



# WHITEPAPER

## 1.0

The first Decentralized Autonomous Society (DAS)  
in the world, called Virtual Albania.



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# MISSION AND VISION



## Introduction

Software is eating the world. Throughout many business sectors, companies had to embrace the new status quo and become software companies. We can foresee that the same will happen to sovereign states. They will have to adopt blockchain technology and transform into crypto states – at least those that manage to survive.

Stepping on the principles and success of DAOs in the crypto world, we see the substantial opportunity for a new digital, social, and economic community, uniting all people who are part of the Albanian diaspora – nearly 10 million people<sup>1</sup>.

## What is ViAL?

**We propose the creation of the first Decentralized Autonomous Society (DAS) in the world, called Virtual Albania, or ViAL, that will exist in the Metaverse and connect the Albanian diaspora in real life.**

ViAL is established to progressively become a much more effective environment for economic, social, and cultural life in the Metaverse than traditional public and private institutions in the physical world.

ViAL's economy is driven by its crypto-asset – the ViAL token issued progressively throughout this transition in the next 100 years.

**Settlers – the members of the Society – breathe life into ViAL. We – the founders of the ViAL project – are the First Settlers – like the people who migrated from Europe to North America 500 years ago; we are migrating from Albania as a state to Virtual Albania in the Metaverse.**

Unlike the First Settlers of old times, we have the privilege to create our Decentralized Autonomous Society on top of the greatest invention that enables building digital societies. Blockchain technology is what makes real democracy possible for the first time in human history – all decisions are transparent and based on public proposals and discussions. Cryptography guarantees a fair and secure voting process that reduces corruption and the lack of transparency plaguing traditional states.

## How will ViAL evolve?

ViAL's evolution will be rapid, yet it will take many years to complete the transformation. Every three months, the history of Society will continue in a new Season.

Each Season, the Settlers of ViAL join forces in setting shared goals, proposing projects and ideas, voting, and allocating resources (people and capital from ViAL's

<sup>1</sup> Table of Albanian population

reserves) to accomplish the presented good ideas.

With the launch of the ViAL token, the Settlers vote for the Constitution of ViAL. Season 1 will then officially open. This initial Season will materialize the dream of the First Settlers, launching the initial products benefiting the Society, such as ViAL Voice – the social platform at the heart of ViAL that enables our democracy.

ViAL embodies the true values of democracy. All decisions are transparent, and every single Settler is empowered to propose their suggestions to improve the Society for public discussion and voting.

Guilds of Settlers will begin to form – the Guild of Engineers who build new digital products for the Society; the Guild of Economists and Financiers who manage the ViAL treasury efficiently; Guild of Artists and Storytellers who create the culture of the Society. Every single Settler can start a new, meaningful Guild. Every single Settler is free to be part of, contribute to, and get rewarded by different Guilds aligned with their knowledge, skills, and aspirations.

The creation of projects, which are executed autonomously from the governance of ViAL, helps achieve effectiveness and efficiency in decision making. The big, important decisions are taken with consensus between all Settlers. After allocating the necessary resources, every Guild or project team has the required autonomy to make quick decisions. These decisions remain fully transparent, and the Guild or group is accountable for the results reported in

front of the complete Society at the end of each Season. This becomes a natural way to allocate resources to the most successful projects that yield the most prosperity for the ViAL Society.

After Season 1 comes Season 2 with new proposals for innovations. New public institutions will be created, such as the ViAL Education Hub, training the Settlers to become ready for the new Metaverse world of ideas and technologies; ViAL Launchpad, financing the launch of new innovative business and social projects; ViAL Virtual Gallery, investing in NFTs by Albanian artists and displaying them publicly in front of the Settlers.

Ultimately, all Albanians worldwide can become Settlers in the ViAL Society, completing the transformation to a new network nation with rich cultural, economic, and political activity.

## How will we do it?

Over the last decades, the developments in information and communication technologies have enabled us to share large amounts of data with minimal delay and create new digital experiences that were unimaginable before the advent of the Internet.

The current state of global digital services and transactions is highly dependent on infrastructure owned by central actors, who control and extract value from it, adding unnecessary complexity, costs, and negatively impacting users' privacy.

Today, the blockchain puts us on the brink

of the next step of digital evolution. Not only can we share a lot of information on a global scale but also relay meaningful actions and transact value simultaneously. We do not need to depend on third parties, being the product they monetize in their centralized platforms.

**This is why ViAL is building a virtual society based on the latest and most reliable blockchain technology. ViAL is the place where people and organizations can share stories and information, work together, and take purposeful actions. It is a full-fledged Society that lives online and on-chain, owned by its Settlers, instead of being just yet another application owned by centralized entities.**

We understand that having a place to communicate is not always enough to organize meaningful actions. Cooperating with people or organizations you've only met online requires some level of trust, especially when money is involved. However, with the introduction of decentralized autonomous organizations (DAO), it is now possible to have a virtual and transparent organization where you don't have to trust other people but only the DAO's code.

The DAO model provides the tools for a modern society to collaborate in many ways, from a smaller scale business up to possibly an entire nation applying democratic governance mechanisms through a DAO.

A DAO can decentralize the system of lawmaking – rules and laws come as proposals, which can be submitted to the

DAO governance module. The Settlers would vote securely and privately via a standard mobile or web app. When a new law has been approved through this system, it would automatically be recorded publicly and immutably on the blockchain. No individual would have the ability to manipulate the system. Thus, a proper form of democracy enforced by smart contracts on a public blockchain is now more achievable than before.

## First steps

In a practical sense, ViAL will start as an app for people, businesses, and organizations to interact with each other with minimal friction and a carefully planned economic framework.

Users will be able to share various types of content and react to other users' posts familiarly to what we're used to doing on the internet. Building on that, ViAL will have a marketplace for users and organizations to do business with each other, as well as a discounts and promotions space where companies can offer incentives for loyal users or for specific actions that they can perform (filling surveys, testing features, signing up, etc.). Another feature on ViAL will support users or organizations that wish to crowdfund resources for any idea or start a new business.

These will be the first decentralized applications (dApps) built on ViAL, and this platform will serve as the stepping stone towards creating the Virtual Albania DAS as described above. As the project becomes more decentralized and the

governance is shifted to the DAS model, ViAL will start rolling out tools and laying the infrastructure to allow everyone to create their dApps that leverage the platform. Thus, society will naturally grow the ecosystem to fit the needs of ViAL settlers.

## Market Overview:

There is no shortage of social platforms on the global market, but we have yet to see a social app built with the philosophy of blockchain development in mind. Some crypto-based social platforms have tried and failed to secure a meaningful market share because of various reasons like the relatively low education and user adoption for crypto in general, as well as the sheer dominance of existing social platforms like Twitter, Reddit, etc.

We understand the difficulty of creating a social platform, but we believe that the right way to launch successfully is to create a virtual space where people feel that they'll be heard and seen and that they'll be joining an engaged community, unlike some social platforms which have felt like ghost towns upon launch. With that in mind, we're planning to focus our efforts not only on technological innovation through blockchain but heavily investing in UI/UX and creating an incentive for users to join and bring their friends along.

## Opportunity

### Why are we building it?

Blockchain technology is not yet fully embraced by the Albanian community, which creates opportunities for projects like ViAL. The Albanian diaspora amounts to [9.8 million](#) people, while the GDP of Albania for 2020 has reached \$14.8 billion. It has been steadily growing in the past and seems to continue doing so. We believe that these numbers provide a promising avenue for creating solutions that can capture the entire Albanian community and potentially harness more economic value.

