Powermade (PWD) Token Whitepaper

v. 1.0

TABLE OF CONTENTS

DISCLAIMER

This draft White Paper is for discussion and pre-information purposes only. The information contained herein is subject to change. No part of this White Paper is legally binding or enforceable, nor is it meant to be. Please do not copy or disseminate any part of this White Paper without including this disclaimer.

The Initial DEX Offering (hereafter, the "IDO") project presented by Powermade Team (hereafter, the "DAO") is an unregulated fundraising operation with the goal to bootstrap the liquidity of the utility token associated to the products and services offered. Only a small part of the funds will be used for financing the initial developing steps.

It poses several risks to buyers, in particular, that of losing all amounts traded for PWD tokens. The DAO has no responsibility in case of technical issues, hacking or regulatory restrictions to which the DeFi platform used may be subject, with particular reference to the IDO Launchpad platform, the Farming-as-a-service Platforms, the DEX exchanges (eg. Pancake Swap), bridges and the Powermade smart contract ecosystem.

You acknowledge and agree that there are risks associated with purchasing, holding, and using PWR tokens in connection with the DAO products and services, services and platform developed for such products and/or services (hereafter, the "ecosystem"), as disclosed and explained in this White Paper.

The PWD token has its own tokenomy and it is subject to the free unregulated market rules, the price is driven not only by the utility (use within the services/products) but also by the speculation associated to the "game theory" elements of the token itself. The main purpose of the token is, however, to enable different kind of uses and incentives within the Powermade Ecosystem, acting also as a marketing and branding tool.

By purchasing PWD tokens, you expressly acknowledge and assume these risks. You acknowledge that PWD token is not a security, will not give you legal rights, and will not give privileges outside the Powermade Ecosystem. You acknowledge that the speculative effects of the token, the "reflection", "buyback and burn" and the "liquidity tax" features can cause volatility in the market and potential losses. *You are the only responsible for your actions, during the IDO and after the IDO in the free market. You are the only responsible of your wallet and your keys.*

Only people who are fully aware of these risks should participate in the IDO. Note also that the IDO is conducted on a third part public and decentralized Launchpad platform. The platform is accessible without KYC and using a non-custodial wallet (eg. Metamask). Due to the decentralized nature of the sale, there are no controls related to the regulatory compliance in your country of residence. You must ensure, asking a legal opinion if needed, that you are eligible to participate in such IDO and that you can operate with cryptocurrencies. You are the only responsible of your actions, in accordance with the regulations to which you are subject.

INTRODUCTION

We believe that cryptocurrencies are a new asset class that is still at an early stage with tremendous growth potential. Individuals and even institutions have been showing more and more interest, as we could see during the year 2021, a significant turning point for cryptocurrencies. Bitcoin reached its all-time high, El Salvador chose BTC as legal tender and many cryptocurrencies proved their use as non-censurable currency for many countries, even in time of war.

Many green lights are now showing up for global adoption of cryptocurrencies. We believe that we are at the right place, at the right time. Regulations for cryptocurrencies in the EU, US, and worldwide are becoming more and more defined, showing global acceptance. The fact is that, due to the decentralized nature of cryptocurrencies, no government can go against the trend. No one can stop cryptocurrencies since they are borderless.

Cryptocurrencies have outperformed all the asset classes for the past eight years, making them not only a lucrative asset class but also a credible alternative asset class in case of a financial crisis, pandemics and wars. The reality is that cryptocurrencies benefited from these events to become more vital than ever before, at a time when the Sovereign countries are reaching another kind of all-time high by minting trillion of dollars' worth of fiat currencies. Bitcoin was created as an alternative for such a situation, shortly after the financial crisis of 2008. Now it has proved to be successful and genuinely fulfill its mission.

Our mission is to educate the people and introduce them to the cryptocurrency world and to the online/digital businesses world, providing products and services that interconnects with this emerging asset class, making it possible for many more people to leverage the potential of crypto. We want the common man to benefit from efficient educational and financial products (like the emerging DeFi) as well as life and wellness products.

Vision and Mission

We envision a world where people can leverage their *OWN POWER* to make their life a success, **starting with a proper education** and offering different tools (with different grades of risk) that can be **consciously** leveraged to try to reach the *financial freedom*. This is **POWERMADE**, an **ecosystem** with an **Academy** as a central point, powered by the people for the **people**. The PWD token will be a **glue** between all the products and initiatives of **the DAO** and a tool for financial freedom itself. It will be used as a main coin of our future marketplaces, it will enable discounts and benefits when using our services, it will be used for lotteries and games too. **We know the DeFi and the new trends in the space**, like NFTs and games and **we want to be on this train**, giving the people the possibility to discover this world, create a community, reach and educate new people. Powermade is made by everybody.

The Powermade DAO is composed of professionals who are passionate about crypto trading, DeFi, online business and network marketing. The Powermade DAO is composed also by people, it's composed by you. Everybody can be part of the vision an participate to the mission: the first step will be to increase our knowledges, leverage the tools that this new amazing world is giving us, and spread the word to **create**

an amazing community of people with the same vision, enriching and also growing the DAO with new professionals, new use cases and new targets for the future.

Our Token

We created a token on the **Binance Smart Chain** (BSC), the **Pomermade (PWD)** BEP20 token. The token is our "business card" and it will be used as a "glue" across many of our future products and services, acting as a utility token. Some of our use cases will be:

- *Accessing discounts on selected products and services* when paying with the token (eg. Academy courses);
- *Accessing a marketplace of selected goods and merchandise*, with the possibility to use the token for the payment;
- *Promotions, contests, games and airdrops within the community*, leveraging the token also as a marketing tool;
- *Unlock benefits of products and services* through staking;
- *Currency* to access and use some of our future DeFi, GameFi and Metaverse initiatives;
- Future *community voting* and access to some DAO initiatives (Governance);

Our token is **deflationary** and has an **integrated tokenomy** that leverages the modern DeFi technologies on the BSC. The token is designed to sustain the floor price on the DEX (PancakeSwap) where it will be trading and at the same time reward the holders with a reflection paid in BTCB (Bitcoin on BSC) tokens. All the mechanics are hard-coded into the token code, automatic and decentralized using the PancakeSwap smart contracts.

There will be also other incentives for the holders to sustain the token for the long term, creating a balance between trading/spending, holding and providing liquidity. There will be **farming pools** where the holders can **provide liquidity** on PancakeSwap and earn an APR (PWD distribution) on their allocation, there will be also a **single stacking Pool** where holders can earn PWD by staking their PWD.

These DeFi features, common in different tokens, will reward the loyal holders keeping the tokenomy healthily, increasing the liquidity on the DEX and introducing scarcity (locking tokens out of circulation). This will create a good environment for traders (buyers and sellers) and support the appreciation of the token over time.

The token utility initially will be limited to a few products, so the first years the Farming/Staking DeFi tools will enable the long-term commitment of our community. The contests, lotteries, games will keep our network of people engaged while the ecosystem expands. *We are starting from zero, with your help, building will take time, but we are here to create something strong in the years to come. Our products and services strongly leverage network marketing and the new sharing-economy concepts.*

The first year we will release our main and central product, the Academy, where people can learn how cryptocurrencies and DeFi work, acquiring the needed knowledge to operate in all the DeFi world, not limited to our Staking and Farming tools. We will integrate the Powermade token with the academy, to access discounts, but the main currency of the Academy will remain BUSD (Binance dollars, a stablecoin

pegged to US Dollars). **We will introduce also NFTs for different purposes**, with Art and utility in mind. *With NFTs and the token, we will have all the instruments to create a rich tokenomy, driven by utility and boosted by our community.*

Since we are for the long run, **most of the DAO tokens and the founder tokens will be vested for a certain period of time and released gradually during the next years.** All our partners will be subject to the same rules and the tokens allocated for the farming/staking pools will be completely released in 5 years, after that the dominant incentivizing factors will be the utility of the tokens (within the DAO centralized and decentralized products/services) and the features of the token itself (deflation, through "buyback&burn" feature, the "automated liquidity acquisition" and the "reflection" in BTC).

More details are described in the following sections.

Token distribution

The token will be distributed in the following ways:

- *An exclusive and limited private seed-round*, accessible only to trusted people and strong supporters at a competitive price;
- *A public whitelisted IDO sale*, with a limited target hard-cap, accessible by everyone by doing some simple actions, like spreading the word. The seats are limited, and the price will be lower than the listing price;
- *Airdrops, contests, lotteries, trading competitions*, during the first 2 years.

The tokens that will be sold during the first 2 rounds will be 25% of the total supply, the tokens released to the community for free (Airdrops) will be ~7% of the total supply. After the IDO the users will be only able to purchase the tokens in the free market on PancakeSwap, the listing price will be higher than the IDO price. *All the seed-round and IDO participants will be subject to vesting,* so they cannot dump them on the market just after the listing or damage the market during the growth stage of the project.

Another ~17% of the total supply will be distributed as *farming/staking incentives*, and the remaining will be used by the DAO for the long term developing and operations, for the liquidity bootstrap, for the partnerships, the advisors and the initial founders of the ecosystem. Most of these tokens will be vested and released gradually.

For more details see the "Token Supply and Distribution" and the "Token Sale Details" sections.

TOKEN FEATURES AND METRICS

The Powermade PWD token has the following characteristics:

Blockchain	Binance Smart Chain (BSC)
Token Standard	BEP20 (ERC20 interface)
Token Name and Ticker	Powermade - PWD
Token Type	Utility Token + Digital Licenses + Governance
Token Max Supply	14M
Decimals	18
Token Model	Deflationary, with transaction tax and automated buyback&burn
Token Native Features	BTCB Reflection, Automated Liquidity, Buyback&Burn
Integrated Exchange	PancakeSwap. Used pairs: BNB/PWD, BUSD/PWD, BTCB/PWD
Community Distribution	25% Sold (vested), 17% farming/staking, 7.1% Airdrops
Sale Modality	Private seed round (BUSD/USDT) + Public Whitelisted IDO (BNB)
Sale Date and Duration	April 2022. The exact date will be announced on the website

The token address, verified source code and auditing certificate will be available before the IDO sale

Powermade (PWD) is a deflationary token based on Binance Smart Chain (BEP-20 Standard). The maximum supply is 14M tokens, but the **burning mechanism** introduced with the **periodic buyback&burn feature** will reduce the supply over time, removing tokens from circulation forever depending on the trading activity and use of the token within the DAO products and services.

Every user transaction and buy/sell operation on the DEX (PancakeSwap) is taxed and the tax is used to enable the deflationary features, sustain the liquidity and reward the holders. The tax is not a limitation of the use, *it is a core part of the tokenomy because it will introduce positive effects on the price and a good environment for traders and holders*. Some smart contracts will be excluded from the tax system and from the reward system.

Transaction Tax 8%	
BTCB (Wrapped BTC) Reflection to holders	2%
Buyback&Burn (BUSD accumulation)	3%
Automatic Liquidity (BNB/PWD)	3%

Only personal and unlocked funds will receive the reflection, all the smart contracts are excluded, except selected smart contracts (for future use). In particular, the following wallets and contracts won't receive the Bitcoin (BTCB) reflection:

- Vesting Smart contracts containing DAO funds and Founders allocation
- DAO Wallets (Partnerships, Development, Reserve, Airdrops) containing unlocked funds
- Farming and Staking wallets
- DEX Wallets
- Launchpad smart contract and IDO vested funds
- Seed-round locked/vested funds

To be eligible to receive the reflection the holder must hold at least 2K tokens in his wallet, otherwise the address will be ignored.

There are some wallets and some smart contracts that are excluded from the tax system (the transactions will be without tax):

- DAO Wallets (Partners, Development, Reserve, Airdrops)
- All the vesting smart contract used to distribute the tokens to the partners, advisors and the seed-round participants
- All the vesting smart contract used for the IDO sale
- The IDO Sale contract
- The vesting contracts used to release the DAO funds over time
- The Farming and Staking contracts
- The future DAO contracts and DAO-managed fund
- Future smart contracts that will interact with the ecosystem leveraging the token utility: the Academy discount contract, the marketplace payment contract, lottery, games (GameFi) contracts...

Some smart contracts will be kept with tax depending on the business model of the feature. PancakeSwap will always have the tax enabled (except the first 48h after the listing), and also the future other DEXs and the deposit/withdraw of the centralized exchanges (CEX). Depending on the distribution strategy, the prizes included within our future NFT collections will be excluded from the tax system.

More details about each feature will be reported in the following sections.

