https://www.mahojin.ai/>

Chain: Story Protocol

Description: Is a search-to-generate AI platform that instantly provides exact images through an ever-expanding and remixable library.

Color

Web: <https://www.colormp.com/>

Chain: Story Protocol

Description: Discover and trade NFTs, IP Assets and Licenses on Story.

Ablo AI

Web: <https://ablo.ai/> -

Chain: Story Protocol

Description: Design with AI, remix collections with top brands or talented creators, or start from scratch to craft your own unique creations. Monetize your creativity on Web3 through real-world merch in the marketplace, featuring items like jerseys, phone accessories, and more.

Emergence

Web: <https://www.emergenceuniverse.com/>

Chain: Story Protocol

Description: From the mind of David S. Goyer (*Foundation*, *The Dark Knight Trilogy*, *Blade*) comes Emergence, an infinitely expandable sci-fi universe designed for talented creators and ardent fans to use powerful technology to shape the canon and get rewarded.

Play Arts

Web: <https://playarts.ai/>

Chain: Story Protocol

Description: AI video end revenue generator tool. Empowered by AI, Owned by Community-Driven AI Agent gateway. Accepted by NVIDIA Inception program, [@Storyprotocol](#), [@arbitrum](#), [@BNBchain](#), [@monad_xyz](#), [@0g_labs](#)

INDIRECT COMPETITORS WEB3		
Competitor Name	Use Case	Chain
What The Freg	AI agent vigilante of fake memes	Story
Mycelium Network	Remix platform to make your mascot famous.	Story
IP World	IP-based memecoins dapp.	Story
DaVinci	AI agent to mint assets and tokens.	Story
BlockBook	Connect brands with content creators - starbucks might launch an art campaign for coffee cup designs.	Story
Lewis	Create characters, content and monetize them.	Story
Poster Fun	Leverage your memes and start getting rewards.	Story
Story Hunt	DEX for IP assets.	Story
PFP3	Mint PFPs collections in Story.	Story
Spotlight Protocol	Amplify visibility of brands and engage with audiences.	Story
Mahojin	Search to generate platform using remix and royalties.	Story
Color	IP assets, nfts, and licenses DEX	Story
Ablo AI	Design with AI and real-merch marketplace.	Story
Emergence	SCI-FI universe cocreating with talented writers.	Story
Play Arts	AI video and revenue generator Tool	Story, Arbitrum, Monad, Binance, Oglabs

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WEB 2 INDIRECT COMPETITION

INDIRECT COMPETITORS - WEB2			
Company Name		Service Description	
Trama	No	Yes	No
tradeMarkNow	No	Yes	No
SnapDragon	No	Yes	No

Trama

Web: <https://www.tramatm.com/>

Description: An online trademark registration tool that connects customers with lawyers to facilitate trademark analysis and registrations across different jurisdictions, as well as provide litigation support and monitoring services

TrademarkNow

Web: <https://corsearch.com/trademarknow/>

Description: Is an AI-powered tool that allows users to visualize screening results geographically, offering a quick and intuitive overview of potential trademark conflicts across jurisdictions. With access to over 1,100 global databases—including trademarks, company names, domain names, designs, and specialty sources—Corsearch delivers comprehensive trademark intelligence, enabling in-depth analysis of registered marks, competitor portfolios, application history, and opposition records.

SnapDragon

Web: <https://snapdragon-ip.com/>

Description: quickly detects counterfeit listings and IP infringements by proactively monitoring your brand, products, and reputation across digital spaces using keyword and image-based searches.

CONCLUSION

In an evolving and increasingly competitive Web3 landscape, **SoftLaw** stands out by delivering *true legal enforceability* to blockchain-based intellectual property (IP) assets. While alternative platforms such as **Overpass IP** and **Story Protocol** are gaining traction, their approaches differ considerably in focus and long-term viability.

Overpass IP concentrates on curated NFT collections, a strategy that has helped foster ecosystems like *Pudgy Penguins*. However, this selective approach limits broader adoption and general utility.