### The current gaps in the space:

- There is no singular "go-to" social network for the Albanian community to share ideas and discuss topics.
- The community lacks a reliable source for educational materials related to blockchain technology in an easy-to-understand language.
- There is no platform for easy exchange of value between businesses and consumers in the form of rewards and promotional discounts in return for exposure and user data.
- The lack of engagement of the Albanian diaspora in the Albanian state and community.

# PLATFORM INTRODUCTION



## Basic Concepts

The project plans on utilizing blockchain technologies which is an intimidating topic for some people. To help with this, we're adding a few brief explanations on the core concepts that the reader needs to be familiar with.

**Blockchain** – To explain it in a sentence, a blockchain is an immutable database that records a ledger of valuable digital assets as well as transactions, deals, and contracts, among other things (based on the particular blockchain). From this single summary, one can endlessly expand and add more specifics, but for the average user, the vital thing to remember is that blockchain is the technology that enables the existence of digital currencies and applications that are not owned by a central party therefore open to potential manipulation.

**Smart Contracts** – The concept of a smart contract is old and has technically existed for a long time before blockchains came into existence. One can argue that a coffee vending machine uses a smart contract in its electronics since it automatically provides a product when the correct input has been received (coin inserted and drink chosen). With that in mind, it is easier to understand smart contracts as they are used within blockchains. It is a code that is

decentralized, transparent, and recorded on an immutable chain. The code will process inputs and provide the programmed outputs, which will also be recorded on the underlying blockchain. In practical terms, this allows us to create self-executing contracts that can automate meaningful actions (like moving valuable assets) without supervision.

**DAO** – Decentralized Autonomous Organization is meant to act like any other organization with a common goal but with the difference of being governed by smart contracts and often incentivized through tokens. The people who participate in a DAO still need to act independently and provide human input as with any other organization. Still, they cannot individually tamper with the programmed code of the DAO.

## The Project in Details

This section will examine the project's ideas and offerings in more detail. However, it is essential to note that the most crucial part of a society is its people. The rest is just technical details. This is why ViAL will always strive to improve and facilitate the open-source code and the individuals and community behind it. We bring this forward because the ideas presented here can be improved over the development process and, more importantly, with the feedback from our community.



## Ecosystem Overview

To facilitate all the needs of a decentralized society, there needs to be a robust framework with various features and systems to ensure that people can communicate, work, and grow together. The vision is for the ViAL Platform to provide the following components :

- ViAL Voice
- ViAL APP
- ViAL Rewards
- ViAL Education Hub
- ViAL Marketplace
- ViAL Launchpad
- ViAL Causes
- ViAL Tourism & Entertainment
- ViAL Vote
- ViAL DeFi Services

Some of these are self-explanatory while the others will need more elaboration. Obviously, there is a lot of work ahead for the ViAL project. This is why we believe that the best approach is to start with a core that can be built reasonably and focuses on communication and education for the community while also laying the seeds for the economic system that is to come.

ViAL Voice will be the first to launch as it will lay the foundation for communication between people. It will be a combination

of a community forum and social media where people can connect, keep up with friends, and find larger communities to participate in and discuss topics. Businesses and organizations will also have a place on ViAL Voice, where they will have specialized profiles and tools to interact with individuals and expand their reach.

A significant part of ViAL Voice is using "ViAL Points," which will reward users for their activity and access to featured discounts and promotions available in ViAL Rewards, as detailed further below.

### Features:

Social forum for open community discussions  
Business tools for companies to interact with their communities  
User rewards and gamification through ViAL Points (more details below)

## Gamification system

To build an engaged community and kickstart the internal economy of ViAL, the platform will utilize a points system across many of its features. The system will reward active community members, which will serve as the foundation for the future economy of ViAL when it moves closer to being entirely decentralized.



ViAL Voice



ViAL Rewards



ViAL Education Hub

Thus, at first, we will focus on the following three components that will be released in parts:

# ViAL MOBILE APPLICATION



Our first app will gather a community of enthusiasts by promoting a healthy lifestyle through a walk-to-earn blockchain model. ViAL mobile application will be available on IOS and Android as a highly user-friendly app that you can download and use even if you don't have an account, although we wouldn't recommend doing so. This is due to our automatic tokenization mechanism, which transforms enjoyment into income by performing specific actions like swiping 'V' once every 24 hours. After each swipe, you will earn credits, which may be converted to ViAL coins and used as standard cryptocurrency in the near future. The ViAL Token generating mechanism is closely connected to your everyday activities. The daily earnings of the 'V' swiping are traced, and you may have an overview anytime by clicking on your profile. ViAL will reward the users based on their engagement with a loyalty program powered by a gamification approach; the more active the user is, the more positive logarithmic earnings will be.

Secondly, as a decentralized platform, ViAL has a distinction and originality that is so creative that it may be considered an intriguing option if you are seeking a decentralized platform to invest in.

Whatever activity you participate in, the most important thing is that you maintain an active lifestyle, and ViAL monetizes your motions and provides additional advantages from them. As a new blockchain project, ViAL offers its customers the possibility to make income from their physical activities using the latest blockchain technology. Furthermore, traffic is seen as a significant detriment to our life due to its impacts on our brain, which cause us to become drowsy, impatient, and unhealthy.

To summarize, the ViAL swiping function and the walking feature are closely intertwined. For each milestone you complete by walking, you will have another opportunity to swipe the 'V' and collect more tokens throughout the day. This process will incentivize users to walk more, thus improving their health, and we, as ViAL, will be able to build a community of committed users who believe in our purpose and want to assist.

**ViAL Rewards** will be another component added to the platform and will plant the seeds for the future ViAL economic ecosystem. ViAL Rewards is where businesses can post special offers and discounts for their loyal users. As already mentioned, users can spend the

ViAL Points that they earned on ViAL Voice and App to get these promotions.

