Seeded

Whitepaper

v.1.1

Planting the seed of tomorrow.

Seeded

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Seeded

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Introduction

How can you determine if a project will succeed? What about whether the project has the right tools, funding and backing to be sustainable? How can you get in early without having to do countless hours of due diligence, background checks, code audits and tokenomic analysis? This isn't a problem that only you are facing. Millions of like-minded investors, private and retail, are searching for that very project, enter project incubators. Since the existence of DeFi, the concept of an incubator has gained a lot of popularity. With thousands of them on the market today and many more in the works, it has become increasingly hard for investors to pick the right one. Whether the incubator project has fundamental problems, a strong team, a poor strategy or even the best tokenomics, they all seem to follow the same pattern of being neglected and abandoned. So why is Seeded Network different? What has Seeded Network been able to uncover that no other project has? In this document, we will discuss different topics ranging from the minutest detail that defines our brand to the fundamental problems that can be found in the majority of incubators available on the market today.

What is Seeded Network?

Seeded Network, a project incubator with unique borrowing, lending, and staking solutions, combining aspects of cryptocurrency with the expanding world of DeFi.

We believe in adding value to projects with a vision of disruptive technology with an impact on DeFi and Cryptocurrency. Our mission is to provide our investors with quality grade projects hand-selected by the Seeded Team while providing our expertise and network connections to projects wishing to be incubated through us. We have our reputation on the line so there is no room for error with every product we release, to every campaign we release. We're eager to debut on Solana and engage with all that Solana has to offer, let's begin by plant the seed of a better tomorrow, together.

While we explained what is Seeded Network, it's important to note what Seeded Network is not. We are NOT an investment firm, we are NOT a completely decentralised platform

and we certainly are NOT a launchpad. We are a project incubator, we provide value beyond the standard "launchpad" approach by providing value to projects and incorporating them into an ecosystem filled with a thriving community eager to invest, adding utility to their token through our lending and borrowing products and providing them with all the necessary team members, tools and funds to kick start their innovation on Solana.

Our Brand

Transparent, adept, diligent, selective

A brand is more than a font, logo, color or product. Our brand is our reputation.

Our reputation is our brand and we take our brand seriously. From the way we talk to the way we present ourselves, that's our reputation. There is no room for error when we are putting our brand on the line for every project we incubate and for every product we launch. We make sure to do our due diligence when it comes to events, marketing, product launch and project to incubate, that's the reason we have a dedicated brand and due diligence team.

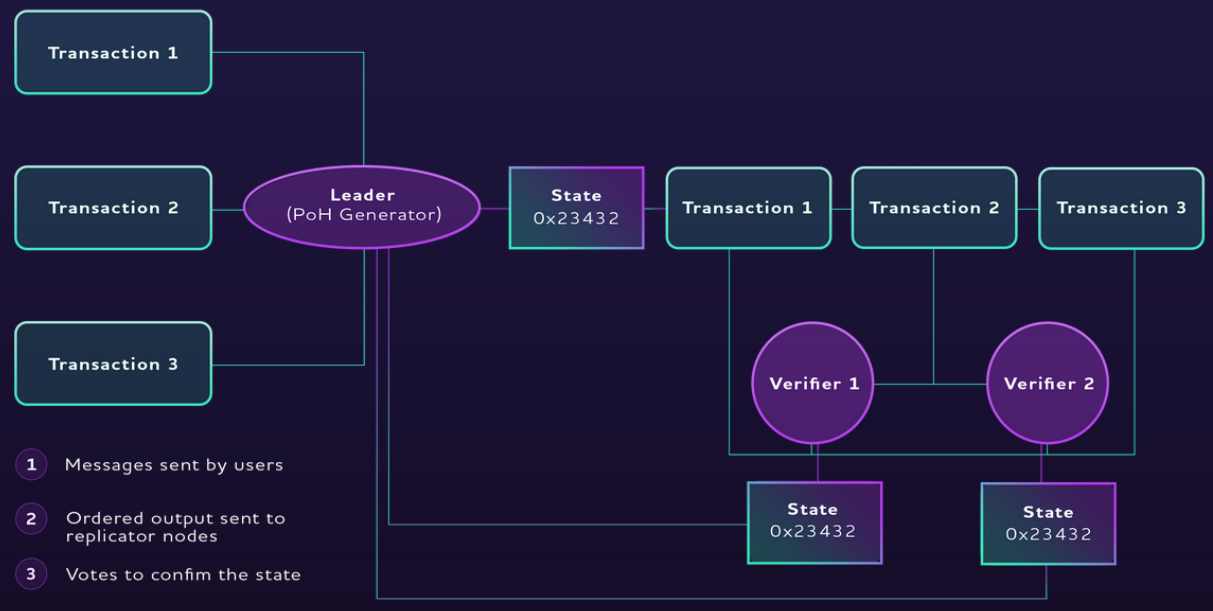
It's important to distinguish ourselves from the competition and provide something that we base our business model on, our brand. Branding for Seeded Network will include specific wording for the content we release on our blog or other forms of media, our community moderators word choices, our asset pack that our influencers, partners, incubated projects and any prospect news organisation will use to allow for a uniform and consistent feel to the business.

