

BLOCKCHAIN DAPP



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DECENTRALIZED FRANCHISE MARKETPLACE

WHITEPAPER

BETA 1.0.3



SUMMARY

DAFnetwork is the first decentralized marketplace based on blockchain technology that helps connect franchisors with franchisees through DAFs (Decentralized Autonomous Franchises). DAF is a new generation of franchises, global, safe and without intermediaries, that develop token-based economies to enhance the brand, customer loyalty and fund expansion into new markets, and where franchisees can actively participate in decisions of the franchise.

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INTRODUCTION

DAFnetwork will allow the development of a new generation of global, safe and without intermediaries franchises by merging the blockchain technology with franchising.

We live in a world in permanent change. In the last 20 years, the increasingly rapid advance of technology has completely modified our way of life. The irruption of the Internet and mobile devices have completely transformed our way of communicating, buying, working, earning money, having fun, informing ourselves, healing ourselves, studying, traveling, doing politics...

But this is just the beginning, the biggest change is yet to come. In the coming years, we will see how technologies that are taking their first steps, such as artificial intelligence, autonomous vehicles and the Internet of things, will bring about an even more radical change in our economy and our society.

To all this, we must add the emergence of cryptocurrencies and blockchain technology that make possible the idea of returning to a peer-to-peer economy in which intermediaries are not necessary, who charge high fees to make all of our transactions inefficient, insecure and not very private.

In addition, the emergence of smart contracts and decentralized

applications based on blockchain promise to take the concept of decentralization much further, eliminating intermediaries in each of the areas of our current economic, political and social system.

The franchise system needs to adapt to these enormous changes allowing both franchisees and franchisors to benefit from new technologies and join the crypto economy.

Taking into account the current context and especially that of the coming years, DAFnetwork will help develop a new generation of franchises in which owners can franchise their business safely, with low costs, and create microeconomics around their own token to expand their brand taking advantage of the benefits of blockchain technology.

In addition, it will allow any person on the planet to become a franchisee of a successful business, without intermediaries, accessing decentralized funding mechanisms (crowdfunding) and being able to actively participate in the strategic decisions of the franchise.

A NEW GENERATION OF FRANCHISES

DAFnetwork will allow the development of a new generation of global, safe and without intermediaries franchises by merging the blockchain technology with franchising.

The current economic system has become obsolete for the globalized, digitized and hyperconnected world of today. Even more obsolete, it will result in a few years when the application of technologies that are already a reality becomes massive, such as Artificial Intelligence (AI), the Internet of Things (IoT), Augmented Reality and Virtual Reality, Autonomous Vehicles and Smart Cities.

It is not enough to adapt the financial instruments of the past to the new era, it is necessary to make a complete change of paradigm, and blockchain and DLTs are the gateways.

A NEW PARADIGM

The inclusion of these new technologies in the daily economy will cause immense social change. As happened (and continues to happen) with the expansion of the Internet and mobile devices, many of the current business models will no longer be profitable.

Think of what applications such as Uber or Airbnb are causing, in traditional transport and accommodation models. Or the impact that social networks, online media and video-on-demand systems such as Netflix and Amazon Prime had on traditional media (newspapers, radio, TV, etc.). Entire industries, such as the label and the publishing house, had to find new business models to not disappear.

In the next few years, new business models will emerge that will replace the previous ones, causing complete sectors of the current economy to disappear or to be completely reconverted. This will cause millions of people to look for the necessary tools to adapt to the new global paradigm.

TO THE CRYPTO-ECONOMY

During the greatest crisis of trust in the financial, economic and political system of history, cryptocurrencies jeopardized the monopoly of the issuance of money by central banks and made possible the return to a peer-to-peer economy without the need for intermediaries (at least in theory).

Since 2009, with the launch of Bitcoin, this new technology has not stopped growing. There have been hundreds of projects designed to decentralize different aspects of our economy and our society, from financial services to cultural industries and government systems. And all this revolution that was already implicit in the origins of the Internet, takes place under the framework of free software and open source.

More and more people are interested in crypto economics and are willing to participate in it. Every day the number of people investing in blockchain projects grows, excited by the promise of a more efficient system, fair and transparent, and also for the possibility of doing great business.

The franchises are not alien to these changes, and as soon as they join the new economy greater competitive advantages will obtain. The combination of blockchain technology with the franchise system will allow franchisors to expand their businesses to new markets, safely and without intermediaries.

WHY WE NEED A NEW GENERATION OF FRANCHISES?