Story Protocol, the more widely recognized competitor, emphasizes programmability and liquidity. It defines itself as an Agent Transaction Control Protocol for Intellectual Property,

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focusing on the development of programmable licenses, embedded in legal templates. Key factors that have contributed to its rapid adoption, particularly in the Ethereum ecosystem. However by prioritizing agents and relying on an isolated blockchain, Story risks creating a fragmented and legally ambiguous ecosystem lacking enforceable guarantees.

Key Competitive Advantages of SoftLaw:

- 1. Legal Weigh and Global Compliance:** Softlaws provides enforceable rights legal backing for IP-Assets, including IP-tokens, IP-NFTs, IP-licenses, and programmable license, aligned with global IP regulations and standards.
- 2. Legal-tech Reference:** Softlaw expertise merging law and technological integration, through granular law codification, the first ensures enforceability of legal terms in consequence the use as private documentation and evidence in courts if necessary, and the second allows smoother negotiations, formalization and execution of the contract, even dispute resolution if necessary.
- 3. Polkadot Integration:** By deploying as a L2 parachain using Polkadot SDK or with solidity contracts on Asset Hub, SoftLaws benefits from seamless interoperability, shared security, and scalability, allowing the team to focus entirely on business logic. In contrast, Story Protocol's sovereign blockchain uses the Cosmos SDK, and has to provide a proof of stake mechanism, which has led to fragmented mindshare, and isolated development resources.
- 4. First-Mover Advantage in the Polkadot Eco:** As the first legally compliant IP solution on Polkadot, Softlaw is positioned to dominate the web3 market within the best technology.
- 5. Agent Aware not Agent Dependent:** While other platforms automate agent-to-agent licensing, ip tokenization and liquidity, SoftLaw is human centric but supports both human and AI actors with real-time legal assistance, lowering costs and improving human trust.
- 6. Human Rights Protection Philosophy:** SoftLaw is fundamentally human-centric—placing creators, artists, and inventors at the center of its ecosystem. SoftLaw's mission is to empower individuals with legally recognized digital ownership and protection. OverpassIP is focused on only selected collections and SoftLaw will lower the entry barrier.

This type of platform has not been built before for several reasons. The Web3 legal ecosystem is still in its infancy, with very few actors capable of bridging **deep legal expertise** and **technical implementation**. Additionally, **global regulation is constantly evolving**, making compliance a complex challenge.

SoftLaw fills this gap as the first provider of **legally enforceable, regulation-friendly IP technologies for Web3**. It sets a new standard for how digital assets are created, protected, licensed, and monetized—bridging the divide between the legal world and blockchain innovation.

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MARKETING PLAN

OVERVIEW

SoftLaw, the first legally enforceable Intellectual Property (IP) marketplace for Web3, is positioned as the most advanced product of its kind. However, even the strongest products require strategic marketing to thrive.

Marketing is broadly defined as the art of creating value (Product Management), communicating value (Brand Management), and delivering value (Customer Management) to a target market - profitably.

VALUE - UNIQUE SELLING PROPOSITION (USP)

Legal enforceability and secure monetization for IP assets. Softlaw doesn't just record ownership—it gives you *ius*: the power to defend it.

COMMUNICATION OF VALUE - BRANDING AND SOCIAL MEDIA

1. BRANDING

a. SOFTLAW BRAND

Objective: Develop comprehensive branding guidelines to clearly communicate the company's values, products and services.

SEO: Optimize the web app's metadata with primary search keywords.

Initial Date: May 2025.

End Date: June 2025

b. FRIDA A.I. LEGAL AGENT BRAND

Objective: Create a standout sub-brand for SoftLaw's AI Legal Agent, Frida with 2D illustration, and 3D interactive avatar to serve as the onboarding, interacting and educational interface.

SEO: Optimize the web app metadata using secondary search keywords (NFTs, Intellectual Property, Licences, Copyrights, etc).