So why Solana?

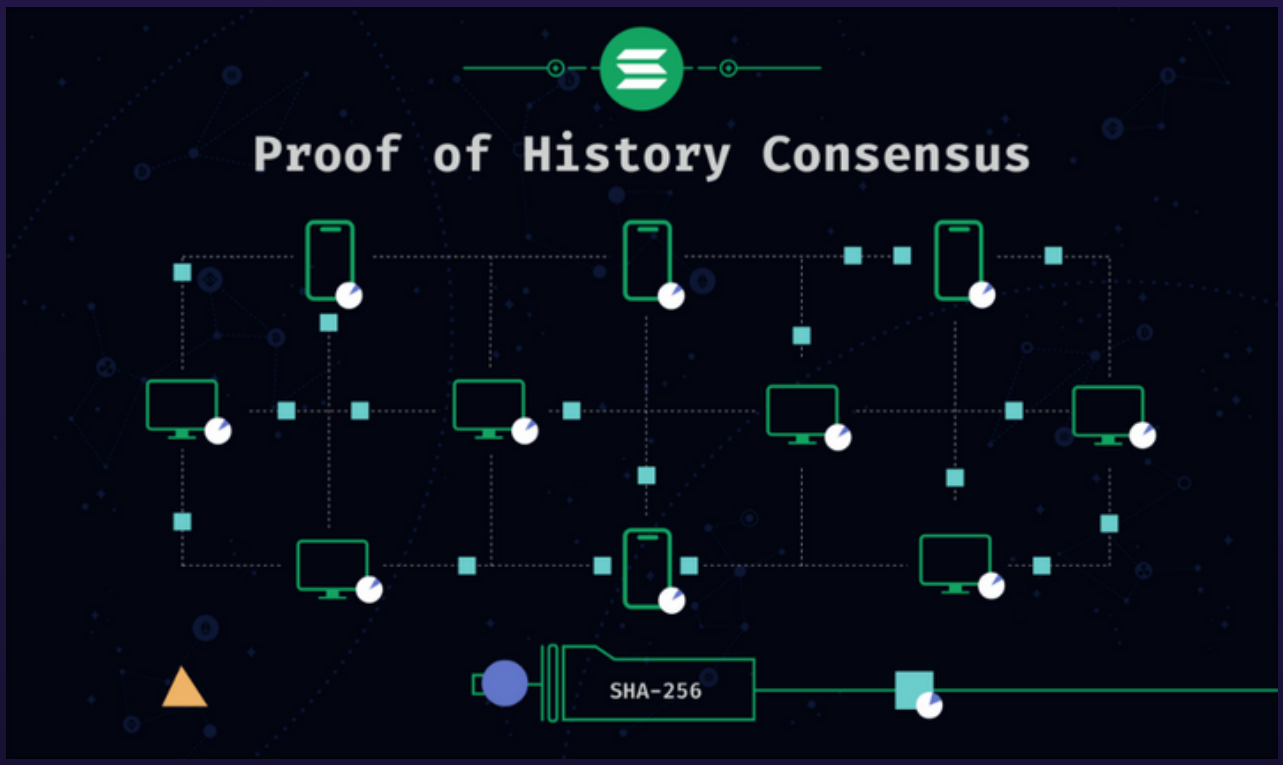
As cryptocurrency and Bitcoin begin to gain adoption by central banks, governments, multi-billion-dollar companies, and investment firms, so will the demand for a faster, cheaper, and more scalable solution. Comparing the top 2 chains, Ethereum and the Binance Smart Chain, it's clear to see that the Binance Smart Chain accounts for 5.7b transactions per day as appose to Ethereums 1.1m transactions per day, a factor difference of over 5000x. But there is another competitor to incredible feats that the Binance Smart Chain has achieved so far.