### Features:

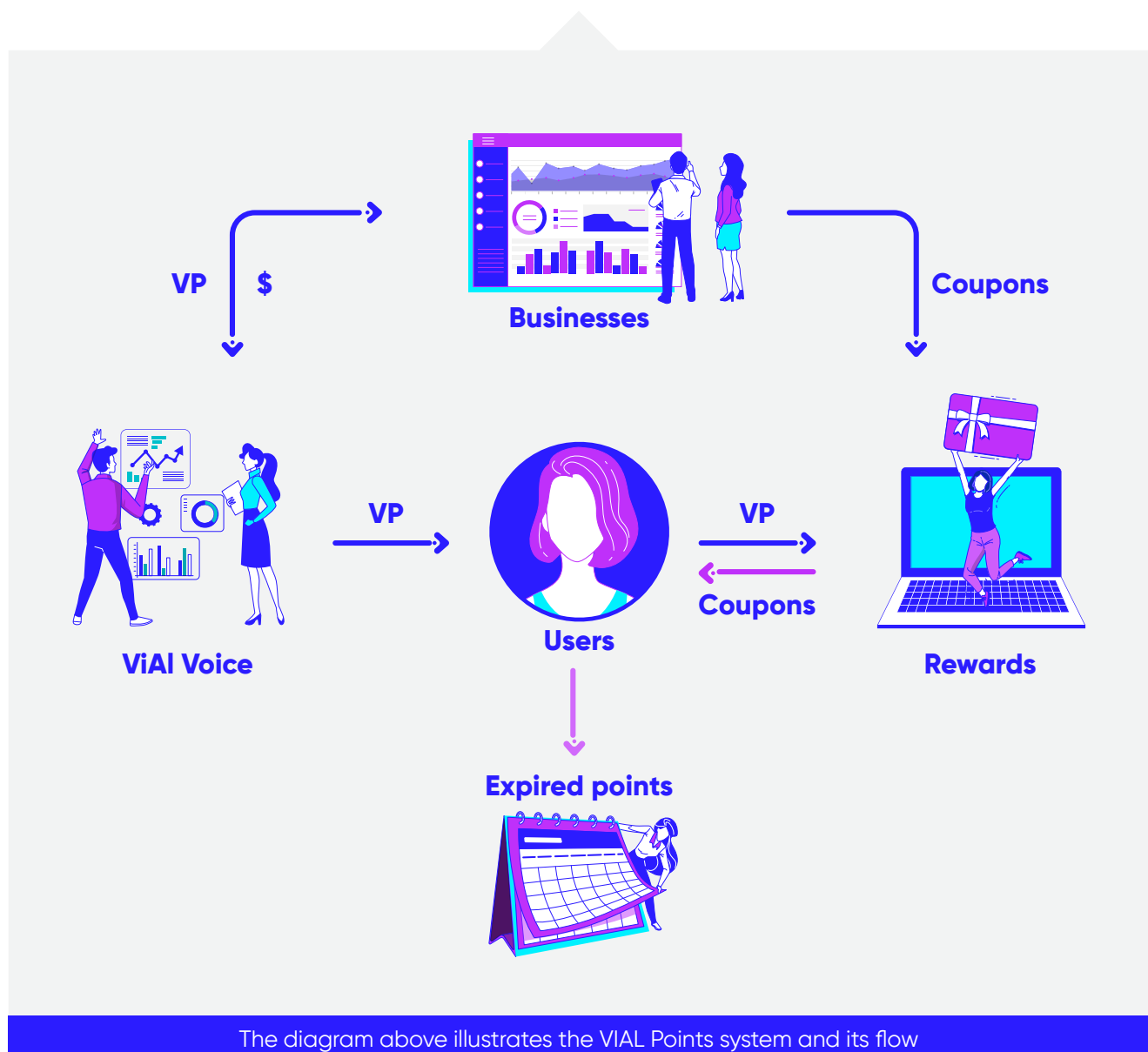
- Marketplace for claiming discount vouchers
- Tools for businesses to launch promotional campaigns to generate more traffic and user awareness.

ViAL Points (VPs) are internal, limitless, freely created, and given away to users for their actions in the platform, such as creating a post, commenting, sharing, voting, and

others. Users can also win VPs just for being logged in the system every day. With VPs, users can unlock special platform features such as fancy avatars, badges, rich media content, anonymous posting mode, etc.

Additionally, ViAL and its business partners can post special deals within the Rewards Center that can be redeemed only with VPs. Business users on the platform can also work towards earning special badges and privileges through their activity on the platform.

The diagram above illustrates the ViAL



Points system and its flow. The rewarding model starts with the businesses that will use ViAL points to create campaigns and issue a number of coupons (for discounted services or products). Then, those coupons are offered to the users via a special type of "reward" post within ViAL Rewards.

Users will be able to use some of their ViAL points to claim the coupons and receive a unique code that can be spent at online or physical stores for a discount or special offers (e.g., free gifts with purchase).

Businesses will have a limited supply of VPs received upon registration in the system. Once they "sell" or claim their coupons, business users need to refill their balance to issue new coupons.

**ViAL Education Hub** is the third core component that will be added to the ViAL platform. The Education Hub is how we plan to help our community with the challenge of blockchain technology which plays an integral role in ViAL's future. The education component will present courses and lessons covering different levels of blockchain topics. More advanced users will also be able to submit content here and receive rewards for their work. A user's level of knowledge and their progress on their learning path will be tracked on the platform, earning them rewards and unlocking certain features within the ViAL ecosystem, like posting original educational content and monetizing it.

## Features:

- A variety of educational resources related to blockchain tech.
- User incentives for active learners
- Monetization opportunity for content creators and educators who can produce new educational materials

## DAO Governance Model

DAOs should not be seen as automatic organizations that can work by themselves.

Behind a DAO, there are still humans who need to cooperate with each other. The DAO brings a level of integrity and transparency that allows these humans to work in a corrupt-resistant environment through smart contracts that hold the organization's rules and the treasury. There is no need for a central authority that controls the treasury and polices the rules through that model. Instead, the group collectively votes and decides where resources are spent and whether rule changes should be made.

ViAL plans for a future where the ecosystem is controlled by such a DAO which is directed by the Albanian community and token holders. At that stage, ViAL hopes to have built a strong foundation and a society behind it that will not only operate with the ViAL ecosystem but act as a cooperation mechanism for the economic engine and voice of Albanians in the virtual world.

The model works by relying on a token-based economy. Users who hold and stake ViAL tokens are the platform's owners and share its revenue. They are also the ones that decide the direction of the project. This formulates a system where the stakeholders are encouraged to propel the organization's interests as they are economically aligned with their interests

## Key Benefits

### Connecting the Albanian diaspora

ViAL seeks to connect the Albanian society under one virtual roof. The ViAL platform will be the place where Albanians can work, collaborate, trade, and communicate with each other no matter where they are.

### A society ruled by its people

Society is defined as a group of people broadly distinguished from other groups by mutual interests, participation in characteristic relationships, shared institutions, and a common culture. No central control can manipulate the ViAL DAO, and it will always follow the community's interests.

### Fair economy and new sources of value

ViAL will build an environment where people can extract the real value from their efforts. Having a transparent and largely autonomous economic system through blockchain limits the bad actor's ability to exploit the honest people in the market. Additionally, ViAL's ecosystem and the blockchain infrastructure will bring new sources of value to society.