The franchises represent a large market that is widely consolidated in most countries. In the United States alone, there are about 795 thousand establishments operating under franchise mode, employing more than 9 million people directly and they represent about 3 percent of the GDP of the country.

According to the World Franchise Council (WFC) and considering the number of establishments operating under the franchise system, the main countries are the United States with 795,932, China with 330,000, Japan with 260,992, South Korea with 194,199, Philippines with 150,000, Brazil with 142,600, Germany with 119,302, followed by India, Mexico and Australia.



Source: https://www.franchise.org/sites/default/files/USCS_Franchising_Resource_Guide_2018.pdf

While the franchise system continues to grow year after year and has evolved tremendously since its inception, trying to adapt to the challenges of the digital world, it is still far from being prepared for the new paradigm we mentioned earlier.

PROBLEMS OF CENTRALIZED FRANCHISES

Traditional (or centralized) franchises have a series of problems that will prevent them from adapting to the new financial system:

- **Get franchisees from all over the world:** In a completely globalized world, only large companies that have the capacity to pay for marketing efforts to attract franchisees around the world (or at least in the main countries at the economic level) will survive.
- **Establish a framework of trust and predictability between franchisees and franchisors:** In such a large market it is very difficult for franchisors to control that all their franchisees comply with the rules of the brand, for territorial, legal and even language and cultural issues. At the same time,

the franchisees have no guarantee that the franchisors will fulfill their part of the deal.

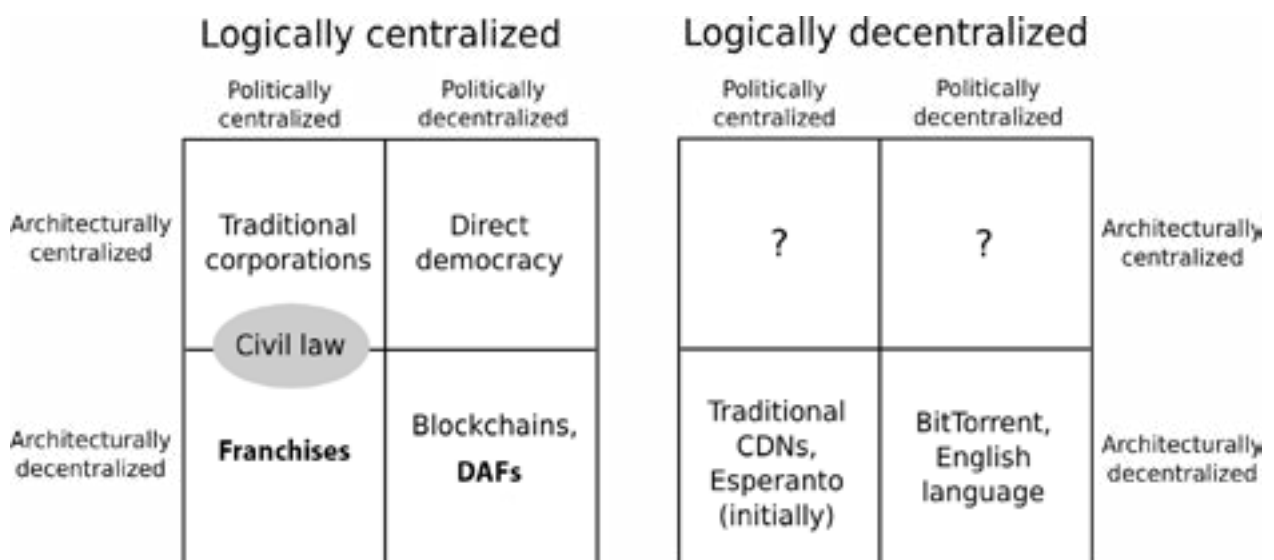
- **Finance the expansion of the new branches of the network:** Traditional financial systems are not suitable (usually they are expensive, bureaucratic and inefficient) to finance local businesses.
- **Strengthen the brand:** Only large companies that can allocate millions of dollars to the marketing campaigns they can position your brands globally.
- **Reduce operating costs:** Operating costs of franchises globally are huge, generated largely by intermediaries and bureaucratic issues, making them many times unviable to operate in many markets.
- **Loyalty customers:** Because consumers are more connected, they access a large amount of information and they become more demanding, it is increasingly difficult for small businesses to keep them loyal and again ending up losing against big corporations.
- **New forms of governance:** Franchises need to develop new mechanisms to allow franchisees to participate in the strategic decisions of the franchise.