Enter, Solana, A new architecture for a high-performance blockchain, or so they claim. Why are they different and what do they offer that other chains don't?

The difference is in the network design that Solana has opted for. At any given time a system node is designated as Leader to generate a Proof of History sequence, providing the network global read consistency and a verifiable passage of time. Below is how a transaction flows through the network.



So what is Proof of History, here's an analogy, if snapshots of dye diffusion were scrambled you would know how to place the resulting images in order again because of the laws of entropy as a function of time. Proof history uses a recursive verifiable delay function to hash incoming events and transactions. Every event has a unique hash and counts along with this data structure as a function of real-time. This information tells us what event had to come before another, almost like a cryptographically time stamp giving us a verifiable ordering of events as a function of time. Each node gets a cryptographic clock that helps the network agree on time and ordering of events without having to wait to hear from other nodes.



While also young, Solana managed to achieve some serious numbers. Comparing Solana to the Binance Smart Chains transactions per second. We can see the difference between the two of them is astronomical. With Solana achieving 2,220 transactions per second compared to the Binance Smart Chains measly 81.2 transactions per second and Ethereums disappointing 13.6 transactions per second.

Opportunity

Unique product

With our borrowing, lending and staking solutions combined with our project incubator, we bring a unique product to the market. This allows us to leverage our unique selling point to our advantage. We have created an ecosystem of products that the market has never seen before and creates a more transparent system of fairness to the investor, incubated project and the Seeded Team.

Impact

We have a product that can impact the cryptocurrency and decentralised finance space by supporting projects that create value to the space that might otherwise have found it difficult to bring their idea into reality. With the Seeded Team expertise and support, we can provide value to projects that can bring something new and create an impact.

High demand

A high in demand product will allow us to gain more of the market share from the chain. A sought-after product such as a project incubator combined with DeFi functionality creates an ecosystem that will be used by the community and constantly create demand for all the Seeded products along with the price of the native token, $SEEDED.

Utility

The $SEEDED token brings utilities to the network which helps the value accrual to Seeded stakers, help grow the Seeded Ecosystem, creates key building blocks of DeFi and grow talent by bringing like-minded projects together. Allowing token holders to participate in the fundraising round of the incubated projects will create more utility to the token beyond being used for borrowing and lending.

Competition

No branding

Branding is really important if you want to stand out from the crowd. Our competitors don't focus on branding and rather go with a traditional generic project. This will work for the short term but for the long term, it is damaging to the project. We have prioritised branding our project to separate us from what the competition has leveraged so far. We want to provide more products along the path which will fall under the same branding.

No uniqueness

Current competitors don't provide any other products that make them unique. Our uniqueness will triumph over our competitors and will allow us to leverage our uniqueness to our advantage. We don't plan to stop releasing new product as we grow further differentiating us from the competitors.

Lack of projects

Many of the competitors experience a lack of projects reaching out to them due to the competition on the market. With a dedicated scouting team, we will ensure that we connect with projects in the early stage and grab a bigger market share from the competitors. We plan on only providing the best and impactful projects to the community which will create a platform for these projects to incubate with and grow alongside.

Fully decentralised

Although a fully decentralised platform has its pros, a fully decentralised platform in the early stages of the project can leave the project in an unorganised manner which the community loses trust in very quickly. We will instead plan to have a separate product dedicated to all the decentralised projects to launch on.