Initial Date: May 2025.

End Date: June 2025

2. CAMPAIGN #1 - SOCIAL MEDIA INITIAL PRESENTATION.

Objective: Present SoftLaw to the Web3, Polkadot and Legal Communities.

Delivery Mechanisms: Polkadot Forum, Twitter, Instagram, LinkedIn, Facebook,

Initial Date: June 2025

Ending Date: July 2025

SEO: Optimize the web app metadata with terms as Memes, memes coins, licensing.

DELIVERING VALUE - COMMUNITY MANAGEMENT

1. CAMPAIGN #2 MEMES & GIFTS - GO TO MARKET CAMPAIGN

Objective: Drive platform adoption by encouraging users to tokenize and license their IP. (NFTs rewards planned)

Strategy: Involve the community in product development and co-create advertising content under licensing agreements.

Chains: Kusama, and Unique Network.

SEO: Optimize web app SEO (NFTs, Intellectual Property, Licences, Copyrights, etc).

Target Audience: Lawyers, degens, Polkadot Community, and IP related Companies.

2. CAMPAIGN # 3- LEGALTECH EDUCATION.

Objective: Create videos, multimedia content, blog posts, and written educational materials focused on LegalTech, including the development of Solidity smart contracts on the Asset Hub, leveraging the upcoming mainnet launch

Delivery Mechanisms: Youtube, TikTok, Twitter, Medium, WebApp, LinkedIn.

Target Market: Community, Students, Lawyers, degens, developers, executives.

Initial Date: August 2025

Ending Date: November 2025

SEO: Optimize web app SEO external links with youtubes and other content distribution platforms.

3. CAMPAIGN # 4 - PFPs ALPHA AIRDROP

Objective: Create an emotional relationship with the OG holders.

Chains: Kusama Asset Hub, Polkadot Asset Hub and Unique Network.

Strategy: Run a co-creation and licensing campaign to increase brand awareness and community involvement.

Initial Date: January 2026

Ending Date: April 20, 2026

SEO: Optimize for IP-PFPs related terms and link to marketplaces to enhance discoverability and relevance.

PRODUCT DEVELOPMENT PLAN**LEGAL**

Objective: Establish a robust legal framework for IP registration, licensing, and enforcement on the blockchain, tailored to key global jurisdictions.

Tasks:

- 1. Custom Certificates Improvement and Legal Recognition of Blockchain-Based IP Registries.** Research and document the legal recognition of blockchain-based IP registries (copyrights, trademarks, patents) across jurisdictions like Hong Kong, Singapore, Thailand, UAE, US, Argentina, Germany, Canada, Mexico, France, and WIPO, delivering a comprehensive report paired with upgraded certificate templates that ensure legal validity and blockchain compatibility.
- 2. Customs Licenses and Legal Contracts.** Develop standardized yet customizable licensing templates (e.g. royalty based, exclusive, non-exclusive) tailored to the legal frameworks of Hong Kong, Singapore, Thailand, UAE, US, Germany, Canada, Argentina, Mexico, France and compliant with International Law (Berne Convention), for platform use with smart contract integration, delivering a library of jurisdiction specific and internationally compliant legal templates.
- 3. Dispute Resolution Module.** Research and document online dispute resolution systems, which are valid, and requirements.
- 4. Private Data Compliance.** Research and document compliance of proof of ownership certificates (confidential metadata, private documents, some public data) with privacy data legislation in Hong Kong, Singapore, Thailand, UAE, US, Argentina, Mexico and France (e.g. GDPR, CCPA), ensuring alignment with global IP standards (e.g. WIPO), and deliver an upgraded certificate template with legal weight that meets these privacy requirements.

DESIGN

Objective: Create an intuitive legally sound, and visually appealing user experience for all platform interactions.