TOKENIZING THE FRANCHISE SYSTEM

The franchise system is an excellent commercial strategy that has allowed the development of large companies such as McDonald's or General Motors distributing the costs and risks of territorial expansion. We can say that the franchise system is a decentralized business model, architecturally decentralized ([Vitalik Buterin 2017](#)).

The use of blockchain technology by franchises will provide the necessary support for the development of a new generation of global franchises, low cost, without intermediaries, where franchisees will actively participate in strategic decisions and they will be able to easily access distributed financing mechanisms.

To the architectural decentralization that we mentioned as typical of the franchise system, the use of blockchain technology will add a certain degree of political decentralization.



In addition, in many developing countries micro-franchises play an important social role by generating self-employment for low-income people. Thanks to the benefits of blockchain technology, the micro-franchise system can be expanded, providing access to thousands of unemployed people, including them, at the same time, in the new financial system.

The fusion of blockchain technology with the franchise system gives rise to a new concept: DAF (decentralized autonomous franchise).

WHAT IS A DAF?

A DAF or decentralized autonomous franchise is a new concept that integrates the benefits of decentralized autonomous societies such as DAOs (decentralized autonomous organizations) and DACs (distributed autonomous corporations) with the franchise system.

“The ideal of a decentralized autonomous organization is easy to describe: it is an entity that lives on the internet and exists autonomously, but also heavily relies on hiring individuals to perform certain tasks that the automaton itself cannot do.” ([Vitalik Buterin 2014](#)).

Both concepts, DAO and DAC, proposed by Vitalik Buterin and, Stan and Daniel Larimer respectively, refer to types of societies that operate with a high degree of automation thanks to the use of smart contracts and have a structure and some type of government distributed. These models of decentralized autonomous societies provide the most appropriate framework on which projects based on blockchain technology should work and can easily be extrapolated to other types of commercial relationships such as the franchise system.

Then, a DAF is a particular type of dApp (decentralized application) that has defined its governance, operation and financing mechanisms through a series of smart contracts kept immutably within the blockchain.

In the constitution of each DAF, the rules of issuance and operation of a token that is specific to the DAF are included and that it works as a means of payment to access the products and services it provides.

This token can also be used as a consensus mechanism in the governance system of the DAF using PoS algorithms (proof of stake).

The DAFs have two classes of particular actors/ members: franchisors and franchisees.

The franchisees must stake a certain amount of the tokens issued by the DAF in order to access the membership as franchisees, which will allow them to access the exploitation of the brand and the know-how of the business.

The fusion of blockchain technology with the franchise system can allow thousands of merchants and entrepreneurs from all over the world to expand their businesses thanks to their tokenization, and access to a fully scalable and distributed financing system.

At the same time, you can enable thousands of investors and entrepreneurs can replicate in their cities, business models that have already proved profitable, making a minimal investment.

BRINGING CRYPTO ECONOMICS TO THE “REAL” ECONOMY

Anyone who wants to franchise their business model can do it easily and quickly thanks to the DAFnetwork platform.

Through this system, you can franchise from traditional businesses of the franchise model as fast food restaurants, gyms, or driving academies, through other businesses that are not “franchiseable” through the centralized system, to business models that have not yet been developed and that will be possible thanks to the DAF model.

By publishing the franchise in the platform market, the smart contract is created in the blockchain that will guarantee the functioning of the DAF, and a new token is issued that only exists within the platform, and that will serve as a native currency to access the products and services offered by the franchise, and as a consensus mechanism.

Each DAF will develop its own microeconomics around its token. An economy based on tokens is a blockchain ecosystem that is generated from the interactions that the diverse holders of a utility token have with each other. An economy based on tokens has growth when the value of its tokens increases

due to the increase in the number of interactions within the ecosystem.

Ideally, each DAF should be able to pay its suppliers and its employees automatically through its own token. And it should accept its own token as a means of payment, and any other (if they are interchangeable), favoring the use of cryptocurrencies and the development of crypto economics from the smallest players in the market.

In this way, the DAF model could contribute to making one of the great unfulfilled promises of the crypto ecosystem a reality: to include millions of people who are outside the current financial system, both as merchants, investors, entrepreneurs, as in their capacity as employees, suppliers, and customers of the different DAFs.

BENEFITS OF THE DAF MODEL

These are the main benefits of the DAF model over of centralized franchise system:



WITHOUT INTERMEDIARIES

Thanks to the implementation of blockchain technology you can eliminate a lot of intermediaries, as notaries and advisors, which make the operation slower, more expensive and more insecure.