Automated Liquidity Feature

Decentralized finance is made possible by using decentralized exchanges in collaboration with liquidity pool smart contracts. For any token on the smart chain, to have an availability to be swapped on a decentralized exchange, it must have an available liquidity pool of tokens for swapping. The challenge remains on how to properly incentivize users to keep such liquidity pools maintained.

The first way is to incentivize the liquidity providers using farming rewards, but this is usually done by crypto enthusiast and investor with enough knowledge of the DeFi and its risks (eg. Impermanent losses).

An automatic liquidity acquisition can be featured as a complementary (and in some cases even alternative) **solution to the traditional "farming reward" structure.** The acquisition is done taxing each transaction, and so each buy/sell order on the DEX and moving the tax to the DEX liquidity pool (splitting the tax in the tokens of the pair, BNB and PWD). This operation is done without knowledge and applied to all the users. The effect of the liquidity tax will be to sustain the price of the token and create a liquid and healthy trading environment.

While in the "farming" mode the rewards are distributed from the farming smart contract itself, with an allocation that is often limited (without minting other tokens), in the automatic liquidity acquisition mode the reward comes from the "reflection" feature (see next section) and the allocation is infinite (there will always be the tax).

In simple words, more trading volume on the DEX (token activity, correlated to token utility/use and also speculation), will produce more taxed transactions and more liquidity on the DEX. The same transactions will bring also more reflections and, with the buyback&burn feature (see next sections), deflation.

The reflection will reward the holders, creating a good balance between holding (to receive rewards) and trading/using the token (to generate rewards).

The Powermade token is adopting both the classical "farming" model and the novel taxing system with reflection and automatic liquidity. The farming incentives will be used to bootstrap the liquidity faster in the first years, after 3 years the tokens allocated for the farming rewards will be distributed almost completely. The automatic liquidity, instead, will be always active.

The Powermade token applies a 3% tax used for the automatic liquidity feature. The generated Pancake LP tokens associated to this operation will be kept locked for at least 2 years inside the token smart contract. The owner will be able to claim or relock this liquidity after this vesting period. The aim is to migrate to a DAO contract in the future, with the ownership of the token transferred to that contract.
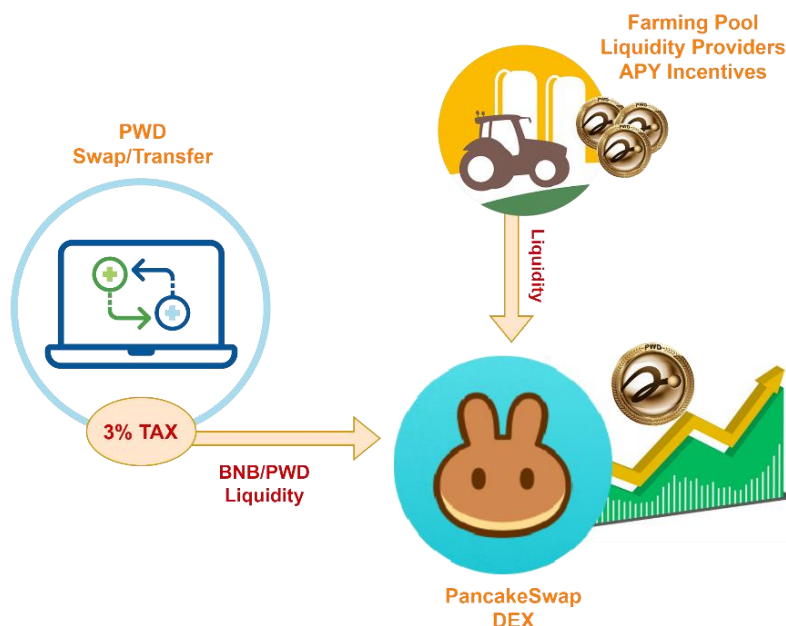
Reflection Feature

The reflection is an integrated incentive used to reward the holders depending on the volume of trading or the use of the token within some services of the ecosystem. The token utility and tokenomy will incentivize the use and the trading of the token: every token in the crypto space is on the free market and price actions are related to the speculation in the short term and utility within the ecosystem in the long term.

Traders will usually compete for a gain in a short or medium timeframe while holders will leverage the long-term appreciation of the token, helped by its deflationary economic model and the automatic liquidity feature. To increase the loyalty of the holders, this is not enough, and here is where the reflection feature comes in place.

The liquid market will be balanced with the holding incentives: people will be incentivized to buy and hold rather than sell, or to sell only to pay for the products and services of the DAO (Academy, Marketplace…).

The **reflection** feature of the Powermade contract is not paid with PWD, but **paid in BTCB**, the wrapped Bitcoins on the BSC Blockchain. **Every transaction has a 2% tax that is converted into BTCB and then distributed between the holders, automatically. There is only one requirement to be eligible: keep in the wallet at least 2000 tokens.**
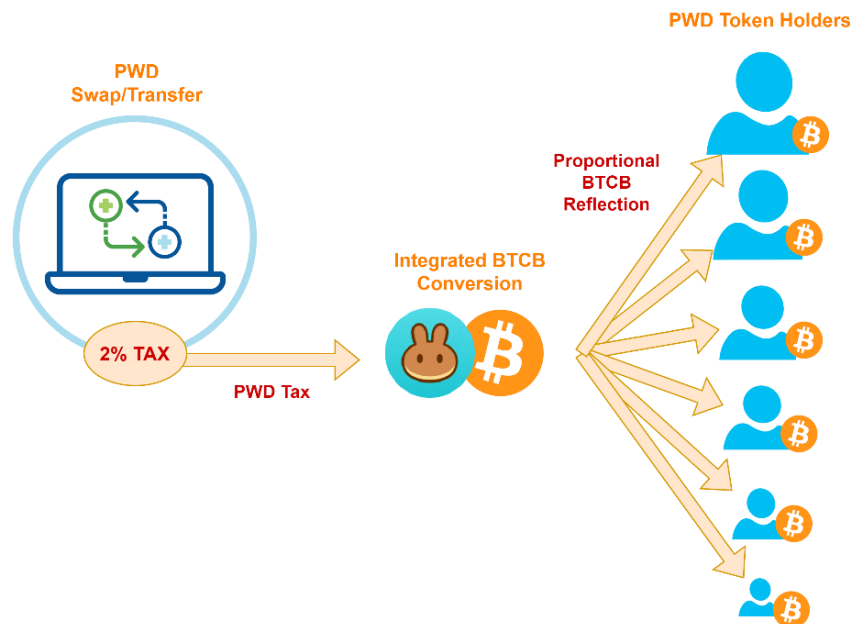
There are many **advantages of using the BTCB** token for the reflection:

- Bitcoin is THE coin, *people know and love Bitcoin*, especially newcomers. They know for sure what Bitcoin is and its role in the world. *We are bullish for Bitcoin.*
- *Bitcoin has its own market*, separated from the PWD market, so the Holders will have the incentive to hold even if the value of PWD is going down: if the dollar equivalent PWD trade

volume remains the same, the reflection percentage, in terms of dollar equivalence, will remain the same, but holders will receive a token that is not subject to the same downtrend.

- In case of uptrend usually the hype brings more volume and the holders have the possibility to convert their increasing BTCB reflection to the token they want, even to PWD to follow the uptrend.
- *It is always nice to have some incentives paid with "The Boss of cryptos"*, everyone should hold some Satoshis for the future, even if in form of wrapped BTCB. Powermade is targeting the masses with their crypto course, a *Bitcoin automatic reflection is an added value and a good marketing tool.*
- Newbie holders will easily find their BTCB rewards in the wallet, watching them increase over time. With a little more knowledge they will be able to swap the BTCB to stablecoins like BUSD, USDT or back to PWD and accumulate it for the long term.

The feature is implemented inside the token itself, leveraging the PancakeSwap smart contract, it is completely DeFi. The Powermade contract will have a router upgrade function to be able to migrate to a future router version of PancakeSwap. There is also the possibility to upgrade/change the token used for the reflection. These functions will add some centralization but are needed to ensure the long-term functionality of the contract. The aim is to migrate the ownership to a DAO smart contract in the future, where every change must be voted by a board of professionals with the support of the community.

Buyback&Burn Feature

In a decentralized smart chain environment, contract functions can be utilized to achieve token scarcity, enabling **a deflationary tokenomy**. There are economical and psychological effects introduced by a deflationary model:

- *The token supply reduction will create scarcity*, and this is perceived as an increase of rarity of the token, increasing the accumulation and holding activities
- *Token holders have an incentive to not sell the tokens,* that will increase their value over time
- The increasing demand of the token (access to product/services, DeFi rewards, Tokenomy…) will incentivize positive price actions
- Hype and FOMO are often present when there are "burning events" that will reduce the token supply, maintaining the demand of the token high (speculative and game-theory effects)

Deflationary models are still a new concept, their effects can be both short-term and long-term, depending on the demand and use of the token. The effects can be absorbed by the market over time, a constant burning activity is required.

There are different ways to increase the scarcity over time by burning the tokens. One way is to gradually reduce the tokens by applying a burning tax to every transaction, eliminating the tokens instantly. Another way is to allocate an amount of tokens to the burn activity and periodically burn the tokens (the "burning events").

The Powermade token will do the Burn using a hybrid mechanism that will bring the benefits of both ways: The Buyback and Burn.

The mechanism is simple. **Every transaction has a 3% tax** that is converted into the **BUSD stablecoin** and accumulated over time inside the token smart contract. **At fixed intervals** of times (eg. 1 month) the smart contract will **automatically use all the cumulated BUSD to buy the PWD tokens at market price (on PancakeSwap) and burn them, reducing the supply.** The benefits of this action are the following:

- More trading volume means more BUSD collected, because every transaction is taxed. More BUSD collected means a potential bigger burned quantity;
- The periodic burning events can increase the activity of the community because using the (potentially big) accumulated BUSD to buyback PWD at market price will trigger a positive price action;
- The PWD token are burned after the buyback (and the related price action), this will be an incentive to hold and the sell pressure after the price action will be reduced;
- If the PWD market is in downtrend, the Buyback and Burn could increase its effects. The BUSD accumulation is acting like a DCA (Dollar Cost Averaging) and the Buyback it will be like a "Buy the Dip" event, with a consecutive burning.

The burning events will be managed by the contract, the DAO will be able to set the event every 1, 2 or 3 months (30, 60 or 90 days). If the change is from a shorter period to a longer period, the current burning period will be prolonged. If the change is from a longer period to a shorter period, the new rules will start after the current buyback period, that will remain untouched.

This is done to be able to fine-tune the market effects of the Buyback&Burn, accumulating for more time if needed to sustain the market. The Buyback&Burn feature is also a great tool to keep the community engaged. *In the future the community will be able to vote (Governance process) to change the Buyback&Burn period.*
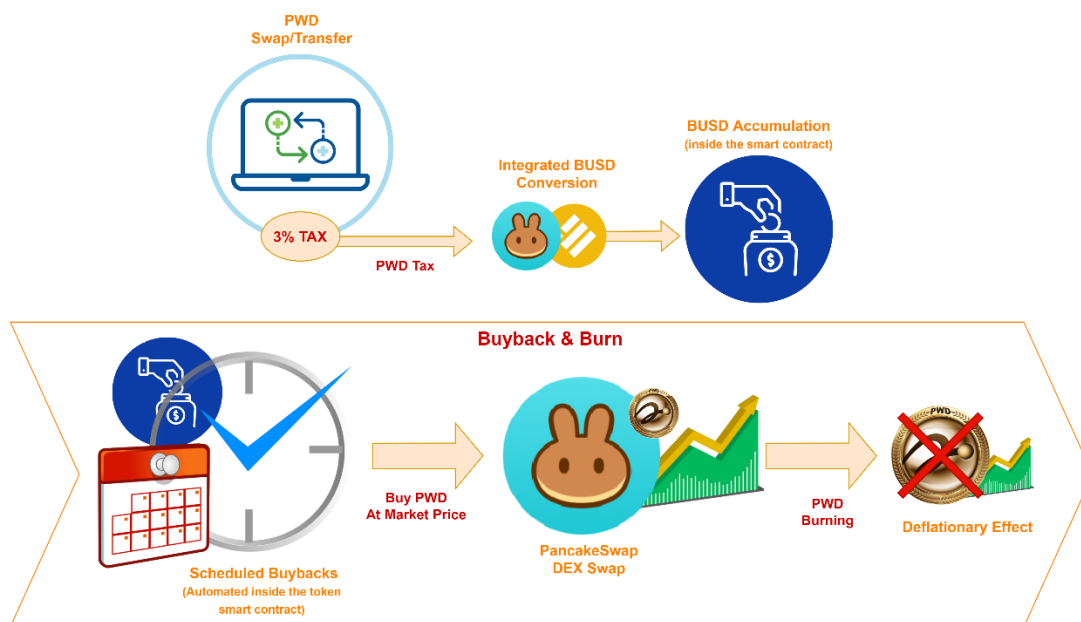
Token centralization and decentralization

The features implemented inside the token are leveraging the PancakeSwap smart contract. The swaps, automatic liquidity, buybacks, reflections are all done in a decentralized way.