Tasks:

- 1. Legal design of documents.** Design certificates, licenses, and all legal documents with clear, user-friendly layouts and visual aids (e.g. icons, flowcharts) to simplify complex terms, ensuring accuracy and compliance, delivering visually appealing and accessible document templates for platform users.
- 2. UX/UI Development.** Develop intuitive UX/UI features for all the smart contracts modules (certificates, programmable licences, dispute resolution) including seamless

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wallet Integrations(e.g. Metamask, Phantom EVM, PolkadotJs, Nova, Talisman), an enhanced certificate workflow, a drag-and-drop or template-based programmable license tool, and a dispute resolution interface, delivering visually appealing, user-friendly designs with clear layouts and visual aids (e.g., icons, guides) for all legal documents and interactions.

3. **Landing Page Improvement.** Revamp the landing page to highlight key platform features (e.g. IP registration, licensing), incorporating responsive and mobile-friendly design, and strong call-to-action, delivering an updated, cross-device compatible homepage that enhances user engagement.

SMART CONTRACTS & XCM DEVELOPMENT

Objective: Build secure, efficient, and interoperable smart contracts to automate IP registration, licensing and enforcement on the blockchain.

Tasks:

1. **Diagrams of the interactions between the smart contracts.** Create detailed visual diagrams mapping the interactions between smart contracts, including workflows for IP registration, ownership transfer, programmable licensing, and dispute resolution, with annotations indicating libraries and standards such as EIPs (ERC-721 for single NFTs, ERC-1155 for multi-token support), OpenZeppelin (for security and utilities), and XCM integrations (Unique Network for Polkadot NFTs, Governance for integrated voting mechanisms, and Liquidity via Hydration, Kylix, Bifrost).
2. **Development of the Contracts.** Develop smart contracts using Solidity for Ethereum compatibility and with Polkadot interoperability, coding distinct modules, delivering a modular and deployable codebase.
3. **Testing.** Conduct comprehensive testing for all modules and functions.

AI LEGAL AGENT.

Objective: Develop a branded, knowledgeable, and visually engaging AI assistant to guide users through IP registration, licensing and blockchain interactions.

Tasks:

1. **Branding.** Explore alternatives to “MIKE A.I.” by developing a unique branding, delivering the full naming, colors and logo.
2. **Character Personality and attributes.** Define the AI’s personality (e.g. professional yet approachable, techie, confident, and cyberpunk) ad attributes (e.g. multilingual, law

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expert, blockchain guru), ensuring resonates with both technical and non-technical users ,delivering a detailed profile document to guide its tone and interactions.

- 3. Knowledge (Law, Blockchain, Polkadot).** Train the AI with a robust knowledge base covering IP law (e.g. copyrights, trademarks, patents across key jurisdictions), blockchain technology (e.g. smart contracts, NFTs), abd the Polkadot Ecosystem, delivering an integration plan bith bibliographyes and integration plan.
- 4. 2D Design.** Create a 2D avatar for the AI (e.g. a sleek futuristic figure or a stylized legal-blockchain hybrid) that visually ties into the chosen branding, ensuring simple yet distinctive for use in the platforms interface, delivering concept art with multiple pose and expression options.
- 5. 3D Design.** Develop a 3D model of the AI character for the interaction with the user, building over the 2D design and render.

WEB2 DEVELOPMENT

Objective: Build a responsive and decentralized front-end infrastructure to support the platform's user interface and data management.

Tasks:

- 1. Frontend.** Code the new design for the landing page and web application, implementing responsive design to ensure compatibility across desktop, tablet, and mobile devices, delivering a fully functional front-end integrated with smart contract modules and UX/UI features.
- 2. Integration with IPFS.** Integrate decentralized storage, exploring solutions like Crust Network and other Polkadot ecosystem options that support encrypted and private access for documents, delivering a secure, decentralized storage system for IP-related files.
- 3. Integration with Database.** Research decentralized database options for storing platform-users data, falling back to Firebase if decentralized solutions are insufficient, delivering a functional database implementation for efficient data management.