EFFICIENT

Tokenizing a business allowed to make certain processes more efficient and avoid a lot of human errors. The DAF model allows to drastically reduce costs (banking, administrative, etc.) of a franchise.



DISTRIBUTED FINANCING

The possibility of issuing tokens allows the DAF access better financing mechanisms than those available under the traditional system.



GLOBAL

The digitization of the business and the use of smart contracts eliminates geographical boundaries and greatly facilitates the ability to export business to any country.



INNOVATIVE

The DAF model favors the development of new business models that have not yet been created and that are not possible (or are not profitable) under the centralized model.



SAFE

The registration of all business transactions and other assets (raw materials, merchandise, machinery, etc.) in an immutable database such as the blockchain can help avoid all types of fraud.



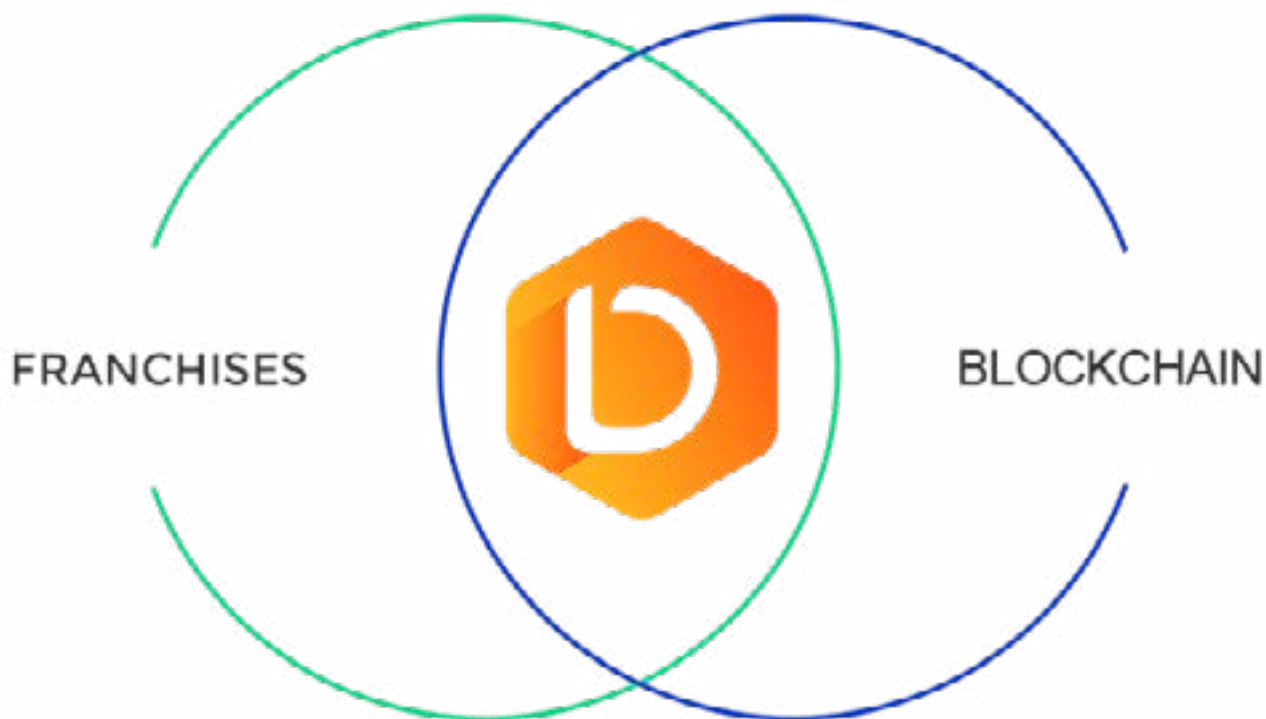
TRUST FRAMEWORK

The operation of the DAF is previously established through smart contracts, which produces a high degree of predictability and generates a framework of trust between the different participants of the DAF. No one can take any action that is not established in the constitution of the DAF.



GREATER PRIVACY

The network is protected by a high cryptographic level that protects the confidentiality of the private data of all the actors of the DAF (franchisors, franchisees, customers, employees, suppliers, investors).



About DAFnetwork

DAFnetwork is the first decentralized franchise marketplace based on blockchain technology that helps connect franchisors with franchisees through DAFs (Decentralized Autonomous Franchises). In addition, it provides the necessary tools to issue, accept, administer and exchange utility tokens for each of the franchises of its market.