The Powermade contract, however, will have a "router upgrade" function to be able to migrate to a future router version of PancakeSwap and maintain the compatibility with the exchange. There is also the possibility to upgrade/change the token used for the reflection. *These functions will add some centralization but are needed to ensure the long-term functionality of the contract.*

The token will have also other centralized features that are needed considering the constant evolution of the regulatory/compliance frameworks in the crypto world, like the blacklisting feature. *We know the importance of the decentralization*, but the Powermade token is, *firstly*, the utility token associated to a set of centralized businesses (Academy and Marketplace will be the first ones) and these measures are needed.

The aim is to migrate the ownership to a DAO smart contract in the future, where every change must be voted by a board of professionals (Board Members) with the support of the community, reaching a quorum to make every change to the contract parameters or withdraw the LP tokens (associated to the automatic liquidity feature).

To try to move to a less centralized model, we believe that creating an on-chain DAO with on-chain governance, fund management and token control will be the way to go to and the best compromise. We will try to reach this goal over time, everything is evolving fast in this space.
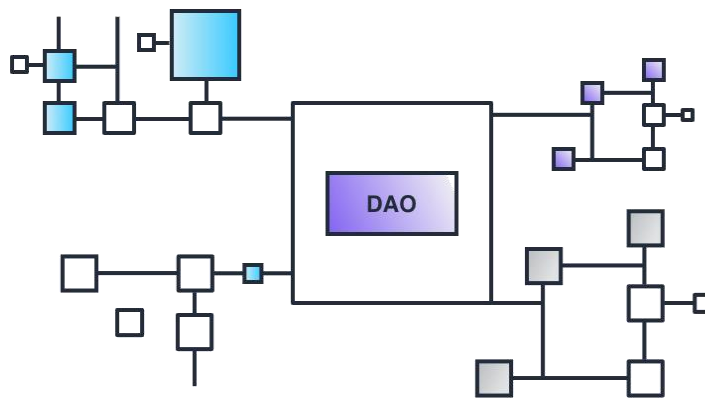
The owner address of the smart contract will be initially securely controlled by the Powermade founders and in the future by the on-chain DAO. The controllable features and parameters will be the following:

- Upgrade the PancakeSwap Router (to support future versions of PancakeSwap)
- Reflection token change (to support upgrades to other wrapped BTC versions)
- Trigger the Reflection distribution manually for all the holders or for a single holder (in case of issues), set the maximum gas used by the reflection distribution
- Black list an address (compliance and security)

- Exclude addresses from the Tax System (to disable Tax on the ecosystem smart contracts, the vesting contracts and the DAO wallets). The tax percentages cannot be changed.
- Exclude addresses from the Reflection Feature (to disable Reflection on the DAO funds)
- Include selected smart contract addresses in the Reflection Feature (for future services)
- Minimum token amount needed to receive the Reflection, in the range from 50 to 50K tokens (no other values allowed), default 2K tokens
- Buyback period in months (30 days), with the possibility to extend the current period but not shorten it. Possible values only 1, 2 or 3 (translates to 30, 60 and 90 days)
- Do the claim of the LP tokens associated to the Automated Liquidity feature, but only after the lock period (initially 2 years from the deploy)
- Relock or extend the lock period of the LP tokens associated to the Automatic Liquidity feature
- Transfer the ownership of the contract (eg. To the future DAO contract)
- Enable/Disable and configure the Anti-Whale features (max transaction limit, excluded wallets…). Minimum transaction amount cannot be set less than 0.1% of the supply.

For more details, the source code will be verified on BSCScan (publicly available) and there will be at least a third-parts audit.

TOKEN SUPPLY AND DISTRIBUTION

The token supply is **14M tokens**, divided accordingly to the following chart.

Powermade Supply
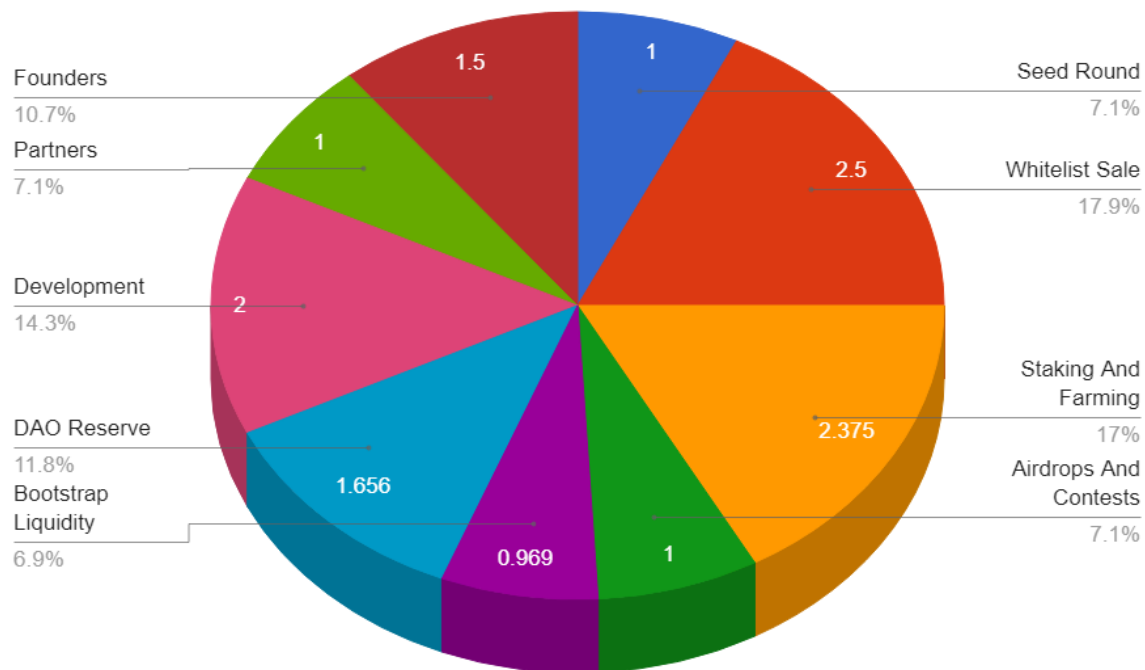
Each slice of the cake has a different purpose and a different vesting condition. The detailed description of the use of the funds is described in the following paragraphs.

Seed-Round

Allocation: 1M Tokens (PWD) – 7.1% of the supply

Uses: the tokens are completely sold in the seed-round sale, for a total of 16K USD equivalent value (collected manually on a company wallet). Min 300$, max 1000$ per supporter. The purpose is to bootstrap the project covering the initial tech and marketing costs.

Vesting: the tokens will be released to the buyer starting from 6 months (24 weeks) after the sale, releasing them in 10 cycles of 30 days (10% claimable every 30 days). The buyer must provide a non-custodial DeFi-enabled wallet address (eg. Metamask) and the claim will be done on a third-parts DeFi platform (vesting-as-a-service) using the received LVT (Liquid Vesting Tokens) to unlock the PWD.

Whitelist Sale

Allocation: 2.5M Tokens (PWD) – 17.9% of the supply

Uses: the tokens will be sold in the public whitelisted IDO (Initial DEX Offering) with the purposes of bootstrapping the DEX liquidity ("Bootstrap Liquidity" allocation) in a trustless way and create a minimal liquidity for the DAO (mainly development, auditing, marketing) without the need to sell DAO funds on the market. The soft cap (minimal target) is 200 BNB and the hard cap (desired goal) is 250 BNB. The sale will be in BNB, leveraging a third-parts DeFi Launchpad, that will manage also the buyer vesting and distribution (claim will be done on the launchpad). The sale is whitelisted, users need to obtain "points" to participate. See the "Token Sale Details" section.

Vesting: 1% of the tokens will be released to the buyer at the end of the sale, the remaining will be released starting from 45 days after the sale, releasing them in 9 cycles of 45 days (9% claimable every 45 days). The tokens will be claimable on the Launchpad platform.

Staking and Farming

Allocation: 2.375M Tokens (PWD) – 17% of the supply

Uses: the tokens will be used as an incentive/reward for liquidity providers and holders. This allocation will be fully distributed in about 5 years through 2 different DeFi pools (managed with a third-parts DeFi farming-as-a-service protocol), the farming pools to reward who provides liquidity on the BNB/PWD and BUSD/PWD pairs on PancakeSwap, and the staking pool to reward holders for locking their tokens (putting them out of circulation). Both DeFi tools are for rewarding long term holders and supporters, creating a healthily tokenomy with a good trading environment.

Vesting: the tokens will be deposited into farming/staking smart contracts on a third-parts audited DeFi platform. An allocation of 1.55M tokens will be used for liquidity farming (stacking Pancake LP tokens will generate PWD rewards) during a period of 3½ years, starting just after the DEX listing. An allocation of 1M tokens will be used for stacking pools (staking PWD will generate PWD rewards) during a period of 2½ years, starting 6 months after the listing. For more details about the yearly amounts to be distributed and the rates, see the "tokenomy and token utility" section.

Airdrops and Contests

Allocation: 1M Tokens (PWD) – 7.1% of the supply

Uses: the tokens will be used by the DAO heads to incentivize the community/network participation through contests, prizes, lotteries, competitions, rewarding the users for their participation and for spreading the word about the project. These tokens will be used to keep the community strong. Some use-cases will be to reward the students of the Academy when they reach particular goals, like completing/passing a course or reaching a career level in the network marketing activity. They could be used to create NFT-based lotteries or contests, to organize games or competitions, for example buying competitions on the marketplace, trading competitions on the DEX… All activities that will benefit the whole community increasing the user-base and incentivizing the referral activity.

Vesting: 0.5M of tokens will be unlocked for the use during the first year, 0.5M of tokens will be unlocked after the 1 year, for the use during the second year. In 2 years, all this allocation will be fully distributed. The vesting will be managed on a third-parts DeFi platform (vesting-as-a-service) using a dedicated DAO cold wallet.

DAO Reserve

Allocation: 1.656M Tokens (PWD) – 11.8% of the supply

Uses: the tokens will be used for the long-term support and operativity of the ecosystem, including the products and services that will leverage the token utility in the coming years. This allocation will be managed by the DAO representative/heads (founders, team, advisors), listening to the community needs and opinions through off-chain and, in case, on-chain proposals with voting.

Vesting: Locked for 1 year and then released 414K of tokens every year (full release in 4 years, 5 years after the IDO). The vesting will be managed on a third-parts DeFi platform (vesting-as-a-service) using a dedicated DAO cold wallet.

Bootstrap Liquidity

Allocation: 0.969M Tokens (PWD) – 6.9% of the supply

Uses: the tokens will be used to provide the initial liquidity on the DEX (Listing phase). This allocation will be deposited into the IDO Launchpad Smart Contract, that will manage also the listing. The PWD tokens will be paired with most of the raised BNB and the liquidity (LP Tokens) locked for 2 years. The locking will be managed by the IDO Smart Contract too. After the unlock the DAO will decide if relock it (year by year) or manage it in another way. This allocation is considered part of the DAO Reserve, when the token liquidity can sustain itself, these funds can be used for the long term operativity of the ecosystem.

Vesting: Locked for 2 years in form of liquidity (coupled with BNB). The PancakeSwap LP lock will be managed by the IDO Smart Contract. After the 2 years the DAO will decide what to do with the liquidity, but the first and desired option is to keep it locked (1-year lock periods) if not needed for other purposes.

Development

Allocation: 2M Tokens (PWD) – 14.3% of the supply

Uses: the tokens will be used for the long-term development of the ecosystem, mainly technology development, tech-related costs, content creation, web design and technical writing costs. The tokens will be sold on the market only when necessary. In case of external developers, teams or freelancers involved we will try to reach an agreement using a vested token allocation as payment (leveraging a third-parts vesting-as-a-service platform). A common vesting agreement with partners, will be a 6 months lock period with a release of 25% every quarter (12 weeks).

Vesting: 0.5M Tokens will be unlocked from the start, then 0.5M tokens will be released every year (365 days). All the tokens will be released in 4 years. The vesting will be managed on a third-parts DeFi platform (vesting-as-a-service) using a dedicated DAO cold wallet.