FINANCIAL PLAN

OVERVIEW

This financial plan covers MVP development (6 months), launch (1 year), and 3 years of growth, outlining the total capital needed from grants and venture funding.

SETUP - BUILDING PERIOD

This section outlines the initial investment required to build the MVP, starting in Q2 2025, with deployment scheduled for the end of Q3 2025.

MONTHLY SETUP COSTS	
Total Fixed	\$9,961
Total Variable	\$600
Month Costs	\$10,561

SETUP COSTS				
	Fixed Costs		Variable Costs	
Area	Concept	Price	Electricity	\$100
AI	Claude	\$21	Other	\$500
AI	X-grok	\$40		
AI	Chat Gpt	\$21		
Servers	Vercel	\$21		
Servers	Google Cloud	\$25		
Design	Photoshop	\$21		
Design	Figma	\$21		
Office	Rent BKK	\$400		
Office	Internet	\$50		
Social Media	Instagram	\$21		
Social Media	X	\$20		
Community	Airlyft	\$180		
Raising	Doc Send	\$20		
Salaries	Designer + Social Media	\$500		
Salaries 1/2	Full Stack Web3 Dev	\$3,000		
Salaries	Director	\$4,000		
Salaries 1/2	Frontend Dev	\$1,000		
Salaries 1/2	Lawyer	\$600		

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MIN. SETUP INCOME	
CONCEPT	\$
Secured (W3F)	\$20,000
Need	\$63,366
Raising	\$43,366

SoftLaw has secured a \$30,000 grant from the Web3 Foundation (W3F), currently in process. Of this amount, \$20,000 is liquid and included in our financial planning, while the remaining vested portion is excluded from the current analysis. The Setup stage for 6 months of building requires \$59,766 to cover initial setup costs. With \$20,000 already secured from the W3F grant, the remaining \$39,766 is needed to deliver a complete MVP for the current Business.

LAUNCHING PERIOD

During the Launching Period (Q4 2025 to Q4 2026), our financial model projects steady user growth driven by a monthly increase of 52%, aiming to reach 1,000 users by the end of the first year. The total projected cost for this phase is \$134,700, while total projected income is \$61,020, resulting in a net loss of \$73,680 over the 12-month period.

However, we achieve our break-even point by Month 11, and begin generating positive revenue starting in Month 12, with a monthly income of over \$21,000. This trajectory demonstrates a clear and scalable path to profitability, validating the sustainability of the business model beyond the first year.

TOTAL COSTS	\$11,225
-------------	----------

COSTS				
Fixed Costs			Variable Costs	
Area	Concept	Price	Electricity	\$100
AI	Claude	\$20	Other	\$500
AI	X-grok	\$30		
AI	Chat Gpt	\$20		
AI	Deep Seek			
Servers	Vercel	\$20		
Servers	Google Cloud	\$25		
Design	Photoshop	\$20		
Design	Figma	\$20		
Office	Rent BKK	\$300		
Office	Internet	\$50		
MKT	Instagram	\$100		
MKT	X	\$100		

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Community	Airlyft	\$200		
Community	X	\$100		
Raising	VC Funding			
Raising	Doc Send	\$20		
Salaries 1/2	Social Media - PT	\$300		
Salaries 1/2	Designer - PT	\$300		
Salaries 1/2	Smart Contract Dev - PT	\$2,500		
Salaries	Wario	\$4,000		
Salaries	Frontend Dev	\$1,500		
Salaries	Lawyer	\$1,000		
Total Fixed		\$10,625	Total Var	\$600

INCOME PROJECTION				
Price \$	\$21			
Users	Price	Monthly \$	Yearly \$	
1	\$21	\$21	\$252	
10	\$21	\$210	\$2,520	
100	\$21	\$2,100	\$25,200	
1000	\$21	\$21,000	\$252,000	
10000	\$21	\$210,000	\$2,520,000	
100000	\$21	\$2,100,000	\$25,200,000	
1000000	\$21	\$21,000,000	\$252,000,000	