DECENTRALIZED FRANCHISE MARKETPLACE

The marketplace of DAFnetwork it is a central part, for both the operation of each DAF, as well as, for the functioning of the entire DAFnetwork ecosystem, as it is around this where the community is organized.

It will allow franchisors to connect with people around the world looking for profitable business opportunities to replicate success in their cities. Using this marketplace will allow the franchise to save a substantial amount of money both in marketing efforts to get new franchisees and in the fees inherent in the sale and royalties.

Through the DAFnetwork marketplace, new nodes of the different DAFs can be accessed, as well as the exchange between the tokens of the different DAFs among them, against DAF token (the native token of the application) and against other cryptocurrencies.

In addition, the application will favor community participation through a rewards system, which will help to establish the reputation of each DAF, and this will have an impact on the token's valuation and, therefore, on the investment needed to access the franchise. The more the token of a given DAF is valued, the more "expensive" it will be to access a new node (branch).

THE DAF PROTOCOL

Each new relationship between franchisee and franchisor is established through smart contracts and stored immutably in the blockchain. This allows establishing rules precise and inviolable between franchisees and franchisors that are executed independently without the need to resort to intermediaries.

In the contract for the creation of the DAF, the protocol for access to the membership as a franchisee will be codified. The franchisor must provide everything necessary to replicate the original business model, from the granting of the exploitation rights of the brand to the information necessary to successfully clone each of the business areas (technical, legal, sales, marketing, design, selection of premises, security, staff selection, etc.).

Such information may be supplied in various digital formats (videos, e-books,

audios, etc.), and will be securely stored and encrypted so only franchisees and employees have access to it, as established by the protocol. It will also be possible to update the information as the DAF progresses and to use different communication systems (videoconferences, chats, messaging services, internal forums, etc.).

Also, the platform will allow each franchisor to develop new functionalities specific to their business on the blockchain (such as administration systems, task management systems, CRM systems, etc.) that will facilitate tasks of the franchisees and, at the same time, help to guarantee a high level of security and transparency in the administration of each node (branch).

ISSUE BRANDED TOKENS

DAFnetwork allows franchises to issue their own Tokens with their brand very easily and thus transform their businesses into microeconomics.

The platform has a very simple interface to use that will help the franchise to plan the launch of their tokens by answering only a couple of questions.

In addition, it has all the necessary tools to manage and analyze a token-based economy:

- Design and issue Branded Token
- Transaction History
- Utilization analytics
- Brand wallets

DISTRIBUTED FUNDING

DAFnetwork allows franchises to expand into new markets around the world, providing a novel way to finance their growth thanks to blockchain technology.

Each new franchisor will have access to a distributed funding mechanism (crowdfunding) called DAFCO, through which it will be able to make a public

sale of a pre-established amount of brand tokens to finance part or all the investment necessary to establish the new node.

A DAFCO (decentralized autonomous franchise coin offer) is a distributed funding mechanism like an ICO, or more exactly a DAICO (Vitalik Buterin 2018), but with certain characteristics that make it much more suitable for small local businesses.

Through the DAFCO system, anyone who wishes to have access to the exploitation of a franchise will be able with a minimum investment. Thereby facilitating the integration of small local businesses to the crypto-economy, and simultaneously, providing diverse opportunities for employment and self-employment to thousands of people worldwide.

Who aspires to be a franchisee of a DAF must deposit an amount previously established tokens of DAF in a certain direction to enable the smart contract that controls DAFCO.

All the characteristics of the DAFCO, such as the number of tokens to be deposited by the aspiring franchisee, the duration of the DAFCO, the number of tokens that will be issued in each DAFCO and how such tokens will be distributed, and the funds collected will be defined beforehand in the DAF protocol.

Quantitative, qualitative, geographical and/or temporary limits for the creation of new nodes can also be determined. Once DAFCO has started, the funds transferred by the investors will be frozen until the pre-established financing objective is reached.

When this goal is reached, the tokens will be automatically distributed as established. If the objective is not reached within the established period, the tokens will be reimbursed to the investors. The funds deposited by the franchisee applicant will also be released.

PAYMENT PROCESSOR

Through the technology provided by DAFnetwork, the franchises will be able to accept their tokens as a means of payment throughout their network.

For the first time, franchises can be their own payment processors without the complicated or costly aspects of traditional financial options.