The Launchpad Dilemma

The section of the whitepaper is inspired by The New Field Funds initial release named 'the launchpad problem'. I don't want to dive too deep into it as it has already been explained very extensively in the article but the problem is as follows:

"Eventually, every legitimate launchpad token rises to a price level which prohibits new entrants from being able to afford a “tier”, or allocation. This has caused new entrants to move onto the next launchpad, which explains the rapid proliferation of a new launchpad every day (or so it seems)."

In essence the problem explains how overtime as the project grows, so will the token price and so will the tiers for joining in on the fund raising part of the launchpad. However, what ends up happening is that the minimum requirement to participate in the launchpad becomes too expensive for regular investors to join, thus incentivising the investor to find an alternative launchpad at a cheaper price. The following illustration taken from the article helps to picture the launchpad dilemma.

While all this sounds very grim to prospect investors looking to participate in a launchpad. There are some key takeaways to learn from all the previous failures.

1. Tiered systems where the investor will have to hold a particular amount of tokens end up becoming too expensive to participate.
2. Projects allocate a lot of tokens to the seed and private investors that end up selling for a HUGE profit and never supporting them.
3. The project becomes too decentralised, too fast with no support or governance to oversee the growth of the project.

To these problems, there are a few methods that the new wave of launchpads has adopted. The same ones found in the article that I believe should be highlighted.

- Dilute the token supply - (causes temporary price drop but eventually rebounds back to unaffordable levels).
- Lower token requirement per tier - (significantly reduces allocations for all investors).
- Conduct a lottery for non-token holders (good luck winning one of these)
- Take all and any project that approaches them - (which ends up destroying the brand with rugs and poor fundamentals)

All of which will not and will never solve the fundamental issue with the launchpad dilemma. For a solution that is truly fair for the investor, the team and the incubated project, you need to expand beyond the traditional approach.

I go further into detail on how the Seeded Team has been able to create an approach that not only solves all of the fundamental flaws that such projects have but also explain in detail how our approach to the problem is not only more sustainable to the longevity of the project but also the fairness to all parties.

Solving for TRUE Fairness

In the launchpad dilemma, we were able to identify the problems that similar projects are facing as to not fall into the same dilemma and repeat history. I will outline the solution that we came up with that we are confident will break apart from the dilemma and allow us to grow bigger and scale further than any of our competitors.

No tiered system

Most incubators have a tiered system which is one of the key factors that causes the launchpad dilemma. We have designed our incubator as a weighted average. This means that no matter how many tokens you're holding, you are eligible to participate in the incubation fund raising part. This method of participating is our unique solution to the launchpad dilemma.

Decentralized product

A fully decentralised protocol at an early stage can cause huge problems for the project and incur the launchpad dilemma to occur. To counter that problem while also providing the decentralized freedom that people value, we will be launching a decentralized product allowing any project to set up their own fundraising process with our audited contracts.

Product usage incentives

Setting product usage incentives will allow the ecosystem to harmonies and thrive. As such we are providing incentives for the use of our lending and borrowing products to promote the usage of our incubator product. You can read more about our different products in the product section of this whitepaper.

Product

Project incubator

introducing the Seeded Network incubator program, the first and only IIncubator created by builders for builders. We focus on incubation defi projects from the ground up and driving significant growth post launch

Focusing on quality over quantity will allow us to incorporate the incubated project in our exclusive ecosystem. This will enable us to build a community dedicated to what we do and our long term vision for Seeded Network.

Borrowing

$SEEDED Ecosystem allows borrowing native tokens and stake them for a duration of 10 days before the launch of the incubated project. Staked Tokens can be withdrawn at any time with a 30% penalty distributed equally among users, treasury and charity

Locked Lending

Lend your $SEEDED tokens to get the bonus allocation of the incubator project. Your tokens are locked for the duration of 90 days. Users can borrow $SEEDED tokens Tokens which can be staked to take part in the incubation process. Locked Tokens can be withdrawn at any time during this duration with a 30% penalty which is distributed among the treasury, users and charity

Staking

Stake your $SEEDED tokens for a duration of 7 days before the launch of the incubator project to receive your allocation. You can withdraw your staked tokens at any time. Early withdrawal with not result in any penalty while staking on project incubation

Charity

Seeded will donate $ to a charity of the community choice. This money comes from the user who withdraw early from the locked period.