12 Months Projection Users Grow			
mes	cantidad	Tasa de crecimiento mensual	
1	10	52%	0.52
2	15.2		
3	23.104		
4	35.11808		
5	53.3794816		
6	81.13681203		
7	123.3279543		
8	187.4584905		
9	284.9369056		
10	433.1040965		

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11	658.3182267		
12	1000.643705		

REVENUE PROJECTION 1ST YEAR			
	Income	Outcome	Revenue
Month 1	\$210	\$11,225	-\$11,015
Month 2	\$319	\$11,225	-\$10,906
Month 3	\$485	\$11,225	-\$10,740
Month 4	\$737	\$11,225	-\$10,488
Month 5	\$1,121	\$11,225	-\$10,104
Month 6	\$1,704	\$11,225	-\$9,521
Month 7	\$2,590	\$11,225	-\$8,635
Month 8	\$3,937	\$11,225	-\$7,288
Month 9	\$5,984	\$11,225	-\$5,241
Month 10	\$9,095	\$11,225	-\$2,130
Month 11	\$13,825	\$11,225	\$2,600
Month 12	\$21,014	\$11,225	\$9,789
Total	\$61,020	\$134,700	-\$73,679.72

GROWTH PERIOD:

The final section forecasts continued expansion over the following three years, through the end of 2029, and includes projections for required costs and company revenue. Softlaw is projected to generate over \$5 million in revenue by Year 3, positioning the company for a valuation of approximately \$15 million.

REVENUE PROJECTION 2ND YEAR			
	Income	Outcome	Revenue
Month 1	\$25,216	\$11,786	\$13,430
Month 2	\$30,259	\$12,376	\$17,884
Month 3	\$36,311	\$12,994	\$23,317
Month 4	\$43,574	\$13,644	\$29,930
Month 5	\$52,288	\$14,326	\$37,962
Month 6	\$62,746	\$15,043	\$47,703
Month 7	\$75,295	\$15,795	\$59,501
Month 8	\$90,354	\$16,584	\$73,770

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Month 9	\$108,425	\$17,414	\$91,011
Month 10	\$130,110	\$18,284	\$111,826
Month 11	\$156,132	\$19,199	\$136,934
Month 12	\$187,359	\$20,158	\$167,200
Total	\$998,071	\$187,603	\$810,467.47
	Grow Income	20%	0.20
	Grow Costs	5%	0.05

REVENUE PROJECTION 3RD YEAR			
	Income	Outcome	Revenue
Month 1	\$206,094	\$21,166	\$184,928
Month 2	\$226,704	\$22,225	\$204,479
Month 3	\$249,374	\$23,336	\$226,038
Month 4	\$274,312	\$24,503	\$249,809
Month 5	\$301,743	\$25,728	\$276,015
Month 6	\$331,917	\$27,014	\$304,903
Month 7	\$365,109	\$28,365	\$336,744
Month 8	\$401,620	\$29,783	\$371,837
Month 9	\$441,782	\$31,272	\$410,509
Month 10	\$485,960	\$32,836	\$453,124
Month 11	\$534,556	\$34,478	\$500,078
Month 12	\$588,012	\$36,202	\$551,810
Total	\$4,407,183	\$336,908	\$4,070,275
	Grow Income	10%	0.10
	Grow Costs	5%	0.05

REVENUE PROJECTION 4RD YEAR			
	Income	Outcome	Revenue
Month 1	\$646,813	\$38,012	\$608,801
Month 2	\$711,494	\$39,912	\$671,582
Month 3	\$782,644	\$41,908	\$740,735