# TECHNOLOGY



## Technical Considerations

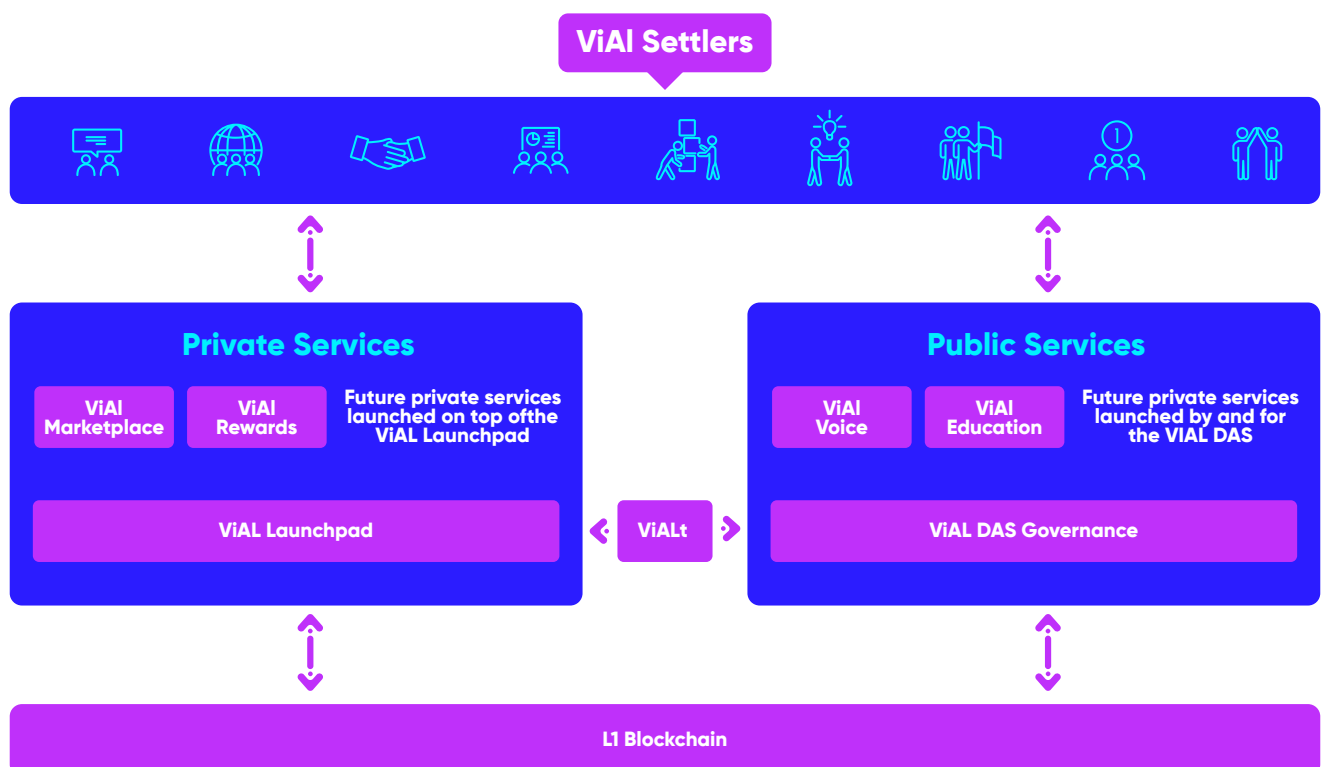
The long-term vision for ViAL is to operate as a fully decentralized, censorship-resistant network society. Unfortunately, despite the current advancements of blockchain technologies, there is still no fully mature decentralized/Web3 technology stack that can fully enable us to build our vision. Therefore, we plan to start with a more centralized architecture using modern open source components to develop our collaboration platform and progressively decentralize them as more proven Web3 stack components become available.

## Blockchain and Token

The final version of the platform, will run on a public blockchain powered by a native

token and a system of smart contracts that work together to decentralize and automate most of the platform operations and, more importantly, to form a DAO.

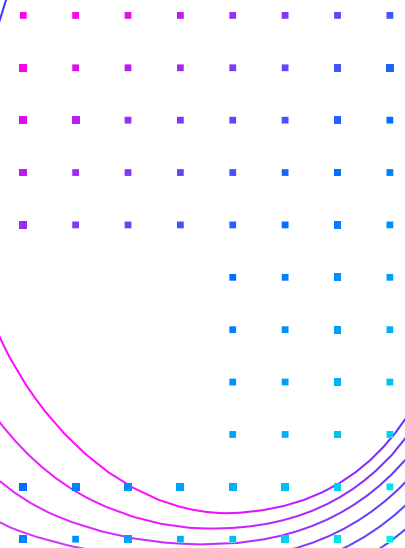
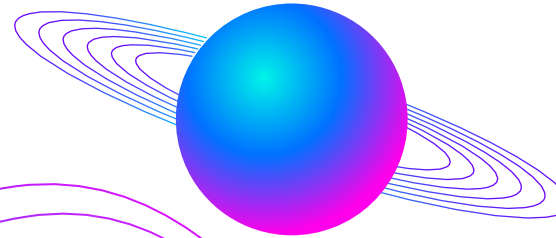
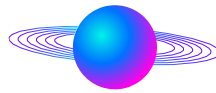
We are currently considering what the most suitable blockchain to power ViAL is. Today, most DAOs run on top of Ethereum, but we see more examples on other chains. As we would like to build ViAL as an equitable economic system that empowers its Settlers to create new products and services for the society, we are reviewing projects such as Solana, Algorand, and Cosmos ecosystem as possible foundations, but we also want to make sure that we can achieve true decentralization of all society functions in the process.



## Third-party Integrations

We plan to enable third-party integration with other services outside of the VIAL ecosystem that provides value to its Settlers. Here are two examples:

- Web2 and Web3 identity services  
the VIAL Settlers can create their pseudonymous profile and secure it with their existing preferred authentication mechanism, whether it's Web2 (e.g., social networks) or Web3 (e.g. crypto wallet).
- Payments and other financial services  
VIAL will not exist in isolation within the global Metaverse. Therefore, it will certainly integrate via bridges to existing financial services. Some examples may include (the list is preliminary) traditional financial rails for on-ramp and off-ramp, Lightning Network for global payments, DeFi protocols for external funding, and more.





# ECONOMY



## General economic direction

ViAl will rely on a crypto token to be used as a general vehicle of value within its ecosystem and a governance token that will put the control over the project to everyone who has "skin in the game."

ViAl's end vision has a monumental scale, and this is why there must be a carefully designed plan for its future. Thus, we've laid out an issuing schedule for the next 100 years, which will control the release of ViAl tokens into circulation and continuously provide some resources for the development and growth of the project.

Of course, the token will be the main backbone of the governing process behind the DAS, as already detailed. This means that token holders will be the ones to vote on all decisions within the organization, including feature proposals, system changes, and funds handling. In other words, the DAS will have the option of molding their future to be constantly aligned with the organization's goals.

Governance will not be the only function of the token. As shown, ViAl intends to build a large ecosystem of services, and, of course, the DAS can decide to include even more new features in the future. With many of those outlets, the ViAl Token can be an economical vehicle for a fair and

19% of all tokens will be sold on various sales to kickstart the early development of the project and "set the table" for when ViAl transitions into a DAO model. The rest of the tokens are either supporting the early contributors of the project or will be used towards the growth and the development of the ecosystem.

The ViAl token's distribution will use vesting schedules that go up to 5 years until they're fully unlocked for team members and advisors, while the ecosystem portion will be gradually distributed for the next ten years.

Nearly half of all tokens will be distributed to active participants of ViAl's Decentralized Autonomous Society (shown as "DAO Community" in the table above). That distribution is scheduled to unlock quarterly over the next 100 years.

Naturally, we've also set aside some tokens to be used for more immediate purposes, such as marketing and creating a liquidity program that incentivizes token holders who provide liquidity for ViAl tokens on the market.

transparent exchange of value, reducing transaction friction with many of those outlets.



# FUTURE PLANS



## Future Vision

We are eager to show our vision of the future to everyone. We understand that it involves a lot of things working together, which is sometimes difficult to imagine fully.

To help us illustrate it better, let's imagine the following scene. Rion wakes up in his apartment. The year is 20XX. Sun rays are peeking through the window blinds, and the sound of children playing can be faintly heard from outside. It is a beautiful day in Tirana.

Rion goes through his morning ritual and finally sits down to enjoy his coffee. Time to check what's going on in the Metaverse. Rion loads up the VIAL app and navigates to VIAL Voice, the place where everything is discussed. One of his friends posted a thread asking for user opinions about a particular car model. Rion used to have a car like that, so he quickly types up some advice, but that's not what he really was interested in. He opens up the #Tirana tag and looks for that thread he was following the day before. There was a proposal to fund a green energy project for the city, but the vote was indecisive as many people disagreed with that plan. Rion is an expert on renewable energy, so yesterday, he took the time to comment on the proposal with his idea of improving the plan. Today he sees that many people have agreed with him, and the proposal was updated to include his ideas which moved the vote towards getting passed.