Partners

Allocation: 1M Tokens (PWD) – 7.1% of the supply

Uses: the tokens will be used for the partnerships, for the business advisors and to pay some marketing costs. Part of the funds can be leveraged also for future listing costs (eg. Aggregators like CoinMarketCap, CoinGeko, listing on centralized platforms/exchanges). The tokens will be sold on the market only when

necessary, trying to make an agreement with vested tokens as payment when possible. A common vesting agreement with partners, will be a 6 months lock period with a release of 25% every quarter (12 weeks).

Vesting: no vesting, all 1M tokens unlocked from the start.

Founders

Allocation: 1.5M Tokens (PWD) – 10.7% of the supply

Uses: the tokens represent the personal reward of the founders of the DAO and its ecosystem. The tokens will be divided into 3 parts, 0.5M for every founder.

Vesting: the 3 parts will be separately vested and associated to 3 different addresses, one for each founder. The tokens will be locked for 1 year and then the 12.5% will be released every 6 months (24 weeks). This is done to prevent the founders dumping on the market and to guarantee they long term commitment to the project. The vesting will use LVT tokens to claim the PWDs, it will be a "liquid" vesting.

Funds Transparency

All the DAO vested funds will be managed through some vesting-as-a-service platforms, leveraging their audited smart contracts. Every DAO allocation will be initially associated to a dedicated wallet and the community can check the vested allocations and when they are released. Our operations will be fully transparent. In a later stage (not before 1 year) the funds could be moved in a single DAO-controlled smart contract where every operation needs a vote (with quorum), migrating from an off-chain DAO governance to a more decentralized on-chain governance.

Funds Vesting Recap

Holders	Initial Lock	Vesting Rate
Seed-round participants	6 months	10% / month
Whitelisted IDO participants	1% EoS + 45 days lock	11% / 45-days
Agreements with Devs/Advisors/Partners	6 months	25% / quarter (year)
Founders	1 year	12.5% / half (year)
DAO Funds		
Airdrops and Contests funds	50% unlocked at TGE	50% / year
Company (DAO) Reserve funds	1 year	25% / year
Development Funds	25% unlocked at TGE	25% / year
Partners Funds	100% unlocked at TGE	
Staking and Farming	100% Locked in Stacking/Farming Smart Contracts	
Bootstrap Liquidity	100% Locked for 2 years (minimum)	

* *Seed-round participants and Founders will use a "liquid" vesting. They will receive LVT tokens, used as "tickets" to claim the PWD when they unlock.*

TOKEN SALE DETAILS

The Token will be initially sold in **2 rounds**:

- **A seed-round of selected people strongly committed with the project**. The sale is **limited**, and the price is less than half the IDO sale's one. Eligible contributors must trust us and completely share our vision to access this great possibility;
- **An IDO sale (Initial DEX offering) with limited seats, accessible by everyone but through a whitelisting campaign.** To be able to participate to the sale we need your support: the sale is limited, with a fixed hard cap, and we don't want that BOTs and bad people will manipulate the sale. *The seats will be limited, contributors will have this exclusive possibility to access our token at a competitive price by helping us to spread the word.*

The token will be listed on PancakeSwap after the IDO, using most of the collected capital to bootstrap the liquidity on the DEX: **the 75% of the collected BNB during the IDO will be used with the "Bootstrap Liquidity" allocation (0.969M PWD) as initial liquidity, creating the listing price.** This liquidity will be **locked for 2 years**, a rug-pull will be impossible. After the 2 years the DAO will decide if there is the need to relock the liquidity. Our first choice will be to relock 100% of the liquidity with 1-year steps, but the governance will be able to decide what to do every time. The initial lock will be only 2 years because we want to be able to migrate the liquidity in case of an upgrade of the PancakeSwap protocol in the coming years. Since there will be incentives to provide the liquidity, after 2 years the bootstrap liquidity will be probably negligible respect to the total.

The participants of the seed-round and the IDO will have the tokens locked for a period of time and then released in cycles during the course of the first year. This will prevent market manipulation and dumping after the listing, with strong benefic effects on the price. The remaining money will be used to pay for the development of the token, the website design and the initial marketing. Everything will be used to bootstrap the project.

The DEX listing will be at a slightly higher price than the IDO sale, this can be considered as a 3rd round accessible to everyone. The seed-round and IDO tokens are vested so the only sell orders can come from the same people who buys on the market or receives airdrops/prizes. This will be **fair for everyone**, creating an organic price growth. **The DeFi farming (liquidity mining) will be initially available only to who buy the token from PancakeSwap, due to the vesting periods:**

- Seed-round and IDO participants will get the Token at big discounts, but locked for some months, with a gradual release after that;
- Buyers on the public DEX can leverage the farming incentives from the start, earning more PWD during the first months or receiving the reflections by holding the tokens in the wallet. *The price will be decided by the free market and the demand, no guaranteed price like the IDO*;
- People who will participate in the seed-round or the IDO can, of course, buy also on the DEX after the listing to accumulate more PWD and leverage the farming incentives during the first months. *This is a personal strategy that someone can have.*

The seed-round will be limited to 10 – 30 contributors, the IDO will be limited to 1000 contributors. There will be a **network marketing campaign** where the users interested in the IDO will compete to be able to enter the whitelist. More details are described in the following tables and in the section "IDO Whitelist Access". There will be also other incentives by competing in the whitelist selection.

The Seed-Round and the Whitelisting Campaign will start in March 2022. The IDO will start in April 2022 and the listing on PancakeSwap DEX will be just after (End April – Start May). The exact dates of the IDO and the listing will be announced during the Whitelisting campaign.

Sales rounds

A total amount of 3.5M of PWD tokens (25% of the 14M supply) will be sold: 1M in the seed-round (7.1%) and 2.5M (17.9%) in the IDO. The capital collected with the seed-round will be 16K USD, directly accessible by the DAO and used to pay the initial costs. **The target for the IDO (Hard Cap) will be 250 BNB, unsold tokens will be burned.** The 75% of the collected BNB will be paired with the "Bootstrap Liquidity" allocation and used to provide the initial liquidity on the DEX (locked liquidity) and the 25% will be sent to the Powermade DAO wallet to pay the short-term and medium-term operative costs.

Type of Sale	Token Allocation	Sale Price	Amount raised	Minimum purchase	Maximum Purchase
~~Private Seed-Round~~ SOLD OUT	~~1 M~~	~~0.016$ (BUSD)~~	~~16K$ (BUSD)~~	~~300$ (BUSD)~~	~~1000$ (BUSD)~~
Whitelisted IDO (Initial DEX Offering)	2.5 M	0.0001 BNB	250 BNB	0.2 BNB	2.8 BNB
Free Buy after listing (DEX)	-	Starting From 0.0002 BNB (listing price)	-	No minimum	High Maximum (anti whale feature)

The USD price during the IDO (Initial DEX Offering) is related to the BNB price and can change during the sale. An estimation is in the range 0.035$ - 0.045$. The soft cap of the IDO is 200 BNB and the hard cap 250 BNB (87K$ - 112K$ range). The minimum and maximum purchase is intended per person (per account/wallet).

In the following table is reported the summary of the Locking/vesting periods/rates for the participants at the sale rounds. The key points are the following:

- There is an initial lock period. During this period the tokens are frozen inside a smart contract and cannot be claimed or sold;
- After the initial lock, there is a gradual release, unlocking 10% of the purchased tokens every cycle. The released tokens will become "unlocked" and can be claimed by the user when he wants (the unlocked tokens will cumulate);

- The Claim gas fee (smart contract interaction) is paid by the user during the Claim procedure (eg. click on the Claim button on the dApp);
- The locked tokens cannot earn the Reflection;
- The claim is not Taxed (excluded from the Token Tax system);
- **For the Seed-Round participants:** the vesting will be implemented using Liquidity Vesting Tokens (LVT). The users will receive in their wallet different types of LVTs that will be the "tickets" used to claim the PWD after the unlock of each cycle. These LVTs can be transferred to other users or sold OTC (this is why it's called Liquid Vesting), but every transfer operation is subject to a 2.5% tax (from the vesting-as-a-service provider);
- **For the IDO participants:** only the registered/whitelisted wallet address can claim the tokens, changes are not possible. This is not a Liquid Vesting;
- After the claim the tokens will be on a personal wallet and will receive the Reflection. The token can be also traded or used to participate in the Farming and in the Staking DeFi dApps.
- The Vesting purpose is to protect the market (and the holders) from potential abuses, manipulations and damages (dumps) by the early contributors, which obtained the tokens at a very high discount.

Sale Round	Initial Lock	Vesting Rate	Claim Place
Seed-round	6 months	10% / month	Liquid-Vesting-as-a-service Platform (Unvest)
Whitelisted IDO	45 days	11% / 45-days	IDO Launchpad Platform (Pinksale) – 1% at EoS
DEX free buy	-	-	-

Private Seed-Round Key Points

The key points of the seed-round are:

- Very competitive price;
- Private sale only for few supporters, based on trust;
- Only verified people;
- Higher minimum purchase than the IDO;
- Vesting for the contributors: 6 months token lock, then 10% released every month;
- Token claimable through a third-parts Vesting contract (vesting as a service);
- No deadlines

People interested in the seed-round can contact the Powermade Founders or representative directly. The payment will be in stablecoins (BUSD or USDT) at the indicated price, with a direct transfer to a private wallet (BSC chain, BEP20 tokens). **The participant MUST provide a public address associated to a NON-CUSTODIAL wallet COMPATIBLE with dApps using Metamask.**

UPDATE: The Seed-Round is SOLD OUT!

Whitelisted IDO Key Points

The key points of the IDO Sale are:

- Competitive price;
- IDO sale is in BNB, the sale price is expressed in BNB (and fixed), the soft and hard caps are in BNB. The price in terms of dollars and the raised amount in terms of dollars depends on the BNB market price;
- If the Soft Cap is not reached (200 BNB) the sale is considered failed and all the BNB will be automatically returned to the contributors;
- The Hard Cap is the target goal. If the hard cap is not reached, the unsold PWD tokens will be burned (automatically);
- Minimum purchase is 0.2 BNB, maximum is 2.8 BNB;
- The sale will happen on a third-parts IDO Launchpad (Pinksale) and the interaction will require a dApp Wallet like Metamask;
- The IDO is with Whitelisting because the seats are limited, we want also to exclude BOTs, bad actors, and prevent cheats;
- Limited seats and selection: only 1000 users will be admitted in the whitelist (see the "IDO Whitelist Access" section). The first 50 in the ranking list will have a guaranteed allocation with the possibility to access the IDO sale during the first 48h, all the others will compete for the remaining (unknown) allocation (First come First serve);
- Vesting for the contributors: 45 days token lock, then 10% released every 45 days;
- The Tokens will be claimable (after the unlock) on the IDO Launchpad website (Pinksale);
- The IDO will have a fixed duration, there will be competition and deadlines;

Liquidity locking key points:

- The liquidity lock purpose is to assure the token holders that a rug-pull will be impossible (the rug-pull is the act to remove all the liquidity to scam the holders after a FOMO hype on a DEX);
- The 75% of the raised amount (in BNB) will be used to bootstrap the liquidity on the PancakeSwap DEX, at the listing price. The amount is 184 BNB if the hard cap is reached (it includes the IDO Launchpad fees);
- The "Bootstrap Liquidity" PWD allocation (968.75K of PWD) will be used with the BNB to create the initial liquidity, that will be initially locked for 2 years, and pay the launchpad fees;
- The liquidity lock (Pancake LP tokens of the pair BNB/PWD) will be managed by the Pinksale IDO Smart Contract. Only the Powermade initial Token Owner will be able to claim the liquidity after the unlock;
- The liquidity LP tokens will be migrated to the DAO Fund (reserve) in the future and relocked with 1-year steps if not needed for other purposes;
- If the DAO bootstrap liquidity, after 2 years, is not negligible respect to the to total liquidity, the DAO will keep them locked. This should not be the case due to the Farming incentives and the Automatic Liquidity features.