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Month 4	\$860,908	\$44,003	\$816,904
Month 5	\$946,999	\$46,204	\$900,795
Month 6	\$1,041,699	\$48,514	\$993,185
Month 7	\$1,145,868	\$50,939	\$1,094,929
Month 8	\$1,260,455	\$53,486	\$1,206,969
Month 9	\$1,386,501	\$56,161	\$1,330,340
Month 10	\$1,525,151	\$58,969	\$1,466,182
Month 11	\$1,677,666	\$61,917	\$1,615,749
Month 12	\$1,845,432	\$65,013	\$1,780,419
Total	\$13,831,629	\$605,039	\$13,226,590
Grow Income	10%	0.10	
Grow Costs	5%	0.05	

CONCLUSION

Softlaw's financial plan is solid. With a scalable subscription-based business model, it is expected to become sustainable after 18 months. The first six months will focus on the development of our innovative solution, followed by the first year of market entry, targeting 1,000 users. Given the massive market potential, we are seeking \$1 million USD in funding to execute this business plan and invite you to invest in the future of intellectual property legal protection.

ROADMAP

OVERVIEW

In alignment with the business plan, SoftLaw expects to reach a return on investment (ROI) after 18 months of operation—starting with 6 months of product development, followed by 12 months of active market deployment. The roadmap below outlines the critical milestones planned for each phase.

TIMELINE & KEY MILESTONES

1. Q2 2025 - FOUNDATION & GRANT EXECUTION.

(April - June 2025)

- a. Execute the product development plan in line with the Web3 Foundation (W3F) grant.
- b. Deploy and test Solidity smart contracts on Asset Hub.
- c. Explore cross-chain capabilities to enhance interoperability.
- d. Refine the business plan and litepaper.
- e. Advance UX/UI design, and branding.
- f. Produce educational content for community building.
- g. Secure additional funding through investor outreach and grant follow-ups.

2. Q3 2025 - DEVELOPMENT, AI INTEGRATION & COMMUNITY ENGAGEMENT.

(July - September 2025)

- a. Launch private beta testing and gather detailed user feedback.
- b. Polish product features, improve performance, and iterate UX.
- c. First IP Licensing Initiative, driven by SoftLaw.
- d. Develop and integrate the AI-powered legal agent.
- e. Continue branding enhancement and build an active community engagement strategy.
- f. Launch the Proof of Ownership certificate testing in collaboration with different ecosystem partners (e.g. Unique Network).
- g. Secure additional funding through investor outreach and grant follow-ups.
- h. Improve Smart Contracts and implement precompiles functionalities.

3. Q4 2025 - GO-TO-MARKET, FUNDING & STRATEGIC GROWTH.

- a. Execute a targeted go-to-market strategy and educational campaign.
- b. Expand user base and community through strategic IP licensing initiatives.
- c. Secure additional funding through investor outreach and grant follow-ups.
- d. Form partnerships with NFT marketplaces and Web3 ecosystem projects to scale adoption.
- e. Improve Smart Contracts and implement crosschain functionalities.
- f. Refine the business plan, legal framework, litepaper, and tokenomics.

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4. Q1 2026 - SOFTLAW NFT COLLECTION CAMPAIGN.

- a. PFPs NFT SoftLaw collection.
- b. Launch a dedicated campaign for licensing softlaw collection, tapping into creator and collector communities.
- c. Secure additional funding through investor outreach and grant follow-ups.
- d. Redefine Marketing and Business Plan for 2026.

5. Q2 - Q4 2026 - GROW.

- e. Focus on community growth, and expansion.
- f. Secure additional funding through investor outreach and grant follow-ups.
- g. Leverage viral strategies and community incentives to drive adoption of SoftLaw's IP infrastructure.
- h. Improve Tokenomics.
- i. Offer tools for legal wrapping, co-ownership, and monetization of culturally iconic digital assets.
- j. Partnerships with museums, music records, and IP Creators DAOs.
- k. Redefine roadmap.

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APPENDIX A - TEAM

The team brings a unique combination of legal expertise, blockchain development and entrepreneurial experience, ensuring the successful execution of Softlaw's vision



Mario Andrade - CEO

**Lawyer & PBA HK Founders Track.
Based in Thailand.**

Legal Wizard with more than 7 years of experience in commercial litigation (Mexican jurisdiction) and intellectual property legal procedures.