Rion takes a sip of his coffee and listens to the children outside. He thinks of the future for a while but then remembers something. He checks his VIAL wallet and finds that the community has rewarded him a fair bit of tokens through the platform for his contribution.

This calls for a small celebration. Rion goes back to VIAL Voice and contacts one of his friends to see a movie. While he waits for an answer, he moves to the Marketplace and looks for the current offers. Perfect, there is a "two for one" promotion at the local cinema. His friend messaged back to say that she'll come if they go for dinner after that.

It is a beautiful day in Tirana.

## Overall Plan

The VIAL team will be heavily focusing on three areas of activity in its first year:

### Education in blockchain and cryptocurrencies for the Albanian community

There is not a lot of quality awareness for anything related to blockchains within the Albanian community. To achieve its larger goals, VIAL must prioritize activities to help the community learn and understand these new technologies. This means that VIAL will organize and sponsor real-world events like seminars and meet-ups as well as create accessible and comprehensive educational

materials within its Education Hub. All with the goal of helping the Albanian community transition to the new decentralized world of possibilities.

### **Business development and marketing**

We recognize the monumental effort needed to create a decentralized society. The best way to make our plans a reality is to establish partnerships and cooperate with companies or organizations that share our beliefs. Our business development team will start by looking for interested parties who can share the costs of our education campaign. Additionally, we will seek to onboard businesses to our platform to expand their marketing reach and attract new customers.

Aside from domestic actors, our team will also look for partnerships and integrations in the broader crypto space, collaborating with popular DAOs, DeFi services, NFT galleries, etc.

### **Community building for VIAL Voice**

There would be no point in attracting businesses to the platform if there are no individual users in it. The opposite also holds true, which is why VIAL must also attract individuals and hype up a positive community that can help us grow even further. For this, VIAL will focus upfront on shaping an influencer marketing strategy (with "serious & qualitative profiles" and crypto enthusiasts) to reach a wider audience and grow our brand exposure.

In terms of technology, the VIAL project will kick things off with the release of an MVP version of its ecosystem, which will go through a couple of significant updates before VIAL introduces the DAO model that

will decentralize the governance of the project and the community will then steer its future that lies beyond this paper.

## **The Next Ecosystem Components/Features**

There are many features planned for the VIAL ecosystem, which is why careful planning is essential. After the MVP is launched, VIAL will focus its development efforts on the following two components:

### **Launchpad**

The idea behind creating a decentralized autonomous society is not just for making a digital administration or governance. We believe that the VIAL DAS can make the VIAL society grow and expand into new ventures without facing the struggles of bureaucratic centralized structure and authority.

This is why VIAL will release a business launchpad where people can connect and share resources and ideas towards a common goal or, in other words, to organize businesses together. Through the launchpad, people and teams could present an idea or a plan for a project and seek resources from a crowdfunding campaign, all organized within the VIAL platform and enforced by smart contracts.

### **Marketplace**

Creating new businesses and forming novel projects is only half of the work in our eyes. For the virtual society to work fully, there must be a free-flowing economy for people and organizations to exchange and trade goods and services. To allow this, VIAL will introduce a marketplace where goods and services can be posted and

exchanged. It will serve as an intermediary between buyers and sellers and feature special offers from partnering businesses. It will support an internal payment system through crypto, reducing transaction

friction and eliminating censorship. The marketplace will strive towards gathering as many sellers with various products and services under one roof, which is currently not available in Albania as an offering.

## HOW WAS THE IDEA FORMED?

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Funnily enough, the root of the entire project is the parking space problem in Tirana. A group of friends discussed this problem and concluded that the only way to fix it was for the community to communicate and cooperate. This led to the idea of a forum where everyone could express their opinion

and search for solutions together. With VIAL, people in Tirana could openly discuss the issues behind the parking space problem and find the correct resolution. With the current Web3 and blockchain space development, this seed grew larger and became the Decentralized Autonomous Society.



# Roadmap

## 2021 Q4 Start

- Starting
- Preparation
- Forming a team
- Marketing & Brand Awareness
- Building a plan for the year 2022
- Reviewing and revising the Whitepaper

## 2022 Q1 - Q2 Research & Beta

- Team Education
- VIAL Voice infrastructure;
- VIAL Voice Prototype Beta Launch;
- VIAL App Infrastructure;
- Content Preparation for VIAL forum;
- Raising Private Round

## 2022 Q3 - Q4 Development

- Raising the first Private Round
- VIAL App v.1.0 Release
- Gamification & Tokenization module
- Massive User Growth for VIAL
- VIAL Voting Implementation
- Raising the second Private Round
- Revisioning and adding new features to VIAL App
- Decentralized Identity (d-ID) integration with VIAL
- Preparing for public auction (IDO)

## 2023 Q1-Q2

- Further decentralization of VIAL App
- Business development
- Fostering partnerships with global key actors in the industry
- Preparing for the launch of the VIAL protocol

# VIAL COMMUNITY



VIAL community is expected to be the biggest community in Albania as the first decentralised initiative based on the people. We aim to grow into a diaspora community with a massive growth marketing strategy. VIAL is going to make sure that every one's voice is heard. VIAL will be an online "meeting place" for Albanians where community members may debate, share knowledge, and connect with others about a variety of blockchain issues that they are interested in addressing.

We seek to educate and maintain the VIAL team and members in the best possible way by ongoing webinars, podcasts, social media participation, and VIAL Voice so that they have a better grasp of Metaverse. Blockchain, NFT, Dao, and a slew of other critical components. Because we are a decentralized community, every decision will be fair, transparent, and people-centered.

In terms of customer experience, VIAL is a sort of self-service assistance in which clients may solve their problems without having to call a service person or seek for incredibly detailed information on the internet. People want to solve riddles for themselves, which is why VIAL will provide articles of 90 words or less written by the VIAL Content Team, a group of highly skilled individuals who

will ensure that material is simplified and carefully handled for the readers.

Our efforts are targeted at amplifying the voices of VIAL members and communities wherever decisions affecting the future of our economic system are made. Community Catalyst helps state and local user activist groups engage in such conversations. Theoretical approach, counselling, decision-making- making, and community organizing support are among the technical services we offer. We are collaborating to establish a network of VIAL-sits devoted to establishing a more equitable and responsive education and networking system.

A very important strategy will be the VIAL Chapter Channels, in Albania or elsewhere in the planet, where certain people may get authorised to join VIAL to become brand ambassadors with their referral code and to manage their community in their home country. VIAL will support its fellows by providing a budget to better shape their country-chapter and provide excellent results.

# FOUNDING & ADVISORY TEAM



## TEAM

### **Dorian Kane** **Community Manager**

Dorian is an entrepreneur-minded developer, who came a long way from JS developer to managing teams and building projects for international markets. Across the way, he has gained experience from programming, marketing, managing people, crafting the business models, and therefore, he has insights from different points of view on building online products/services. Over the last 5 years, he has had experience in online R&D for Dapps, web applications, Crypto projects on designing products.

### **Dritan Spaho** **Administrator**

Dritan is a senior administrative clerk with ten years of experience working for a US-based company's leadership. He is in charge of Human Resources in ViAL and other US administrative operations. All document infrastructure is managed by Dritan as a dedicated professional administrator, who started establishing ViAL in 2021 in USA and is continuously monitoring the team's KPIs. Dritan is a formidable force in the company, inspiring others to work hard and succeed. His real estate investments have taught him to be very tenacious in his decision-making.