Solution

Investors

Hand-selected projects that underwent the Seeded incubation process presented to you, the investor. With a unique token allocation system where users holding 1 SEEDED token get to be a part of the ecosystem and invest in the incubated project. Such an approach opens the opportunity to all investors and doesn't require a minimum amount to participate in the incubated project.

To incentivize people to actively participate in all areas of SEEDED Network, we are introducing a lending model in other words SEEDED tokens can be lent by the users to earn double the allocation. The tokens will however be locked for 90 days. Withdrawing the token before the locked period will result in a 30% penalty distributed equally among the stakers, treasury, and the SEEDED charity.

Introducing new products along the development track will be very important in retaining the interest of our investors while growing our project to attract new investors. Additional products that we can provide include, synthetics, lottery, stable coin, farming, and many others that can be incorporated into our ecosystem.

Solution

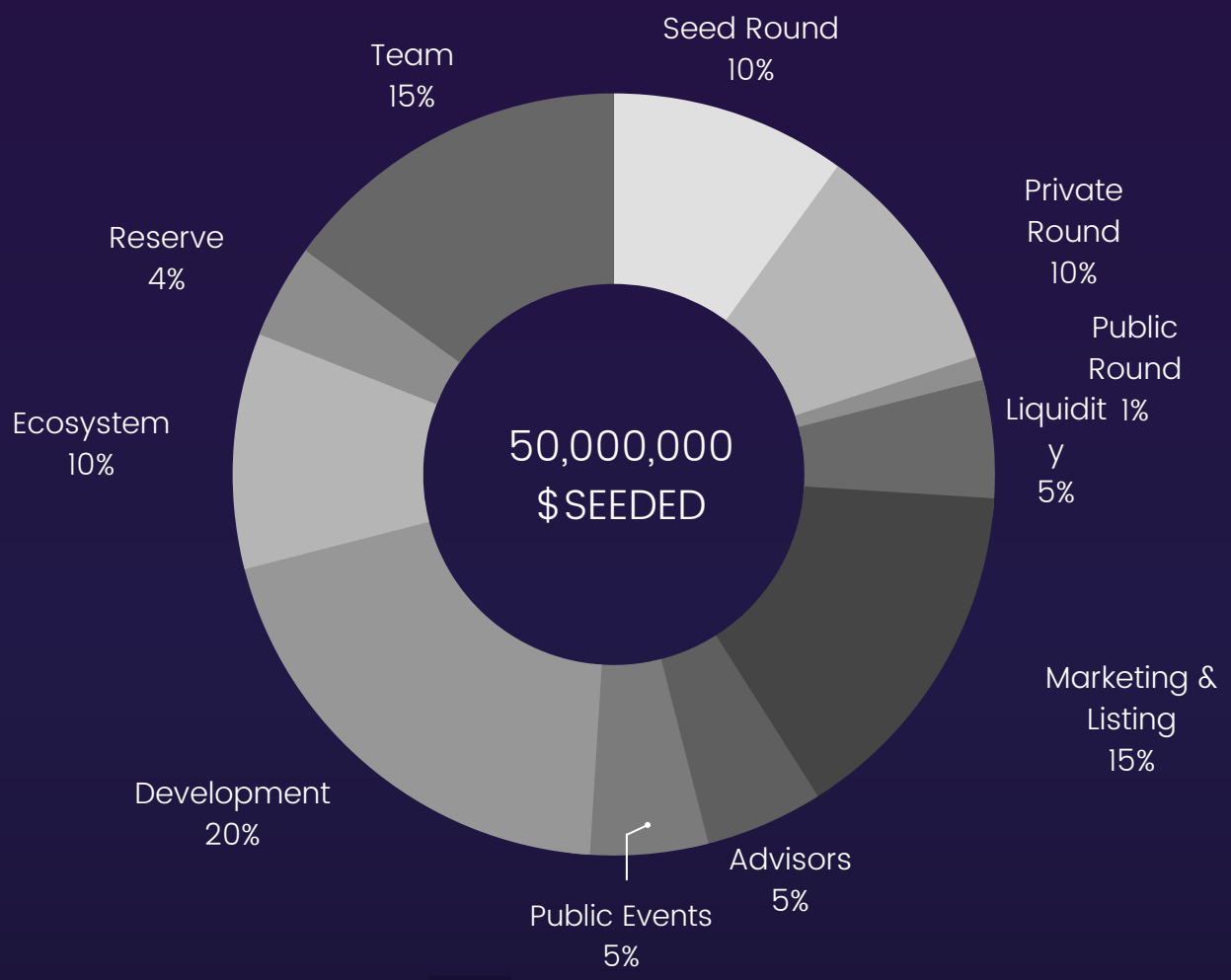
Projects

Incubated projects that pass through the screening process will work along with SEEDED network core Development team to succesfully launch and grow their project. The areas of hand-on support, mentorship and, advice include various aspects of project developmnet such as Technical consulting, In-house auditing, tokenomics Design, Fundraising and be an integral part of the SEEDED network.

Reaching out to projects in the early stage of development is part of our strategy to capture the market share of our competitors. With an exclusive incubation process, only attending to projects with very strong fundamentals and a transparent team will ensure that we pick the projects which truly wish to make a change in the Defi ecosystem.

The incubated Projects not only get to work with us closely but also become a part of the SEEDED universe enabling them to always rely on us to help them grow and develop their project.

Tokenomics



Seed Round	$0.10	10% TGE, 15% monthly (6 months)
Private Round	$0.15	10% TGE, 15% monthly (6 months)
Public Round	$0.30	50% TGE, 50% monthly (1 month)
Marketing		1 month cliff, 5% weekly
Advisors		6 month cliff, 10% monthly
Ecosystem		1 month cliff, 5% weekly
Development		3 month cliff, 5% monthly
Public Events		1 month cliff, 10% monthly
Reserve		3 month cliff, 5% weekly
Team		6 month cliff, 10% monthly

Seeded

The Core Team

Ahmed Hamed Aly

Project Lead

Graduate computer science from Ireland, with over 4 years of blockchain experience, software development and project management.

Hugo Nicaise

Creative Director

Creative Developer and Graphic Designer from France with over 4 years of experience and an impressive portfolio of artfully has crafted designs.