Contact Information:

LinkedIn: <https://www.linkedin.com/in/mario-mx>

Twitter: https://x.com/wario_mx

Email: wario@soft.law

Johan Duque - Polkadot Developer.

PBA 4 HK Devs Track & Software Engineer

Based in Spain.

With expertise in low-level systems, embedded development, blockchain infrastructure, and cybersecurity. Specialized in cross-compilation, embedded Linux, network security, and performance optimization. Contributed to FOSS projects such as the Linux Kernel and libnl. Experienced in developing custom GNU/Linux distributions, self-hosted infrastructure, and secure networking solutions.

Passionate about free and open-source software (FOSS).

Contact Info:

LinkedIn: <https://www.linkedin.com/in/johandroid>

Twitter: https://x.com/johan_duque

Email: johan.duque@gmail.com



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APPENDIX B - MODEL CANVAS

8. Key Partners <ul style="list-style-type: none"> • Art Collectives • Museums • Art Curators • NFT platforms • Law Firms • Polkadot Community • Content Creators • Famous Artists • Blockchains (Polkadot, Unique Network) • Payment Providers 	7. Key Activities <ul style="list-style-type: none"> • Platform always working • Legally Bind Products and Services. • Smart Contracts Security • Good UX/UI 	2. VALUE proposition <p>SoftLaw is a lawtech platform that provides a cost-effective, accessible, and globally compliant alternative to traditional intellectual property legal services.</p> <p>It offers legal protection and certainty, enabling the safer monetization and streamlined management of IP assets.</p> <p>Our suite of solutions includes :</p> <ul style="list-style-type: none"> • Proof of Ownership Certificates, • Programmable Legal Contracts, • Alternative Dispute Resolution, • AI-powered Legal Assistance. 	4. Customer Relationships <ul style="list-style-type: none"> • Educational Videos (Youtube, Instagram) • Token Incentives • Social Media (Twitter, Instagram, LinkedIn) • Hackathons, • Conferences, • Digital Content (Memes, gifts) 	1. Customer Segment <p>Early Adopters:</p> <ul style="list-style-type: none"> • Degens, • NFT Artists, • NFT collectors, • People that like to test applications, • Polkadot Community. <p>B2C:</p> <ul style="list-style-type: none"> • Builders • Digital Artists • Scientists • Lawyers <p>B2B:</p> <ul style="list-style-type: none"> • NFT Marketplaces • DeSci Apps • NFT blockchains • NFT Games • web3 business, • Law Firms, • IP Marketplaces. 															
9. Cost Structure <ul style="list-style-type: none"> • Staff • A.I. providers (Chat gpt, claude, deepseek, X) • Infra (Vercel, google) • Brand (domain, legal) • Design Tools (Midjourney, Figma, Photoshop). • Content Creators 			5. Revenue Model <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th><th>Certificate</th><th>P. Contracts</th><th>ADR</th><th>A.I. Lawyer</th></tr> </thead> <tbody> <tr> <td>Freemium</td><td>Unlimited</td><td>1 active</td><td>No</td><td>3 calls/day</td></tr> <tr> <td>Premium: • 7 USD / monthly. • 50 USD / year .</td><td>Unlimited</td><td>Unlimited</td><td>1 active</td><td>Unlimited</td></tr> </tbody> </table>			Certificate	P. Contracts	ADR	A.I. Lawyer	Freemium	Unlimited	1 active	No	3 calls/day	Premium: • 7 USD / monthly. • 50 USD / year .	Unlimited	Unlimited	1 active	Unlimited
	Certificate	P. Contracts	ADR	A.I. Lawyer															
Freemium	Unlimited	1 active	No	3 calls/day															
Premium: • 7 USD / monthly. • 50 USD / year .	Unlimited	Unlimited	1 active	Unlimited															
SOFT. LAW																			

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