This allows the franchise to significantly reduce costs in fees, reduce time, increase the security of transactions, and have a comprehensive record of what happens in each node of the network.

LOYALTY PROGRAMS

The DAFnetwork platform provides franchises with an efficient and transparent system to manage loyalty programs, which keeps customers connected to the brand by buying their products or services over and over again.

Customers will be able to earn tokens by performing actions foreseen in the DAF protocol and exchange them at any node for defined rewards.

DAFnetwork allows franchises to manage and do a tracing of the loyalty system entirely through blockchain, to take advantage of the benefits of gamification at low cost, providing transparency in the distribution of rewards throughout the network.

NEW DECENTRALIZED GOVERNANCE SYSTEMS

One of the great differences of the DAFs with respect to the centralized franchises is that they allow the franchisees to participate actively in the strategic decisions of the franchise. In this way, a consensus is generated in the handling of the franchise that helps to avoid taking wrong and arbitrary decisions and promotes the unity of all the actors that compose it.

The token of each DAF can be used as a consensus mechanism through PoS algorithms (proof of stake) in the DAF's governance system.

In addition, the community formed around each DAF (holders) will have the

ability to propose changes in the strategic direction of the franchise, audit the operation of each node, and even revoke the concession of a certain franchisee in case of fraudulent administration or violations of the protocol.

The level of power that the franchisor will maintain over the DAF will be established by each franchisor at the moment of creating it, and each franchisee must know and accept the rules established before accessing the membership.

STRUCTURE OF DAFNETWORK

DAFnetwork will function as a DAO (decentralized autonomous organization), and its rules of operation, financing, and governance will be established through smart contracts stored within the blockchain.

Initially, the DAFnetwork team will take care of the development of the software and make operational and commercial decisions, although as the project progresses there will be a gradual transition towards supervision by the community. The trusted members of the community will propose changes and approve or reject each of the proposals and will be rewarded with DAF Token for their participation.

CHOICE OF THE BLOCKCHAIN

After thoroughly analyzing different blockchains, as Ethereum, EOS, NEM, Stellar and Waves, and consulted with different referents of the ecosystem, the DAFnetwork team has determined that Ethereum is the best choice to carry out the project successfully, from a technological and strategic point of view.

DAFnetwork uses the infrastructure Blockchain provided by Ethereum to ensure the functioning both of the DAO that will manage DAFnetwork, as of each one of the DAFs that will be published in your marketplace. We will use Ethereum technology to develop each of the smart contracts on which the platform will operate.

We will also issue the token of the platform (DAF token) in the network Ethereum under standard ERC-20.

DAFNETWORK GOVERNANCE

Initially, the governance decisions related to DAFnetwork will be made transparently and agreed by the DAFnetwork team. When the rules of operation of the DAO are established in the Ethereum blockchain, and the tokens of the platform (DAF token) are issued, a system of decentralized governance will also be established based on PoS algorithms (proof of stake).

BUSINESS MODEL

DAFnetwork will develop an intelligent economy around its native token (DAF token) that will integrate the microeconomies created by the different DAFs.

The business model of DAFnetwork will be based on the increase of the DAF token value. The DAF token value will increase due to the growth of the DAF economy and the increase in the number of interactions within the ecosystem.

As new DAFs are created, new nodes of the different DAFs, plus the increase of the number of transactions of each token and the exchanges between the different tokens, more people will enter the DAFnetwork ecosystem and will require DAF tokens to access the services of the application, causing the increase in its value.

To complement the business model based on the appreciation of its token, DAFnetwork will charge small fees to the users for the use of the application: development of new DAFs, sale of nodes of the different DAFs, public sale of tokens (DAFCOs), exchange between the different tokens among themselves and against other cryptocurrencies, advertising services within the application and development of specific functionalities (such as administration systems, CRM systems, etc.).

TOKEN SYSTEM

The DAFnetwork native utility token, DAF token (DAF) will be issued in the Ethereum blockchain under the ERC20 standard and will serve to develop a smart economy around the DAF community.

The current conditions of the financial system and the global scope of the project make the development and operation of the platform using FIAT coins completely infeasible.

Initially, the token will be used to finance the costs of development, operation, and marketing of the project through a public sale (ICO), and to reward users contributing to the improvement and growth of the platform.

Once the DAFnetwork dApp is in operation, it will be used as a means of payment to access the services provided by the application (development of new DAFs, sale of nodes of the different DAFs, etc.), as a means of exchange with the tokens issued by the different DAFs, and as a consensus mechanism of the governance system of the DAO that manages the application.