### **Ermal Aliraj** **Chief Technology Officer**

Ermal Aliraj has a master degree in computer science at University of Florence. Currently working for the European Commission as Software Architect. Ermal has 14+ years of experience in IT working in multiple sectors like pharmaceutical, banking, transportation, telecommunications and legal. He is currently completing a Postgraduate at university of Leuven in Big Data and Analytics. Ermal built his first startup in 2012 and since then he always finds the time to help startups solidify their IT ecosystems and build their MVPs.

### **Erion Maxhari** **Project Assistant**

An experienced bank manager with great know-how and hands-on card payments, digital payment instruments, system integrations, and numerous experiences in bank projects. High skills in project management and a great team accelerator in complex mobile app projects delivering reliability. Erion reads a lot for big data in his free time, and he considers that as his biggest hobby, Machine Learning and Machine Vision. Excellent programmer in R Language and Java. Loves empowering people!



### **Evi Spaho** **Early Investor & Advisor**

His experience relies on the United States and Albania, a 15-year-old self-made entrepreneur. Angel investor with a strong interest in innovative technologies, especially blockchain. Evi is an expert in the field of international business and investments. He wants to give his passion and professionalism to VIAL in order for it to become the finest decentralized community startup in Albania and the Balkans.

### **Eklind Vejsiu** **Art and Creativity Director**

Eklind takes care of visual aesthetics for the VIAL brand. He brings to us more than 15 years of experience as an Integrated Art and Creative Director. Graduated in Visual Arts in Milan – Italy, Eklind's client experience has ranged from telecommunication companies like Vodafone, Albtelecom, big financial institutions and everything in between. His mission is to conceptualize innovative and attractive design every day. Through VIAL his goal is to spread knowledge with a unique demonstrated design.

### **Gerti Rrotani** **Marketing & Performance Analyst**

A digital marketer, online strategist, and Economics and Communication of Management and Innovation MSc student, studied in Albania and in Italy. A self-motivated, hardworking professional, who pays attention to detail, with hands-on experience in marketing, social media, and communications. A quick learner, with a curious, open, creative mind, positive attitude, and an aptitude to work well under pressure.

### **Henri Ndreca** **Crypto Strategy Lead & Chief Content Editor**

Enthusiast, consultant, and independent investor in crypto since 2017 where he co-organized local blockchain events under "Blockchain Western Balkans", the only association of its kind in Tirana at the time. Translated "The Bitcoin Standard" in the Albanian language along with the publication of his Bachelor and MSc thesis that introduced academia to crypto-economics, smart contracts, defi, etc. A regular guest in the media regarding crypto topics, while consulting early-stage crypto startups.

### **Kevin Caco** **Business Analyst**

Kevin Caco is working as a business analyst for VIAL. He graduated from LCC International University, Lithuania with a degree of International Business Administration. His daily tasks, regards conducting financial analysis of revenue streams, liabilities and companies assists. Furthermore, he also participates in research & development projects as a consultant in crypto design and blockchain systems. Aside from Vial, he is also involved in the banking sector as I am Operational and Product Development Specialist in First Investment Bank Albania. Kevin also shares a passionate interest in Investing, Financial Analysis, FinTech, Blockchain Tech.

## **Maria Shahamova**

### **Chief Strategy Officer & Quality Assurance**

Graduated from New Bulgarian University with a degree in information technology. An extremely well-planned business-oriented engagement. Worked as a quality assurance and product manager on a few software projects. She is the Founder of an IT Academy in Albania, with Teachers from Bulgaria, after working in the software industry for a few years. She believes that Albania will be the next developed software country in Europe, with a large number of software engineers.

## **Judoris Merkaj**

### **Chief Marketing Officer**

Experienced Communication Specialist with a demonstrated history of working in project development and marketing. Skilled in Communication Strategy, Content Marketing, Coordination, Marketing Strategy and other online media tools. Strong media and communication professional with a Master of Economics and Communication for Management and Innovation from La Sapienza University. The last years she has been devoting totally to helping businesses make their marketing more human while providing a modernized content strategy!

## **Rubin Velçani**

### **IT & Operations and Quality Assurance**

An inspired tech enthusiast with a broad experience in UX design, software development and quality assurance. Rubin graduated at University of Tirana with a Bachelor in Business Informatics, and continued his career in software development. Driven by his critical thinking and attention to detail as well as his hands-on approach in every sector of the development lifecycle, Rubin is eager to continue his growth as a tech adviser.

## **Valentin Çela**

### **Project Manager & Communication Officer**

Valentin Cela has a Bachelor of Science in BA and a Master of Science in Accounting and Auditing at University of Tirana. Valentin is now serving as an assistant professor in the Faculty of Economy and an assistant lecturer in the Faculty of Economy, Business, and Development at the European University of Tirana. Valentin Cela has 7 years of experience in the startup entrepreneurial ecosystem in Albania. Valentin is the founder of Tirana's Start-Up City. Valentin is the Albanian representative for Yes Europe and the International Day of Creativity. He strives to foster innovation and create possibilities for young people's creative ideas.

## **Xhesi Shehaj**

### **Market Risk Specialist**

Market risk specialist with the ability to gather information and maximize potential data usage. Cryptocurrency analyst, advisor and trader. Business manager with a specific focus in analyzing and reporting financial statements. Seeking to prepare knowledge and skills to increase organizational efficiency.



### **Zhivko Angelov** **Dev Ops**

Zhivko is a Blockchain and DeFi enthusiast with over 19 years of professional experience as a visionary data, BI, and AI expert. He has worked as a digital transformation consultant in the financial services industry for many years. Zhivko has extensive expertise implementing Blockchain, Mobile Wallet, CBS, CRM, and DWH projects. Zhivko is a project manager with certification. Zhivko has over 12 years of experience in managerial positions and around 3 years of international experience in the tech industry and he is very enthusiastic to be part of VIAL and give his expertise.

# ADVISORS



### **Wu, James** **Former General Consul of Publicly Traded Investment Bank** **Traded on NASDAQ National Market. Currently Managing Member of** **Bear Ventures and Owner of Bali Bay Resort.**

Graduated from Georgetown University with a bachelor's degree in finance and a law degree from Washington University. Working on Wall Street is his daily occupation. Multimillionaire who made his fortune on his own. Actively investing, notably in crypto, where he has made more than \$75 million. In bear enterprises, he is the main partner. The company owns about 1500 investment apartments and resorts. Committed to the next major round Vial has received a startup investment. James is the general counsel of a NASDAQ national market publicly traded investment bank.



### **Dean Celaj** **Harvard Alumni, Entrepreneur, Founder of [akademia.al](https://akademia.al).**

Dean Çelaj, has won the first Startup Award at Harvard University, since graduating from BSc Information Management for Business in 2021, he launched his start up [akademi.al](https://akademia.al) – an e-learning platform for schools in native Albanian language with over 500,000 registered users.



### **Gentjan Progni** **Webmaster, Founder of [aplikacione.com](https://aplikacione.com)**

Experienced Webmaster with a demonstrated history of working in the information technology and services industry building key applications in the domestic market. Skilled in Search Engine Optimization (SEO), PSD to Wordpress, PhoneGap, PHP, and C++. Strong engineering professional graduated from Universiteti Politeknik i Tiranës.