DEX Listing and Free Buy Key Points

The DEX listing can be considered also like a 3rd sale. The key points are:

- No whitelist, everybody can participate (human or not), on a public decentralized exchange;
- No minimum and high maximum. The token however implements an anti-whale system;
- The listing will be just after the IDO sale and managed automatically by the Smart Contract;
- The initial price will be 0.0002 BNB;
- The price is not guaranteed, it can rise with the demand. Firstcomers could buy at a lower price depending on the market activity;
- It will be the only way to buy the tokens if the user wasn't able to participate in the IDO (not in whitelist or not fast enough);
- It will be the only way to participate in the Farming from the start, during the first months, when the pool earning rate is bigger: airdrop tokens and tokens bought on PancakeSwap can be used to provide liquidity and participate in the Farming Pool, earning PWD. Seed-round and IDO users have the token Vested and need to wait or buy other tokens from the market if they want to participate in the Farming from the start;
- It will be the only way to receive the Reflections, that can be paid only on unlocked tokens inside private wallets (and not inside smart contracts);
- Seed-round and IDO contributors have the PWD locked, they cannot sell during the first months. Only the users who will receive airdrops/prizes and the users that will buy from PancakeSwap will be able to sell. The DAO won't sell tokens during the first months;
- Users will be able to buy PWD with other tokens (BUSD, BTCB…) leveraging PancakeSwap, not only using BNB;
- Buying and selling operations, like the P2P transfers, are subject to the 8% Tax (Reflection, Buyback&Burn and Automatic Liquidity features).

The 3rd Sale 48h fast track: *for the first 48h after the listing on PancakeSwap, the Tax system will be disabled on the PancakeSwap Smart Contract, allowing the contributors which missed the IDO to buy the PWD tokens with less penalty. This is also a good deal for the users planning to buy tokens to participate in the DeFi Liquidity Farming.*

Warning for seed-round and IDO participants

For bigger amounts of tokens, it's suggested to use a clean device or a hardware wallet (eg. Ledger Nano). The user will connect directly to the Vesting smart contract or the IDO smart contract, where he will be able to claim the PWD tokens (after the unlock). The address cannot be changed after the participation, it will be recorded into the vesting smart contract (except for the seed-round participants, that will own transferable LVTs). **The user must ensure that the wallet keys are properly managed and stored in a safe place.**

IDO Whitelist Access

The IDO sale is accessible only by whitelisted users and the maximum number of allowed participants will be 1000. To access the whitelist the people interested in the token IDO will have to compete by doing some simple actions and inviting their friends. The users will earn points, more users they will invite (through a referral link) more point they will made.

The Actions will be the following:

- **1 point to login**, mandatory;
- **3 points to enter the wallet address to be used for the Whitelisting** and the IDO (read carefully the important information below), mandatory;
- **2 points to visit the Powermade Token webpage**, mandatory;
- **3 points to join the Powermade Token Telegram group and leave a comment.** Feel free to use English, Italian or Spanish languages;
- **1 point for every invited friend** that will join the whitelist campaign;
- **2 points for the Secret Code.** We will hide it somewhere… Will you be able to catch it?

To participate, users must register (with mail verification) or to login using a social account (Facebook and Twitter supported). The system will use a cheat-prevention system to prevent BOT activities, multiple accounts, fake referrals and other fraudulent behaviors.

Important information: *the entered wallet address must be a non-custodial, Metamask-like wallet. The wallet must be secure, with the keys stored in a safe place. The wallet will be used for the whitelist, the participant will be able to access the IDO only from this wallet and claim the token only from this wallet. Changes are not possible. Always ensure that the wallet cannot be compromised, stolen or lost. Compatible wallets with the Pinksale IDO platform are Metamask, "Wallet Connect" enabled wallets and Trust Wallet. We strongly suggest using Metamask, because our other products and services will initially support (officially) only Metamask.*

The score will determine the position in the ranking list:

- All participants with **less than 10 points** will be **excluded** from the Whitelist;
- **The first 50 users (highest score)** will be whitelisted before the start of the IDO and will have **exclusive access to the IDO during the first 48h (2 days),** in this case the allocation is guaranteed (max 2.8 BNB per user);
- **The remaining 950 users will be whitelisted after the first 48h,** announcing on the telegram group when the operation is done. There won't be a guaranteed allocation, first come first serve in this case.

Whitelist Competition and Raffles

There will be **top-score prizes** and **2 raffles** between the whitelist participants. The distribution of the prizes will happen **1 week after the listing** on PancakeSwap DEX and the tokens sent to the whitelisted wallet, after the eligibility checks. **To be eligible the participants must:**

- *Be Whitelisted*;
- *Buy during the IDO or in the market after the listing*. The users who bought at market must own *at least 500 PWD* in the whitelisted wallet the day of the draw.

The Initiatives will be the following:

1. **Awards for the Top 10 (by score) of the Leaderboard.** Those who will invite more users (direct invitations) will receive a PWD airdrop depending on their rank. The prizes, in PWD, will be the following;

1st place	2nd place	3rd place	4th place	5th place	6th place	7th place	8th place	9th place	10th place
5000	2000	1000	500	300	100	50	50	50	50

2. **Weighted Raffle between the Top 500 (by score) of the Whitelist participants.** The Top 5 will be excluded from this raffle. The raffle will be weighted using the score (points) obtained by the participant (more invited friends, higher the chance to win). The prizes will be the following;

First Draw	1000
Second Draw	2000
Third Draw	3000

3. **Raffle between the Bottom 500 (by score) of the Whitelist participants.** The raffle is not weighted, everyone in the Bottom 500 will have the same chances to win the prizes. The prizes will be the following;

First Draw	1000
Second Draw	1000
Third Draw	1000

During the Whitelist Campaign there will be **many events, meetings, Zoom presentations.** During some of these events there will be **Live Raffles** with small prizes (5 winners, total prize 870 PWD) to the attendees. Some events will have higher prizes (5 winners, 1950 PWD total prize).

The Free Market Raffle

The listing will set the start of another initiative that will reward the users that will buy PWD on PancakeSwap, add liquidity and start the DeFi Farming. The contest **will last 1 month**, and the snapshot will be taken at the end of the period. All the users that received a previous prize/airdrop above the 500 PWD will be excluded from this contest. The distribution will happen the days after the end of the contest.

The purpose of this initiative is to create more liquidity, more holders, more supporters of the project with a nice competition.

The rules are simple:

- **1 point** to the wallets that **hold at least 2K PWD** at the end of the contest;
- **2 points** to the wallets that **provided liquidity and started the Farming**. They must use at least **2K PWD to provide the liquidity (coupled with the needed BNB or BUSD)** and deposit all the LP tokens in the DeFi Farming dApp. Withdrawing the earnings and compounding is possible, the snapshot will be taken the last day of the contest;
- The wallets that will pass both the 2 conditions will receive 3 points.
- There will be a *Weighted Raffle* between all the eligible wallets (using the earned points as weight). The prizes will be the following.

First Draw	2000
Second Draw	4000
Third Draw	8000

TOKENOMY AND TOKEN UTILITY

The Powermade token scope is to be a glue between different products and services of the ecosystem, creating utility. The use cases will be different depending on the long-term evolution of the projects. We have some nice ideas for the future and **all of them** will:

- Leverage the community and the network marketing activities;
- Leverage the Academy to enable the users to access the crypto world and our own token and services;
- Leverage the token to obtain discounts, benefits, and participate to the governance of the DAO;
- Leverage DeFi technologies, NFTs and the new trends.

The **token economy** can be divided into the following parts:

- **Token intrinsic tokenomy,** related to the *transaction taxing* and the associated features (*automatic liquidity, buyback&burn, reflection in BTCB*). This tokenomy will always be active and coded into the token itself, responsible of the deflationary characteristics of the token and the long-term liquidity support. *See the "Token Features and Metrics" section for all the details.*
- **Token DeFi rewards,** related to the Farming and Staking dApps. The Farming dApp will distribute rewards for the Liquidity Providers, the Staking dApp will distribute rewards to the holders of PWD. These incentives will last for about 3 years, then only the intrinsic tokenomy and the utility within the ecosystem will remain;
- **Token utility and use within the DAO ecosystem.** The use cases will grow in the years creating more token utility. The first utility will be inside the Academy, the second will be inside the Marketplace, many other will follow, with your contributions. In this section we will present some ideas we have in mind. **All the current and future ideas will leverage the token in the following ways**:
  - **Means of payment to obtain discounts:** if the users will use the token to pay for selected products and services (eg. Courses, dedicated consultancy, trading signals…) they will receive a discount;
  - **Staking allocation to unlock services or access benefits:** the users will be able to access some services or unlock some DAO benefits locking the tokens in the related dApps. This use will be *complementary to the use of NFTs*, that will be leveraged to unlock the benefits too. *The users will need both the token and the NFTs, in some cases, to get the benefits*;
  - **Base token for the future own NFT marketplace**;
  - **Governance use:** the users will be able to leverage the token to acquire executive voting power in the DAO and to vote for generic proposals (and create new proposals).

Users must hold, stake or use PWD to access some services, obtain discounts, participate in the DAO governance. All the future DAO initiatives **WILL** require PWD for some use cases. **PWD Holders and NFTs holders will be the Elite Class in the ecosystem.**

Farming and Staking

For the Farming and Staking DeFi features we will leverage third-parts Farming/Staking as-a-service audited and decentralized platforms. Users will be able to lock their tokens (PancakeSwap LP tokens for the Farming service, PWD for the Staking service) and earn a reward. The tokens used for the rewards are the "Staking and Farming" allocation, 17% of the initial supply. The APR (Annual Percentage Rate) in terms of PWD tokens is dynamic and depends on the share size in the pool: *more people in the pool, less the reward. Holders will compete to earn more PWD for the long time*.

The Farming will be enabled just after the DEX listing (at the end of the IDO). Seed-round and IDO tokens will be vested, early Farmers will have to buy the tokens from the market (positive price action) to start earning PWD.

The Staking will be enabled 6 months after the DEX listing.

The Farming Smart Contract and the Staking Smart Contract will be excluded from the Reflection and from the Tax system. Users won't be taxed when depositing into the pools or when claiming the rewards. The PWD locked in the pools (or unclaimed) won't earn the BTCB reflection.

Farming Pools

There will be 2 type of farming pools:

- Rewards for locking the *PancakeSwap LP Tokens* of the pair **BNB/PWD**, with the **60%** of the PWD allocation as reward (for the pool duration);
- Rewards for locking the *PancakeSwap LP Tokens* of the pair **BUSD/PWD**, with the **40%** of the PWD allocation as reward (for the pool duration).

Each pool will have a fixed duration (6 months or 1 year) and a **fixed allocation of PWD tokens** to be used as reward during that period. This allocation will determine the **reward rate**, calculated with a per-minute

basis, that is **shared between the farmers accordingly to their allocation in the pool** (User's LP token amount / total LP tokens locked in the pool).

The PWD allocation for the Farming pools is greater than the allocation for the Staking pool because the Liquidity Providers have the risk of "impermanent loss", like every farming pool in the DeFi. The USD ($) value of the LP tokens can change because the provider will be exposed on PWD and BNB markets.

LP Providers will earn a share of the PancakeSwap DEX fees, but this is not enough to incentivize the holders to provide a sufficient amount of liquidity, especially in new projects with low trading volume, there must be other incentives to compensate involved risks mentioned above: the farming rewards.

If the PWD price increases, the USD equivalent value of the rewards will increase as well. The holders will have all the good motivations to support positive price actions instead of dumping the tokens, especially the tokens received as reward and those received through contests, airdrops and lotteries.

The allocation for the Farming feature will decrease every year. Under the assumption that the PWD value will increase over years, the incentives will be enough to keep the provided liquidity. For more details see the following table.

Farming Allocation − Total 1.55M PWD (in 3½ years)		
POOL DURATION	**BNB/PWD Pair**	**BUSD/PWD Pair**
6 months (starts after IDO)	**210K PWD**	**140K PWD**
12 months	**360K PWD**	**240K PWD**
12 months	**240K PWD**	**160K PWD**
12 months	**120K PWD**	**80K PWD**

Staking Pool

There will be 2 Staking Pools, one with the duration of 6 months, and the second with the duration of 24 months. The first Staking pool will be enabled **6 months after the DEX listing** and will have a higher APR than the second.

Each pool will have a **fixed allocation of PWD tokens** to be used as reward during that period. This allocation will determine the **reward rate**, calculated with a per-minute basis, that is **shared between the Stakers accordingly to their allocation in the pool** (User's PWD token amount / total PWD tokens locked in the pool).

In the Staking Pool the holders will deposit PWD and earn PWD, they will be exposed only on PWD market. The rewards will incentivize holding the tokens, putting them at work inside the pool instead of selling them for a short-term profit. This will reward the holders for their loyalty, reducing the circulating supply. If the PWD price increases, the USD value of the rewards will increase as well. The holders will have all the good motivations to support positive price actions.

The allocation for the Staking feature will decrease every year. For more details see the following table.

Staking Allocation – Total 1M PWD (in 2½ years)	
Staking 1: duration 6 months (starts 6 months after IDO)	**400K PWD**
Staking 2: duration 24 months	**425K PWD**

Academy Utility

The Powermade Academy will be the first product of the Ecosystem and it's a school with Live and recorded lessons with an affiliation program completely managed by a Smart Contract on the BSC (Binance Smart Chain) network.