Badaerinwa Adedamola

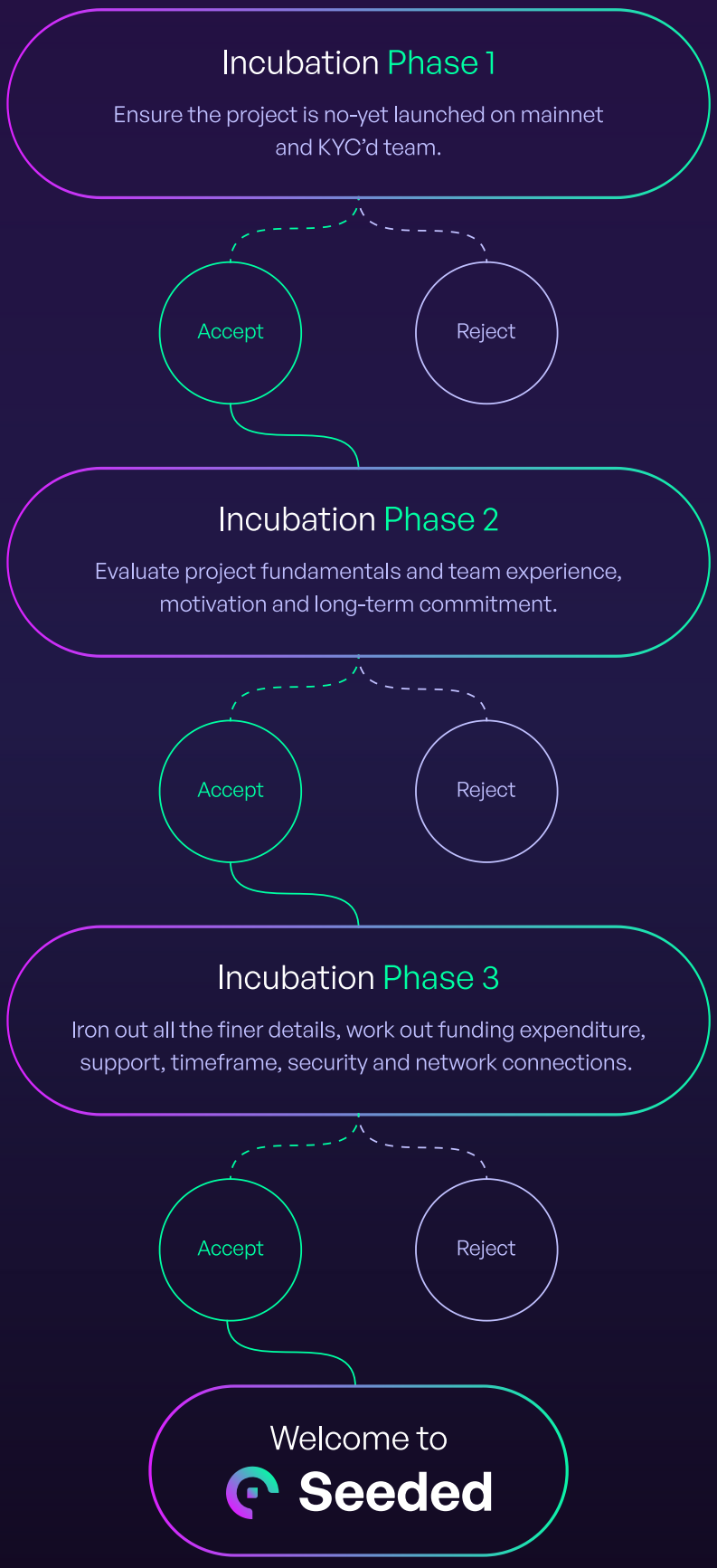
Content Writter

A conversational copywriter with 2years of experience in creating easy-to-read content on cryptocurrencies and digital finance.

Gabriel Valentino

Brand Marketing Manager

Social Media Designer and Marketer by profession, he co-founded, with an ex-polygon developer, the biggest Polygon group, @polygonnews, and author and founder of maticnews.com.


Incubation Phase 1
Ensure the project is no-yet launched on mainnet and KYC'd team.
Accept
Reject
Incubation Phase 2
Evaluate project fundamentals and team experience, motivation and long-term commitment.
Accept
Reject
Incubation Phase 3
Iron out all the finer details, work out funding expenditure, support, timeframe, security and network connections.
Accept
Reject
Welcome to
Seeded

Strategy

Marketing

- Advisors: best advisors amongst the crypto community will be brought on board to assist and provide value to the project.
- Partnerships: actively grow the partnerships and investors to benefit the project.
- Growing the Seeded Community: have a well-planned promotion and marketing plan on all platforms such as Discord, Reddit, Twitter and YouTube to increase awareness of the project.

Development

- Multichain: go multichain in the future to capture a bigger market share.
- Staking: enable staking to allow users to take part in the incubation project.
- Bug Bounty: offering rewards to people who identify bugs in our smart contract and website.
- Borrowing & Lending: users can borrow and lend their tokens to receive up to 2x the allocation.
- Auditing: we will enable in-house auditing services for the new projects that partner with us for our incubator program.

Events

- Seeded Charity: for every 1$ of USDC donated by the community the equivalent in tokens will go towards planting seeds around the world.
- Engagement: mini games and fun engaging events planned by the team and explained ahead of time with prizes to be won.

Conclusion

Seeded Network, a project incubator with unique borrowing, lending, and staking solutions, combining aspects of cryptocurrency with the expanding world of DeFi.

The Seeded Network team has put emphasis on continuous development, brand marketing and solving for TRUE fairness for creating a user experience unlike any you have seen before. Our thesis that we have articulated in this whitepaper will be executed on a stage-by-stage basis allowing room for feedback and improvement through beta and testnet launches for a more impactful release.

Let's plant the seed of a better tomorrow, together.