### **Gerti Boshnjaku** **CEO & Founder of New Media Group**

Gerti is CEO and Founder of New Media Group; A Marketing Communications company specialized in Design & Development of Online Solutions, Websites, Applications and Digital Media. His career includes 18+ years of experience in the Marketing and Advertising industry, working in well-known companies in Albania and managing the business operations of his own company, which he founded in 2009. Recently he is leading AlbaniaTech, the first startup database ecosystem in Albania.



### **Fabiola Duro** **Founder of Invest**

An accomplished individual with 15 years of experience focused on national and international economic developments for startups, MSMEs, SMEs, and Corporates. With in-depth knowledge of innovation research, project implementation, and business strategy development, she is able to work as a B2B, G2B consultant, lead business designer, and innovation mentor.



### **Eglent Bici** **Entrepreneur, Public Speaker, Co-Founder of Mei Realty**

Entrepreneur with over 12 years in the Albanian market focused mainly in the field of Real Estate with his company Mei Realty. During his experience Eglent has assisted in about € 100,000,000 in transactions. He is a trainer at the School of Public Administration. He is also the representative of Success Resources for Albania, Kosovo, Macedonia & moderator of SuperVlera podcast.



### **Dritan Mezini** **Entrepreneur, CEO of DM Consulting**

Senior consultant and Managing Director at DM Consulting Services has a great expertise in Project Management as well as the development, implementation and assessment of IS systems as a result of over 18 years hands-on experience in IT consulting in several countries.



### **Erich Dylus** **Legal Engineer at API3**

Attorney, legal engineer for API3 and LexDAO, and Solidity coder. Prior law firm experience in domestic and international secured asset and aviation finance, general equipment leasing and loans, securitizations, and aviation regulatory compliance.



# CONSIDERATIONS >>>

## Risks

### Uncertain Regulations.

There is no clarity behind the regulatory landscape for using blockchain technology, cryptocurrencies, and smart contracts for businesses. The project's progress can be hindered with future regulation developments that include these considerations.

Development issues. There is the risk of failure to develop the ecosystem of products or implement them as initially proposed.

### Security weaknesses.

Malevolent third parties can target the VIAL project in a range of ways to disrupt its development or seize valuable assets. Additionally, there is a risk of weaknesses planted (even unintentionally) into the project infrastructure by members of the project team.

**Other risks.** The outlined risks in this document are not exhaustive, and users of the project and holders of any digital assets issued by VIAL are always a subject of various risks, including ones that cannot be anticipated by VIAL. Full due diligence is always recommended to users before they decide to use a product, participate in an organization, or hold a digital asset related to the VIAL project.

## Key Challenges

### Technology.

The blockchain space is evolving so fast that by the time a product is developed, the market might have outgrown the technology it is built on.

**Marketing.** Building a virtual society heavily relies on actually having people in it. User experience. Attracting people to try your product is one matter. Getting them to stay is entirely different and depends on the UX and the value that you provide to users.

### Creating a strong local community.

Education of the community around blockchain and crypto is crucial for this project's success since VIAL plans to tokenize Albanian communities. Without proper education and awareness of VIAL's benefits to local users, we will lack the necessary support and excitement to keep building and gaining adoption.

**Information problem.** The large majority of people are still uninformed about blockchains and cryptocurrencies. Educating them involves not only creating accessible materials but also convincing people to start learning in the first place.

**Negative bias.** There is a persistent issue with many people being prejudiced against anything related to crypto. We believe that the reason for this is twofold. On the one

hand, the crypto space is still young, and many of the teams working within it are still figuring out the best practices to fully utilize the potential of blockchain tech. This uncertainty has also allowed many malicious actors to exploit the situation for their benefit, which is why we have seen numerous examples of hacks, scam projects, and convoluted frauds occurring in the space.

## Glossary of Terms

### VP

VIAL Points. Many actions within the VIAL platform will reward these points, which represent a user's activity level and are used for unlocking bonuses within the platform or for redeeming special rewards.

### DAO

Decentralized Autonomous Organization. A DAO is a type of organization governed through programmed and immutable rules

that are hosted on a blockchain and are therefore not controlled by a central party and are resistant to manipulation.

### Metaverse

A term that encompasses everything related to the concept of a virtual world that exists alongside our "offline" world and allows us to connect and interact in new ways. Metaverse can be discussed alongside augmented reality, virtual reality, artificial intelligence, and other technologies.

### MVP

Minimum Viable Product. This term is commonly used to describe the first iteration of a product that is built with the philosophy to offer the maximum amount of value with minimal effort. In other words, an MVP is usually a product release that includes only essential features.



# DISCLAIMER



PLEASE READ THE ENTIRETY OF THIS "DISCLAIMER" SECTION CAREFULLY. NOTHING HEREIN CONSTITUTES LEGAL, FINANCIAL, BUSINESS, OR TAX ADVICE. YOU SHOULD CONSULT YOUR OWN LEGAL, FINANCIAL, TAX, OR OTHER PROFESSIONAL ADVISOR(S) BEFORE ENGAGING IN ANY ACTIVITY IN CONNECTION HEREWITH. VIRAL SOLUTIONS LLC (THE COMPANY), ANY OF THE PROJECT TEAM MEMBERS (THE VIAL TEAM) WHO HAVE WORKED ON THE VIAL PROJECT (AS DEFINED IN THIS DOCUMENT) IN ANY WAY WHATSOEVER, ANY DISTRIBUTOR/VENDOR OF VIAL TOKENS, INCLUDING WITHOUT LIMITATION VIAL DISTRIBUTOR (THE DISTRIBUTOR), NOR ANY SERVICE PROVIDER SHALL BE LIABLE FOR ANY KIND OF DIRECT OR INDIRECT DAMAGE OR LOSS WHATSOEVER WHICH YOU MAY SUFFER IN CONNECTION WITH ACCESSING THIS WHITEPAPER, THE WEBSITE AT [HTTPS://VIAL.COMMUNITY](https://vial.community) OR ANY OTHER WEBSITES OR MATERIALS PUBLISHED BY THE COMPANY.

## Project purpose

All contributions will be applied towards advancing, promoting the research, design, and development of, and advocacy for the decentralized autonomous society, based on DAO practices that will extend to form an ecosystem of services under the VIAL name. The Company, the Distributor, and their respective affiliates would develop, manage and operate the VIAL project. The Company is acting solely as an arms' length third party in relation to the VIAL tokens sale, and not in the capacity as a financial adviser or fiduciary of any person with regard to the sale of VIAL tokens.

## Nature of the Whitepaper

The Whitepaper and the Website are intended for general informational purposes only and do not constitute a prospectus, an offer document, an offer of securities, a solicitation for investment, or any offer to sell

any product, item, or asset (whether digital or otherwise). The information may not be exhaustive and does not imply any elements of a contractual relationship. There is no assurance as to the accuracy or completeness of such information and no representation, warranty, or undertaking is or purported to be provided as to the accuracy or completeness of such information. Where the Whitepaper or the Website includes information that has been obtained from third party sources, the Company, the Distributor, their respective affiliates, and/or the VIAL team have not independently verified the accuracy or completion of such information. Further, you acknowledge that circumstances may change and that the Whitepaper or the Website may become outdated as a result; and neither the Company nor the Distributor is under any obligation to update or correct this document in connection therewith.