The main topics of the lessons will be **Cryptocurrencies**, **Trading** and technical analysis, **DeFi**, **NFTs**, **network marketing** and **online business**. The offer will increase over time, adding more teachers and arguments, and enabling on-demand content too. Initially there will be only 3-5 courses (short courses and master classes) with high value content in Italian language, who cannot attend to the live lessons (Zoom Meeting software is needed to attend) will receive the registration through mail.

The Academy will expand into a more complex platform with and integrated LMS for the VoD (Video on demand) courses, a social network and a calendar for the live lessons. There will be also a job bulletin board oriented to the education and consultancy. The platform will be multilanguage, we will onboard different professionals from different countries/languages to our educational network.

To be able access the services, the users must pay a pass through a Smart Contract. The pass will unlock the access to the platform, activate the access to the introduction lessons, and register the user into the affiliation system. Users will be able to earn **up to 50%** from the passes, courses and related products/services *bought by their friends that joined using their referral link (up to 5 levels)*. **Everything is managed by a Smart Contract,** your *position in the affiliation structure is linked to your wallet address* and the commissions will be sent instantly in a P2P (Peer to peer) way, directly to the Metamask wallet.

There will be 2 ways to pay the pass, the courses and the other available services:

- **Using the BUSD stablecoin** (pegged to the USD dollar), natively supported by the Academy, **without discounts**;
- **Using the PWD tokens**, through a Wrapper Smart Contract, **obtaining a discount**. The user will pay less but the price of the courses will remain the same and the commissions too (still in BUSD).

The Powermade Token will offer great advantages when it will be integrated into the Academy system. The discounts will range **between 5% to 20%** and will be **divided into Tiers**:

- **The lowest Tier will be 5% and will be accessible simply using the PWD token to buy the Academy Packages (Courses…);**
- **The other Tiers will be activated using PWD and using NFTs:** depending on the NFT type and grade (rarity) it will be possible to unlock a bigger discount, reaching the maximum discount with legendary NFTs (the rarest ones). The lowest Tiers will be unlockable also by holding or staking a certain number of tokens (the needed amount can be changed by the DAO) instead of the NFTs.

The NFTs will be released in the future with a Genesis Collection and will be resalable in the secondary market (NFT Marketplace). The Genesis Collection will be sold leveraging the Academy Smart Contract and its affiliation system.

Our Loyal holders will have the possibility to use the Farming and the Staking DeFi services to support the ecosystem and earn more PWD, that can be used to buy more educational content. Early adopters will have big advantages for sure. **Note: the staking smart contract used for the Tier System is NOT the one used for the DeFi rewards (staking pool/vault).**

A dedicated whitepaper related to the Academy and, more in general, the on-chain affiliation system implemented through a Smart Contract will be released in the future.

E-Commerce Utility

The e-commerce will be another product that will increase the use of the PWD token. **Powermade DAO will do an exclusive partnership with a Marketplace.** In the Marketplace there will be many products of different categories: Home, Garden, Health and Beauty, Electronics, Smartphone, Clothing, Accessories, Sport, School and Office, Children, Games and even Software. There will be a section dedicated to the made in Italy. The e-commerce will be based in Italy, with the possibility to serve EU customers.

There will be also a category accessible only to the Powermade users through a yearly subscription Pass (Prime Pass), available through the Affiliation Smart Contract (Package) for the already registered members. *Members will be able to earn commissions inviting other users to activate the Powermade Membership Pass first and the Marketplace Prime Pass after*. PWD enables the access to the pass discount, in the same way of the Academy Courses.

Every business will be able to apply and, after the approval, sell their products on the e-commerce (business-to-business services – B2B). There will be also advertising services for the sellers/partners. All the B2B services will have a separated subscription.

There will be a referral plan (off-chain, centralized inside the e-commerce platform) and the marketplace will support also a cashback system (using internal EUR credits). Powermade users and networkers can leverage these tools and boost it with the extra benefits that will bring the PWD token.

The Marketplace will be accessible by everyone using **Euros**, but there will be the possibility to **pay with PWD through the gift-card system** adding also some extra benefits. The Token utility will be the following:

- **Use PWD to purchase gift-cards** (prepaid) that can be redeemed on the e-commerce and used to pay at the checkout. The operation will be enabled by a dedicated smart contract integrated with the e-commerce. The Gift card value will be denominated in EUR/USD (or BUSD in the Smart Contract Context) but the token used for the payment will be PWD;
- **Paying with PWD will unlock a discount** on the gift-card value, like an anticipated cashback. The Tier system used for the discounts is the same of the Academy:
  - **The discount will be bigger if the user owns a particular NFT** (rare and legendary NFTs will unlock more discount than common NFTs);
  - **The lowest tiers will be unlockable also by holding or staking** a certain number of tokens (the needed amount can be changed by the DAO);
  - The maximum possible discount will be 20%, the minimum 2% (accessible without staking and without NFTs);
- There could be periodic bigger discounts (eg. Seasonal Sales) on the lowest Tiers to incentivize the purchasing activity and so the PWD buying activity;
- There will be limits on the maximum purchasable amount (per month), they will be associated to the Tiers. Spending big amounts could require passing a KYC procedure;
- The Token Tax system (and Rebase) will be disabled on the Gateway Smart Contract, users won't be taxed when paying for the gift-cards;
- The Gateway Smart Contract will leverage, internally, PancakeSwap to convert PWD to BUSD, that will be sent to the e-commerce wallet to pay the gift-card. The discount will be managed keeping the Smart Contract balance filled by the Powermade DAO, using part of the revenues associated to the token appreciation and the other products/services of the ecosystem.

The Marketplace B2B services will be associated to different Subscription Packages inside the Powermade Affiliation Smart Contract (that powers also the Academy), **acting like "digital licenses".** Every Powermade member that activate the base pass (registration) will unlock the possibility to earn commissions by referring the B2B services. The purchase is managed by the smart contract, that will unlock the license (with an associated expiration) and the e-commerce sales department will manage all the procedures with the license owner.

To continue to sell the products on the Marketplace, the owner of the license must renew it after the expiration (a grace period will be in place) otherwise their products will be delisted. This translates to a Package repurchase event in the Smart Contract, with the distribution of the commissions to the affiliation network.

Like the Academy, **using PWD tokens (instead of BUSD) to pay for the B2B Marketplace Licenses and the Prime passes will introduce a discount**, increasing the PWD utility. The discounts will range between 5% to 20% and will be **divided into Tiers:**

- **The lowest Tier will be 5% and will be accessible simply using the PWD token to buy the Packages (Passes, Licenses…);**
- **The other Tiers will be activated using PWD and using NFTs:** depending on the NFT type and grade (rarity) it will be possible to unlock a bigger discount, reaching the maximum discount with legendary NFTs (the rarest ones). The lowest Tiers will be unlockable also by holding or staking a certain number of tokens (the needed amount can be changed by the DAO) instead of the NFTs.

In the case of a B2B selling license, the Marketplace will apply also a small commission on the sales. This commission will decrease as the Tier increase. Businesses planning to leverage the Marketplace for their activity will have great advantages by holding/staking tokens and NFTs, acquiring the licenses using the Powermade Smart Contracts and listing exclusive products for the Powermade community, boosted by the network marketing activity and with a high visibility.

Airdrops, Contests and Raffles

During the first 2 years the "Airdrop" funds will be used to reward the community and the users of the DAO products and services with free airdrops or prizes in PWD tokens. After the 2 years, the DAO will decide if/how to continue the airdrop activities using a small portion of the reserve funds.

There will be the following use cases:

- Airdrops/Prizes to the users that will complete a course or an educational path in the Academy;
- Prizes associated to quests or exams associated to the courses of the Academy;
- Prizes paid to the users reaching a target goal (career level) in the Affiliation Smart Contract leveraged by the Academy and other products and services;
- Prizes for NFT-based periodic raffles;
- Prizes for trading competitions (to incentivize the trading volume, after the first year);
- Prizes for purchasing competitions (on the e-commerce);
- Airdrops/Bounties for small community tasks in the DAO and in the ecosystem, for example writing reviews, articles, content (videos, presentations and so on) that can be used for marketing purposes, to increase the community awareness, educate the community and improve the communication. This could include also translations, or even some developing, commercial or marketing activity;
- Prizes for Art creators (associated to the Powermade Art initiatives);
- Prizes for contests that will involve the community participation, also in terms of referral activity. Prizes can be interesting, depending on the future token price;
- Prizes for live ruffles and/or quests during live events (special lessons, seminars or marketing events, with Zoom or in real-life).

Maybe there could be also other use cases, the important thing to know is that **the Airdrops tokens will reward the loyalty, the commitment and the engagement of the community**.

Some of these airdrops will be associated with honorary and exclusive NFTs (or Mystery Boxes), that could be part of Powermade-branded Art collections. These NFTs can be listed on common marketplaces and sold to anyone interested, but the primary scope will be to reward our users with something unique and exclusive.

Airdropping NFTs can be used also to **bootstrap successive NFT Art-Related Genesis collections**. The community will expand and will include, for sure, also artists.

The DAO will be in touch with them and there will be the possibility, for some of them, to participate in the creation of the Art-Related initiatives, airdrop some of their works and leverage the network marketing (through the Smart Contract Packages) to sell the co-branded Genesis Collections. *This is one of the long-term ideas and initiatives that we want to pursue, because we like NFTs, we like Crypto, we like Art and working with enthusiastic people.*

The first Art/Collectibles collection that we will sell (but before the PWD integration, so BUSD only) will be an interesting set of 1001 hand-made caricatures, **drawn by an Italian cartoonist.** There will be PWD "Lucky Airdrops" associated to the collection.

More details will be part of dedicated whitepapers, associated to the single initiatives.

Other and Future Use Cases

In this section we report some of the other use cases of the token within the Ecosystem. Some use cases are planned and will released during the first year. Others are concepts/ideas that will need more brainstorming and represent a possible future we want to try to achieve, with your support. The IDO and the seed-round will be used only for the initial bootstrap of the token, it will be the use of the token, of the products and services and the marketing efforts of the community to determine how fast we will reach all the DAO goals and ideas.

Discounts on future products and services leveraging the on-chain affiliation system (planned)

The Affiliation Smart Contract that will manage also the Academy courses will be used to sell different products and services (Packages), leveraging the on-chain affiliation system and sharing up the 50% of the business volume with the affiliation network, in a trustless way. This powerful sharing-economy system will be used to sell both digital and physical products and services, for example:

- Passes/tickets/subscriptions to the Academy courses and initiatives;
- E-commerce (Marketplace) Prime Pass and the B2B Marketplace licenses;
- Passes or subscription to our Trading Signals groups and other crypto initiatives;
- Passes or subscriptions to dedicated "elite" groups on the future platform(s);
- Selected and exclusive products and merchandise;
- Tickets for real-live events, seminars, meetings;
- Tickets to access discounts on products and services, for a limited period of time or using a raffle to extract the discount between a range of possibilities;
- NFTs (genesis collections).

The DAO will decide which Packages will be available in the Wrapper Smart Contract and accessible using PWD tokens (Tiered System) to obtain discounts. Some products or services could have also other requirements, for example:

- Attend a specific course to access the product/service;
- Hold NFTs to unlock some extra features or bonuses (Elite);
- Stake PWD or hold PWD in the wallet to unlock some extra features or bonuses.

Discounts on NFTs genesis collections (planned)

The Smart Contract that will manage the Academy courses will be used also to sell the Genesis NFTs of some of our future collections, leveraging the on-chain affiliation system. Some NFTs will have different utility in our ecosystem, beside the value as collectibles or Art (depending on the NFTs).

Note: there will be also NFTs airdropped to users when reaching particular targets (Academy goals, Network Marketing goals… See the Airdrops section). The primary scope of these NFTs will be as recognition (medals) and could be followed by the possibility to claim a prize (airdrop) of PWD tokens or other NFTs.

The PWD token will be used to purchase the genesis NFTs with a Discount. It will be used also for the airdrops and the prizes. The same concepts used with other products like the Academy: **PWD will be the only way to access the discounts, creating more utility.**

There will be dedicated whitepapers for the future NFT initiatives, describing also how the NFTs will interact with the ecosystem and the token use (and related Tokenomy).