In addition, the token will be used to finance the development of the firsts DAFs through the DAF Accelerator Program, supporting the companies pioneering in adopting the DAF model thus promoting the growth of all the ecosystem and the adoption model.

TOKENS DISTRIBUTION

The 51% of the total supply of DAF will be distributed through one public sell (ICO). Each DAF token will have a price of 1 ETH = 15,000 DAF tokens with discounts on a sliding scale according to the purchase period.

Token name DAF token

Token symbol: DAF

Total supply: 3,000,000,000 DAF

Circulating supply: 1,800,000,000 DAF

Protocol ETH, ERC20

Hard cap: 71,166 ETH

Soft cap: 20,000 ETH

Market cap: 120000 ETH

Exchange Rate: 1 ETH = 15,000 DAF

Public Sale: 51%

Founders and Team: 10%*

Bounty and Airdrop: 2%

Partners and Advisors: 7%

Reserved: 15%

DAF Accelerator Program 15%

* Tokens are blocked by smart contract and will be released by stages over a period of 12 months.

FUNDS DISTRIBUTION

All funds raised during the sale public are intended to implement the various stages of the development and diffusion of the project in accordance with the roadmap.

Development 20%

Marketing and sales 30%

Legal services 10%

Operating costs 15%

Licenses 5%

Other costs 5%

Reservation 15%

MARKETING PLAN

To carry out the project successfully, it is essential to acquire new customers and positioning of DAFnetwork as the best alternative to the centralized franchise.

The target audience of DAFnetwork consists, on one hand, of franchise owners and small and medium-sized local businesses, and, on the other hand, of potential investors. Both groups are mostly foreign to the blockchain ecosystem.

Impact on an important segment of such public, educate them about the benefits provided by the DAF model and persuade them to adopt it for their own businesses, it is the major challenge. For this reason, we have developed a solid marketing plan and will allocate an important percentage of funds raised during the public sell to carry it out.

The marketing plan designed to encourage the adoption of the DAF model is composed of a combination of different marketing strategies both online and offline:

- Partnerships with regional franchise chambers
- Recruitment of regional advisors and ambassadors
- Advertising in traditional regional media (newspapers, magazines, radio, television, etc.)
- Participation in conferences and events both the scope of the franchise as the blockchain ecosystem
- Organization of own events
- Affiliate program
- Bounty and Airdrops
- Advertising campaigns on social networks, contextual networks, and search engines
- Content Marketing
- Search Engine Optimization (SEO)
- Email Marketing
- Influencer Marketing

REGIONAL DEVELOPMENT

Since the franchise system is essentially a regional business, we will dedicate an important part of our marketing efforts to penetrate different markets.

We will recruit regional advisors and ambassadors, we will establish alliances with different chambers franchise, participating in events and organizing our own, and we will perform advertising campaigns strongly geolocated both online media (social networks, search engines, locally sourced blogs, influencers, etc.) as offline (newspapers, magazines, radios, television, etc.).

STRATEGIC ALLIANCES

We will seek to establish strategic alliances with different stakeholders linked both to the franchise area and to the blockchain ecosystem to promote the dissemination and adoption of the DAF model.

In order to make the new generation of franchises reality, it is necessary to have the support of different franchise chambers, important companies in the sector, press, state entities, non-governmental organizations, and academic institutions. To achieve this, we will recruit regional advisors and ambassadors who have contacts in the different institutions mentioned.

We will also look for the support of a large part of the blockchain ecosystem.

AFFILIATE PROGRAM

One of the strategies to quickly grow the DAF ecosystem will be to create a powerful affiliate system.

Our affiliate partners will receive a commission for every payment that is done by their referrals within the platform; whether, for the development of new DAFs, the sale of nodes of different DAFs, the exchange of tokens, or any other services offered by the platform.

In this way, we not only distribute marketing efforts but also a part of the profits, fostering the creation of a large heavily decentralized community around the DAF token.

DAF ACCELERATOR PROGRAM

The success of DAFnetwork is directly linked to the functioning of its marketplace. And for it to work properly and grow the platform, we will strengthen the offer through the DAF Accelerator Program.

Through the DAF Accelerator Program, we will account for 15% of the total DAF token supply to drive the adoption of the DAF model by promising businesses that help expand the entire DAF ecosystem.