## Token Documentation

Nothing in the Whitepaper or the Website constitutes an offer by the Company, the Distributor, or the VIAL team to sell any tokens (as defined in the document) nor shall it or any part of it nor the fact of its presentation form the basis of, or be relied upon in connection with, any contract or investment decision. Nothing contained in the Whitepaper or the Website is or may be relied upon as a promise, representation, or undertaking as to the future performance of the VIAL project. The agreement between the Distributor (or any third party) and you, in relation to any sale, purchase, or other distribution or transfer of VIAL tokens, is to be governed only by the separate terms and conditions of such agreement.

The information set out in the Whitepaper, and the Website is for community discussion only and is not legally binding. No person is bound to enter into any contract or binding legal commitment in relation to the acquisition of VIAL tokens, and no virtual currency or other forms of payment are to be accepted on the basis of the Whitepaper or the Website. The agreement for sale and purchase of VIAL tokens and/or continued holding of VIAL tokens shall be governed by a separate set of Terms and Conditions or Token Purchase Agreement (as the case may be) setting out the terms of such purchase and/or continued holding of VIAL tokens (the Terms and Conditions), which shall be separately provided to you or made available on the Website. The Terms and Conditions Documentation must be read together with the Whitepaper. In the event of any inconsistencies between the Terms

and Conditions and the Whitepaper or the Website, the Terms and Conditions shall prevail.

## Deemed Representations and Warranties

By accessing the Whitepaper or the Website (or any part thereof), you shall be deemed to represent and warrant to the Company, the Distributor, their respective affiliates, and the VIAL team as follows:

In any decision to purchase any VIAL tokens, you have shall not rely on any statement set out in the Whitepaper or the Website;

You will and shall at your own expense ensure compliance with all laws, regulatory requirements and restrictions applicable to you (as the case may be);

You acknowledge, understand and agree that VIAL tokens may have no value, there is no guarantee or representation of value or liquidity for VIAL tokens, and VIAL tokens are not an investment product including for any speculative investment;

None of the Company, the Distributor, their respective affiliates, and/or the VIAL team members shall be responsible for or liable for the value of VIAL tokens, the transferability and/or liquidity of VIAL tokens and/or the availability of any market for VIAL tokens through third parties or otherwise; and

You acknowledge, understand and agree that you are not eligible to purchase any VIAL tokens if you are a citizen, national, resident (tax or otherwise), domiciliary and/or green card holder of a geographic area or country (i) where it is likely that the sale of VIAL tokens would be construed as the sale of a security (howsoever named),



financial service or investment product and/or (ii) where participation in token sales is prohibited by applicable law, decree, regulation, treaty, or administrative act (including without limitation the United States of America, Canada, New Zealand, People's Republic of China (but not including the special administrative regions of Hong Kong and Macau, and the territory of Taiwan, Thailand, and the Socialist Republic of Vietnam); and to this effect you agree to provide all such identity verification document when requested in order for the relevant checks to be carried out. The Company, the Distributor, and the VIAL team do not and do not purport to make, and hereby disclaims all representations, warranties, or undertaking to any entity or person (including without limitation warranties as to the accuracy, completeness, timeliness, or reliability of the contents of the Whitepaper or the Website, or any other materials published by the Company or the Distributor). To the maximum extent permitted by law, the Company, the Distributor, their respective affiliates, and service providers shall not be liable for any indirect, special, incidental, consequential, or other losses of any kind, in tort, contract, or otherwise (including, without limitation, any liability arising from default or negligence on the part of any of them, or any loss of revenue, income or profits, and loss of use or data) arising from the use of the Whitepaper or the Website, or any other materials published, or its contents (including without limitation any errors or omissions) or otherwise arising in connection with the same. Prospective purchasers of VIAL tokens

should carefully consider and evaluate all risks and uncertainties (including financial and legal risks and uncertainties) associated with the sales of VIAL tokens, the Company, the Distributor, and the VIAL team.



### **Informational purposes only**

The information set out herein is only conceptual and describes the future development goals for the VIAL project to be developed. In particular, the Whitepaper project roadmap is being shared to outline some of the plans of the VIAL team, and is provided solely for INFORMATIONAL PURPOSES and does not constitute any binding commitment. Please do not rely on this information in making purchasing decisions because ultimately, the development, release, and timing of any products, features, or functionality remains at the sole discretion of the Company, the Distributor, or their respective affiliates, and is subject to change. Further, the Whitepaper or the Website may be amended or replaced from time to time. There are no obligations to update the Whitepaper or the Website or to provide recipients with access to any information beyond what is provided herein.

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Website does not imply that the applicable laws, regulatory requirements, or rules have been complied with.

### **Cautionary Note on forward-looking statements**

All statements contained in this document, statements made in press releases or in any place accessible by the public, and oral statements that may be made by the Company, the Distributor, and/or the VIAL team, may constitute forward-looking statements (including statements regarding intent, belief or current expectations with respect to market conditions, business strategy and plans, financial condition, specific provisions, and risk management practices). You are cautioned not to place undue reliance on these forward-looking statements given that these statements involve known and unknown risks, uncertainties, and other factors that may cause the actual future results to be materially different from that described by such forward-looking statements, and no independent third party has reviewed the reasonableness of any such statements or assumptions. These forward-looking statements are applicable only as of the date indicated in the Whitepaper, and the Company, the Distributor, as well as the VIAL team, expressly disclaim any responsibility (whether express or implied) to release any revisions to these forward-looking statements to reflect events after such date.

### **References to companies and platforms**

The use of any company and/or platform names or trademarks in this document (save

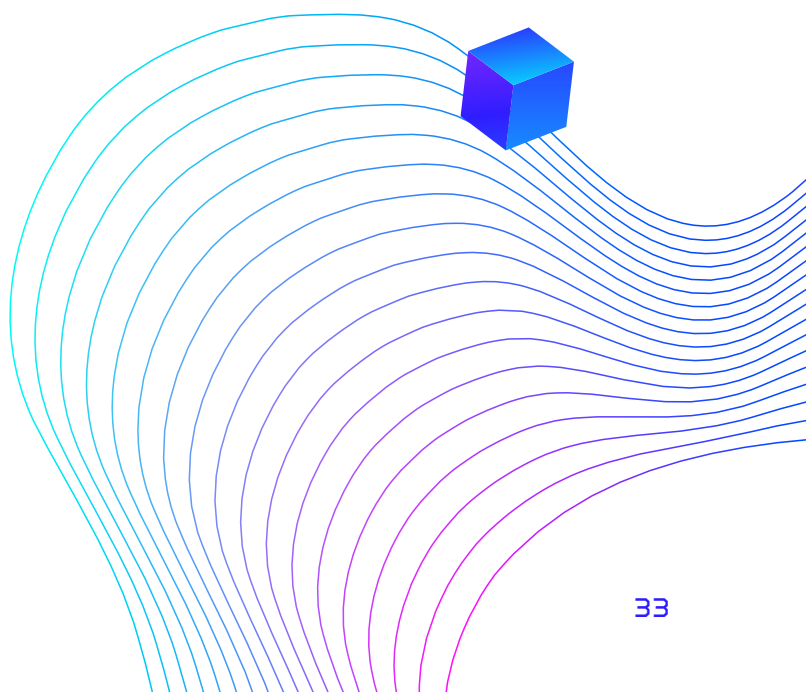
for those which relate to the Company, the Distributor, or their respective affiliates) does not imply any affiliation with, or endorsement by, any third party. References in the Whitepaper or the Website to specific companies and platforms are for illustrative purposes only.

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# WHITEPAPER 1.0

The first Decentralized Autonomous Society (DAS)  
in the world, called Virtual Albania.