Unified Staking Pool and Tier System (planned)

This staking pool will manage the Tier System used for the Academy and the Marketplace and will have many other different features:

- It will manage the unlocked staking and the locked staking (fixed periods) for PWD;
- It will manage the NFT lock feature;
- The users will earn BTCB Reflections when staking in this pool (claimable);
- The Tier System will be configurable with different requirements based on the pool stakes and locks;
- The same contract will manage also the governance token share through a locked-collateral system;
- It will have an integrated reward system that can be leveraged for airdrops and future reward distributions (after the end of the DeFi staking incentives, if needed).

The Unified Staking Pool (USP) is not the same of the DeFi staking pool. There will be both. Funds on the DeFi staking pool will be used only to reward the holders with higher incentives in terms of PWD tokens, it won't give access to the Tier System and the discounts on the products/services.

After about 3 years there won't be the Farming incentives anymore, so the USP will be needed to receive the BTCB reflection and access the ecosystem benefits at the same time. The users will be able to stake their PWD (no minimum amount) and earn a share of the collected reflections even if they don't hold the minimum token amount needed to receive the reflection by holding in the wallet.

The staking pool will be used also to make periodic contests, releasing prizes to the stakers (one-shot or in form of a daily rate). The amount of token staked in the pool will unlock also other features in the ecosystem and will be leveraged to obtain DAO Board voting power (a part of the Board/Management voting power will be in hand of the holders, see the "DAO and Governance" section).

DAO Controlled fund management (future)

In the future the DAO will be on-chain with every operation managed by the DAO Board members, with the support of the token holders. **Most of the executive voting power (that will control the funds) will be in the hand of the Board, with a small part of governance tokens released to the token holders through the locked-collateral system** (PWD will be locked in exchange of some governance token, to unlock the PWD the governance tokens must be returned).

The PWD Holders will be also able to open proposals (A PWD threshold is needed) and vote for proposals, making their voice clear. The Board will moderate the proposals and will be able to create proposal too.

This process will be leveraged to decide how to manage the DAO funds (and the reserve) for the internal operations of the DAO (Roadmap, partnerships, development, payment of goods and services). An interesting possibility will be to use part of the funds to participate into third-part DeFi investments.

For example, the DAO could vote to dedicate part of the reserve to farm a token, use it as liquidity in a DeFi lending platform, differentiate the funds acquiring some other tokens of even participate into IDOs or seed-rounds as a DAO. The governance will be used to discuss and decide how to use the reserve, the allocations and manage the future portfolio of the DAO.

This activity can bring new partnerships and use cases for the token holders. The DAO can increase their funds to sustain the long-term growth and unlock interesting future possibilities like exclusive airdrops, more raffles and prizes for the community.

Mini DAOs (concept, future)

The Mini DAOs will be stand-alone DAOs created with a specific purpose, for example **participate to some investments or manage a portfolio.** These will be **side-initiatives** of the Powermade DAO.

For example, Powermade could create a Mini DAO with some professionals (partners) to create DAO-managed funds:

- The Mini DAO will create a dedicated *governance Token (GT)* used to manage the fund. In this case no governance tokens will be shared with the community, they will be used only by the board members of the specific Mini DAO, that could add or remove professionals;
- The Mini DAO will create a *secondary token (ST)* used to collect the money. The token will be sold directly from the DAO contract at a fixed price and the DAO governance will decide when to close the funding round. There could be many found rounds if needed;
- *The Holders will use the ST to exit the DAO or to claim the rewards/dividends form the DAO shared fund. The ST token represents the share in the DAO fund;*

- *The ST tokens will be used also to vote for proposals*, but *the executives will be the DAO members holding the GT*. The Mini DAO will execute the proposals if they are compliant with the activity;
- The Mini DAO will do some activities with the funds, on the behalf of the ST holders, *for example managed trading activity in the DeFi world, decentralized Venture Capital* (eg. Investing into promising IDO/sales and then distributing the received tokens to the ST holders, depending on their share), and similar activities;
- The Mini DAO could require some management fees over time and/or keep a portion of the profits (usually between 10-30%) using them for different purposes depending on the Mini DAO type, context and partnership agreements with the Powermade Main DAO. Some example can be:
  - Pay operative costs without asking the users a management fee;
  - Buy PWD tokens on market and keep or burn them;
  - Send a part of the profits to the Powermade Main DAO Fund;
- The mini DAOs are Powermade-branded but without direct control by the Powermade Main DAO, but some Powermade Board members could be part of a Mini DAO. They will be separated entities but connected with a "partnership agreement".

These Mini DAOs will enable a more decentralized and trustless fund management possibilities: common users will be able to invest in a DeFi managed shared fund without knowledge, because most of the management will be done by the DAO, with elected, approved and trusted members. Every operation will be voted and recorded into the blockchain. The possibilities are endless.

The Powermade PWD Token will be used for the whitelisting process: to be able to participate in a Mini DAO fund **the user must stake and lock for 3 months** the equivalent **of ~100$ (BUSD) in PWD tokens** into a **dedicated smart contract (related to the Mini DAOs).** The user is eligible during the first month after the lock and will be able to access the founding round of the Mini DAO. After the first month (from the lock event) the user will have the possibility to "refresh" the lock, restarting the 3-month counter and the 1-month eligibility. After the 3-months the user will be able to claim the PWD. The lock will be used as a sort of **"participation right"** (holding requirement) and the lock will prevent people from buying the tokens to participate and sell them 5 minutes after. This smart contract will be different from the Unified Staking Pool. Depending on the Mini DAO, there could be also other requirements, like an access pass to pay through the Affiliation Smart Contract (pass requirement).

There could be 3 types of Mini DAOs:

- *Free for all,* the only requirement is the PWD lock;
- *Accessible only with a paid pass (una-tantum),* with the possibility of earning commissions through a network marketing activity. In this case the requirements will be the pass and the PWD lock. The use case can be an exclusive fund and the pass costs will cover the marketing activity and the bootstrap costs of the Mini DAO;
- *Accessible only with a paid pass that has some prerequisites to be purchasable, for example attending a specific (paid) course/class.* This could be used, for example, to create a Mini DAO Fund managed by the teacher of a course and his team/collaborators and offer them only to the students of his course (imagine a DeFi trading course and a Mini DAO that will offer a managed fund with community governance to operate on a shared portfolio, in a trustless way). This is a particular case of the previous Mini DAO type.

GameFi and Metaverse (concept, future)

The DAO will monitor the GameFi and Metaverse spaces, that will be a new trend.

Definition: "Metaverse is a digital avatar-based universe. It is a virtual reality world where users can interact, play games and experience things or activities as they would in the real world."

We have **a pragmatic vision of the Metaverse**. We already have a Metaverse in our roadmap: people will be able to participate in classrooms (*the Metaverse school*), people will be able to use the PWD Token (*The Metaverse currency*) and buy digital or real stuff using the e-commerce (*the Metaverse shopping center*) people will be able to see NFT collections (*Art galleries in the Metaverse*). The users will be able to participate in the DAO, that will be the *City Hall of the Metaverse*. The DAO Funds and the Mini DAOs will be like *Banks in this city-like virtual environment*. The social network (a future improvement integrated in the Academy) will be used to communicate and there will be many features that can be used by the community, where each wallet is an avatar inside this ecosystem.

If we remove the "virtual reality world" part of the definition, **we are already building a Metaverse**. Maybe in the years we will integrate the DAO products and services into a real virtual world that will leverage some gaming technologies like 3D representations of the services, avatars and VR headsets, but *this is not on our roadmap now*. Firstly, we want to create the single pieces of the Metaverse and make them communicate using the PWD token as glue.

GameFi is another trend that mixes the gaming activity and the DeFi world. Basically, GameFi projects/initiatives are about creating a game where people can have fun and also earn. Usually these games are highly speculative, based on game-theory concepts, gamble and DeFi concepts. People likes games, likes the risks when there are potential rewards and the rules are clear. Play to earn games (P2E) are gaining traction in the GameFi space because the rules are written into the blockchain and the players *can compete and play using NFTs as collectibles with an in-game utility, not only art.*

Powermade DAO is open to future GameFi and P2E initiatives, leveraging NFTs and using the PWD token as the game currency. People will be able to compete, have fun and win rewards (PWD and NFTs). This will bring more utility to the token.

The DAO and the Governance
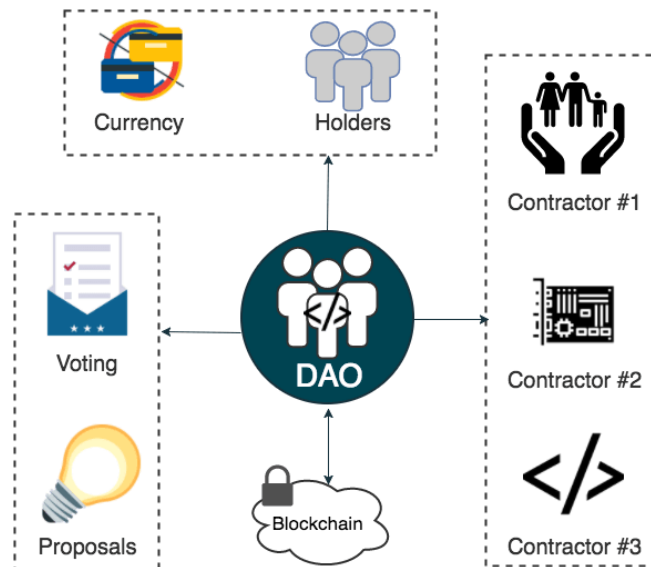
The DAO governance will be managed, during the first years, off-chain between the team members and main supporters/advisors, while the keys will be in custody of the founders. The tokens will be used, after the first year, to make proposals and conduct on-chain voting when needed. The governance board will hear the voices, weighting the decisions.

The aim is to gradually move to a more decentralized and on-chain DAO governance, with all the DAO funds moved (while they unlock over time) into a single DAO-managed smart contract, *where every operation must be approved reaching the quorum before the execution*. This will enable many other use-cases that will leverage the "Company Reserve", like fund diversification and DAO-governed decentralized venture capital (depending on the market cap of the token after 5 years).

The PWD tokens, along with another Governance Token (GT), will be both used to participate in the governance machine, balancing *economic voting power* (holder's interests) and *knowledge voting power* (the professionals and the team managing the tech/financial/product/marketing aspects of the ecosystem).

The DAO will own also the smart contracts (token included), changing the parameters can be done only after reaching the quorum. The companies behind Powermade will be part of the executive branch and will support the different tasks in the real world, with regulatory compliance.

The Governance and the DAO will be composed of the following elements:

- **The Board Members.** They will own the Executive Governance Tokens (GT) and will be able to pass or reject the DAO transactions (on-chain) and have veto rights on certain proposals. Board members can have different voting power, depending on the amount of GT tokens they have. The DAO can vote and change the voting power of a member by minting or burning GT tokens, this requires reaching a quorum too.

- *The founders will be the initial Board members,* other members can be added (or removed) only by voting with GT tokens, reaching a quorum. Without the quorum the transaction cannot be technically executed, the system is fully coded into a smart contract.
- *Other DAO Board members* are professionals with the right knowledge to manage the business, take right decisions, manage funds. They will be all trusted peoples that are strongly committed to the Powermade mission and ecosystem, with the support of the community.
- *The community can propose* (elect) qualified members for the Board role (creating proposals and voting with PWD), but the final choice is in the hands of the current Board, that is the Powermade DAO executive committee.
- The Board members can act also as "delegates" collecting the ideas, proposals and support from the community/network.
- **Community Shared Board Position.** The community will have a "minority share" of the Board. There will be a small part (not less than 10% and not more than 30%, decided by the DAO) of the GT tokens in the hand of the PWD token holders for direct executive vote. *To obtain these GT tokens the holders must stake and lock the PWD tokens as collateral, receiving the GT. The collateral can be unlocked only by returning the GT in the pool.*
- **Standard Members.** The standard members are all the PWD Token Holders. They can do many things to participate in the governance:
  - If they are big holders, they can stake PWD to obtain Executive voting power, a virtual spot in the executive board. This power will represent all the token holders' economic interests.
  - They can express opinions and support the ideas of the single Board Members. This can be done in different ways: off-chain with suggestion and help, independently of the token amount. On-chain voting for proposals.
  - They can use the PWD as a governance token with voting power on Proposals. Proposals must always be approved by the executive. Each PWD is a vote, so more PWD means more voting power, a louder "voice".
  - They can create proposals (Ideas, suggestions), but a minimum amount of PWD is required. Small token holders can reach out a bigger holder or a Board Member asking him/her to open a proposal.
  - The small holders are not excluded. They can influence the proposals (and the related outcomes) with their support, dissemination, community efforts, knowledge, debating the ideas.
- **Executive proposals.** This proposal is internal between Board Members. A Board member can open, if needed (for not ordinary management operations), a proposal that can be discussed (off-chain) by all the Board Members. There can be also a deadline associated to the proposals. The PWD token holders owning the GT will be able to follow the proposals and discuss them. The Standard Members will have limited access to the proposal brainstorming, unless the proposal will require public participation. Proposals are off-chain, usually correlated to on-chain DAO transactions. The voting happens directly in the DAO contract using the GT and the outcome is the transactions execution (or not execution). If the Proposal is related to a business activity not

involving transactions, the dao can create a symbolic transaction (zero value) with the only purpose to record the decision on-chain.