The selected businesses for the DAF Accelerator Program will have a grant in tokens DAF to cover part of the costs incurred for the company for the implementation of the DAF model and will count also with the support and advice of the DAFnetwork team.

In addition, they will have a prominent place in the marketing actions of DAFnetwork: they will be mentioned on our website, social networks, advertising content, press releases, and may participate in meetups, conferences and other events organized by DAFnetwork.

At first, the selection of the participating DAF businesses in the Accelerator Program will be in charge of the DAFnetwork team, then it will be a decision of the community through a voting system.

ROADMAP

2018

 **Q1**  **DEVELOPMENT OF THE DAF CONCEPT**

 **Q2**  **STRATEGIC DEFINITIONS OF DAFNETWORK**

 **Q3**  **WHITE PAPER AND WEBSITE DEVELOPMENT**

 **Q4**  **CONFORMATION OF THE TEAM**

2019

 **Q1**  **MVP DEVELOPMENT**

 **Q2**  **MVP LAUNCH**

 **Q3**  **SEARCH FOR PARTNERS AND FUNDING**

 **Q4**  **LAUNCH DAF ACCELERATOR PROGRAM**

TEAM

The DAFnetwork team is currently in the conformation stage.



JAVIER MONZÓN
CO-FOUNDER, CEO

Solution-oriented engineer with solid experience in team leadership, project leader, and IT administration. Speaker. Blockchain consultant.



FEDERICO MEINARDO
CO-FOUNDER, COO

Entrepreneur, Cryptocurrency and Blockchain Enthusiast, Criptominer, Digital Marketing Specialist, Web Developer, Multimedia Editor, Copywriter.



ULISES SALTO
CO-FOUNDER, CTO

Development Engineer, robotics and automation specialist, criptominer, early adopter, crypto-evangelist.

TEAM

**JORGE DI PIETRO**

CO-FOUNDER, HEAD DEVELOPER

Expert in technological development, consultant and specialist in emerging technologies such as Blockchain, IoT, Business Analytics and Artificial Intelligence.

**DIEGO MORONI**

CO-FOUNDER, FULL STACK DEVELOPER

Software developer, informatic security specialist, blockchain technology and DLTs researcher, geek.

**FERNANDO DI PIETRO**

CO-FOUNDER, CMO

Digital marketing consultant specialized in connecting different channels to attract consumers and connect them with the brand. Passionate about ICO and crypto projects marketing.

RISK MANAGEMENT

REGULATORY RISKS

Being DAFnetwork a global platform, we will address regulatory issues by changing the priorities of expanding regional in accordance with the regulatory frameworks of each country, giving priority to those who prove to be more “friendly”.

In addition, we are convinced that in coming years many of the regulatory issues posed by blockchain technology and cryptocurrencies will be resolved favorably in most countries.

FINANCIAL RISKS

The DAF token liquidity and the rate of return on investment are controlled by market demand, the development of the marketing plan and the DAF Accelerator Program will boost demand by minimizing the likelihood that the price of the token will drop sharply.

DEVELOPMENT RISKS

We count with an experienced development team with proven conditions to develop each of the functionalities of the platform at the right time.

SECURITY RISKS

Safety is a fundamental part of the whole development process. Furthermore, we will perform independent security audits on a regular basis.

CONCLUSION

The franchise system needs to adapt to the enormous economic, political and social changes that are causing new technologies, and allows that both franchisees and franchisors can benefit from the crypto-economy.

In this context, DAFnetwork will make possible the development of a new generation of franchises, global, secure and without intermediaries through the fusion of blockchain technology with the franchise system.

DAFnetwork is a marketplace based on blockchain technology that helps connect franchisors with franchisees through DAFs (Decentralized Autonomous Franchises). Providing the necessary tools to issue, accept, manage and exchange utility tokens for each of the franchises in your market, driving the growth of a token-based economy around the brand.

DAFnetwork will function as a DAO (decentralized autonomous organization), and its rules of operation, financing, and governance will be established through smart contracts stored within the blockchain. The business model is based on the increase in the value of DAF token (native token of the platform) and in the charging of small fees for the use of the platform (publication and sale of DAFs, exchange, advertising services, and BaaS applications).

Thanks to DAFnetwork millions of people will be able to enter the crypto economy through the smallest players in the market, promoting mass adoption, generating self-employment options and making the promise of including those outside the current financial system a reality.



DAFnetwork



JOIN OUR COMMUNITY

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Email: info@dafnetwork.io
Twitter: [@dafnetworkio](https://twitter.com/dafnetworkio)
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