- **Generic Proposals.** These proposals can be submitted by the Board Members (tagged as "Board") or by the community (holders with enough PWD amount). The proposals can be in form of formal surveys connected to the DAO operations (roadmap, features of product and services, partnership approvals or ideas…) or be simply a way to collect consensus on hypothetical ideas/concept.
    o The proposals are presented and discussed usually off-chain (Telegram, social, forum) and then moved on-chain. The community can vote both off-chain and on-chain, but the on-chain vote will have more weight and will be related to the holders' interests.
    o Proposals from Board Members are more important, because they can quickly become (escalation) Executive proposals.
    o Proposals from Community will be taken into consideration as Ideas/Suggestions first. They could be approved by the DAO as "official" proposals before the end of the voting period or after the voting period by creating a Board Proposal. This is the case where a community idea is listened and approved for the next step (executive).
    o Board Members will be always able to make Executive Proposals and Generic Proposals. Community members will need PWD to make Generic Proposals (community GT owners have PWD staked) and they cannot make Executive Proposals.
- **Community Voting.** The voting procedure is initially off-chain on the governance forum and then on-chain (eg. Snapshot.org) and associated to the proposal (recorded in the IPFS at this stage). There will always be the address (wallet) associated to the creator of the proposal and the voting wallets. If the proposal is created by a Board Member, it will be tagged for visibility. The on-chain vote requires PWD.
- **Executive Voting.** Voting. The voting procedure is initially off-chain on the governance forum and then on-chain in the DAO smart contract. An executive proposal and related vote could be related to one or more community proposals. The on-chain vote requires GT tokens.
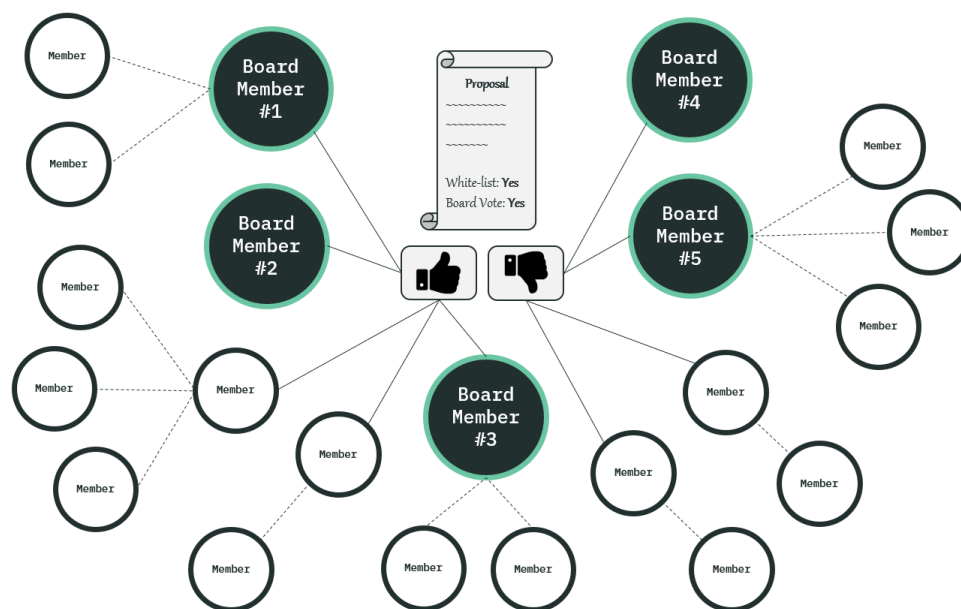
The Mini DAO governance will be similar, but simpler. There won't be a GT allocation for the holders in this case, the Board Members will manage the DAO releasing periodic communications about the operations. In the case of the Mini DAOs the voting token will be the ST token (Secondary token, used to participate in the Shared Fund) and not the PWD token. The proposals can be from the Board (official) or from the eligible ST holders. The Board proposals can (and should) be used to interact with the community before an executive transaction (eg. When managing trading operations, to consider the community sentiment), they don't require ST tokens to be created, but GT tokens.

The purpose of the Mini DAOs is to create shared funds (investing funds, managed trading funds…), most of the operations won't require a community vote (or a proposal), because the contributors are trusting the fund managers (the Mini DAO Board). They will have to follow the operations, read the reports (if any) and in case open a proposal if there are important concerns about the operations.

TEAM

The DAO Team can be divided into different categories and then separated into 2 groups:

- **Founders and DAO Board members group** includes all the Founders, that are also the initial DAO Board Members. The DAO Board will expand in the future. *The Board Members have access to the executive voting and manage the transactions.* They control the funds of the DAO, manage the projects and decide the parameters of the smart contracts. The categories are:
  - o Founders of Powermade;
  - o Generic DAO Board members.
- **DAO Partners, Advisors, Resources and Supporters** are professionals that collaborate with the DAO. They are part of the DAO but *without executive powers* (they cannot control the Powermade funds directly). The categories are:
  - o **Partners are people with a strong collaboration with the Powermade Board members and the Founders.** They are technical o creative partners working on different tasks inside the DAO. They can take some decisions (executive in their field) but with the supervision and approval of the DAO Board. Usually the partners have a medium/long-term collaboration agreement with the DAO, they share the same vision and can receive direct or indirect economic benefits/advantages (depending on the partnership terms);
  - o **Advisors/Consultants are reference people for the DAO,** they help the DAO with specific topics or works, the suggest the board members what to do leveraging their knowledge, like the Partners but with tasks that are less continuous in time;
  - o **Resources are people working on particular tasks** but with the lowest decisional powers. They are usually part of separated technical/creative teams or freelancers hired by the DAO, with a Partner or a Board Member as reference. Resources receive direct economic incentives;
  - o **Supporters are people that will support the DAO for free,** without a direct economic incentive. They can have an indirect incentive related to the way they leverage the Powermade business and the related products and services. Their support is usually related to marketing, dissemination, community management, blogging…

The DAO people will have different roles in the DAO and their category can change during the DAO life. In this first step there will be people covering multiple "roles", multiple "topics", and there will be people covering only a part of a single "role". *In this section the Team will be represented with "avatars" connected to the roles/competencies instead to specific people (except the founders).*

The names and contacts of the partners, advisors, resources and supporters won't be public for privacy reasons. Everyone will decide about releasing public information about the relationship with Powermade DAO.

Since this ecosystem will be bootstrapped leveraging the network marketing, there is no need to share the information of the founders and the DAO Board publicly. The users will know them following the presentations, the events, the courses on the Academy. There is no need to create a KYC certificate or publish the Linkedin profiles at this stage.

Funders and DAO Board Members

DAO Project Manager
Founder & DAO Board Member

Founder of Powermade DAO, project manager of the products and services of the ecosystem and experienced networker with more than 30 years of business activity in the field.

DAO Director of Marketing Operations
**Founder & DAO Board Member**

Founder of Powermade DAO, he mainly manages the marketing and network marketing operations associated to the products and services. He will grow a big team of people that will spread the word, effectively and efficiently.

DAO Director of Tech Operations
Founder & DAO Board Member

Founder of Powermade DAO, he supervises all the technical and crypto operations. Founder and manager of a software/web company, hard worker, crypto trader and enthusiast, portfolio manager and NFT collector.

DAO Partners, Advisors, Resources and Supporters
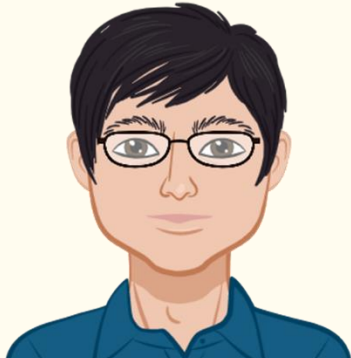
Technical Lead and Project Manager
Partner

Tech Leader and PM of the Powermade technical tasks. He has experience in blockchain, crypto, smart contracts, web, digital solutions and electronics. A nerd with experience, he likes IT, programming, aliens and sushi.

Smart Contract Developer
Partner

IT guy and programmer with experience in Solidity language and smart contracts. He will help bringing the Powermade ideas to life, starting from the Token and the Affiliation Smart Contract. He likes crypto and, first of all, DeFi.

Full-Stack Developer
Partner

Freelance Software developer with experience in NodeJS, React, PHP and Wordpress. New in the Web3 space, he builds with a lot of enthusiasm and competence. His real favorite food is code and pizzas, not code and spaghetti.

Web Designer
Advisor

Web designer with experience in Wordpress, graphics and brand identity. She will build the landing page of Powermade and will help building and managing the future Academy Platform. Patience is her strength.

Art Director and Art NFTs
Partner

Artist, Cartoonist, Teacher and graphic designer. He is the creative man of Powermade. New in the NFT's world, he will start a new interesting journey. Starting from the Powermade logo he is defining the DAO brand identity.
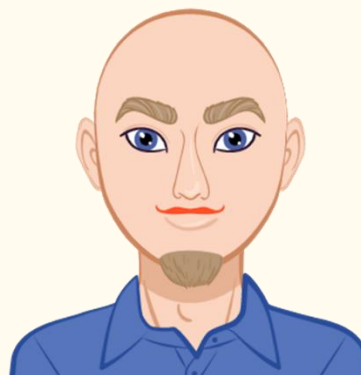
Communication Director
Advisor

With experience in writing, communicating with people, public speaking and network marketing, he will help the DAO to translate difficult concepts to easy concepts, understandable by everyone.

Legal Advisor
Advisor

The legal advisor of Powermade will help the DAO to do the things right and compatible with the Italian end EU laws. Smart Contracts, DeFi and DAOs are new interesting concepts, that will pose many challenges in the legal framework.

Financial and Fiscal Advisor
Advisor

Fiscal and tax advisor of the DAO and supporter of the new sharing economy models. She entered the crypto world recently and will help the DAO with her competencies, trying to make the gray less gray.

Crypto Academy Teacher
Partner

Crypto and NFT owner, trader, DeFi expert. A man that constantly learns before teaching, with a high curiosity and communicative skills. He already did many different courses, for newbies and for more advanced students.

Teacher and Coach
Partner

Mental and business coach, motivational trainer and networker. He works with individuals and with teams, helping them to reach the maximum potential in their activity. He will teach you how to effectively control your life.

Crypto and NFT expert
Advisor

Crypto enthusiast, learning and working with crypto since 2017 and now also with NFTs. He has a lot of knowledge, created during these years by constantly following the evolution of the topics.

Crypto Trader and Fund Manager
Advisor

Trader and portfolio manager with a big crypto portfolio. He started to study and invest in crypto many years ago. He loves technology, he loves financial freedom. He has the skills needed to effectively manage a portfolio.

Marketplace Manager
Partner

Reference figure of the Marketplace team, she will manage the integration between the Powermade business and the E-Commerce platform, leveraging the PWD token.
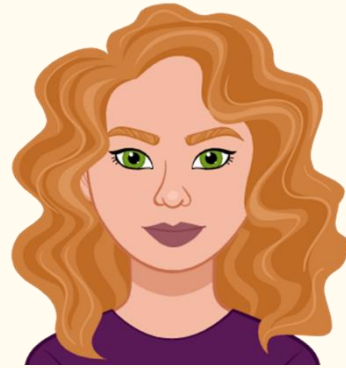
Content Creator and Writer
Resource

Freelance content creator and writer, she will help creating infographics, marketing material, presentations, tutorials and articles. Canva is only one of her weapons, alongside a good cup of coffee.

Community Manager
Resource

Community manager, moderator and support, he likes to interact with people and will help to manage our telegram groups. He is a nice and funny guy, but he has the power to silence, kick and ban if needed.
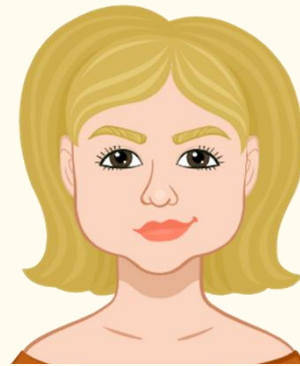
Marketing and Network Marketing
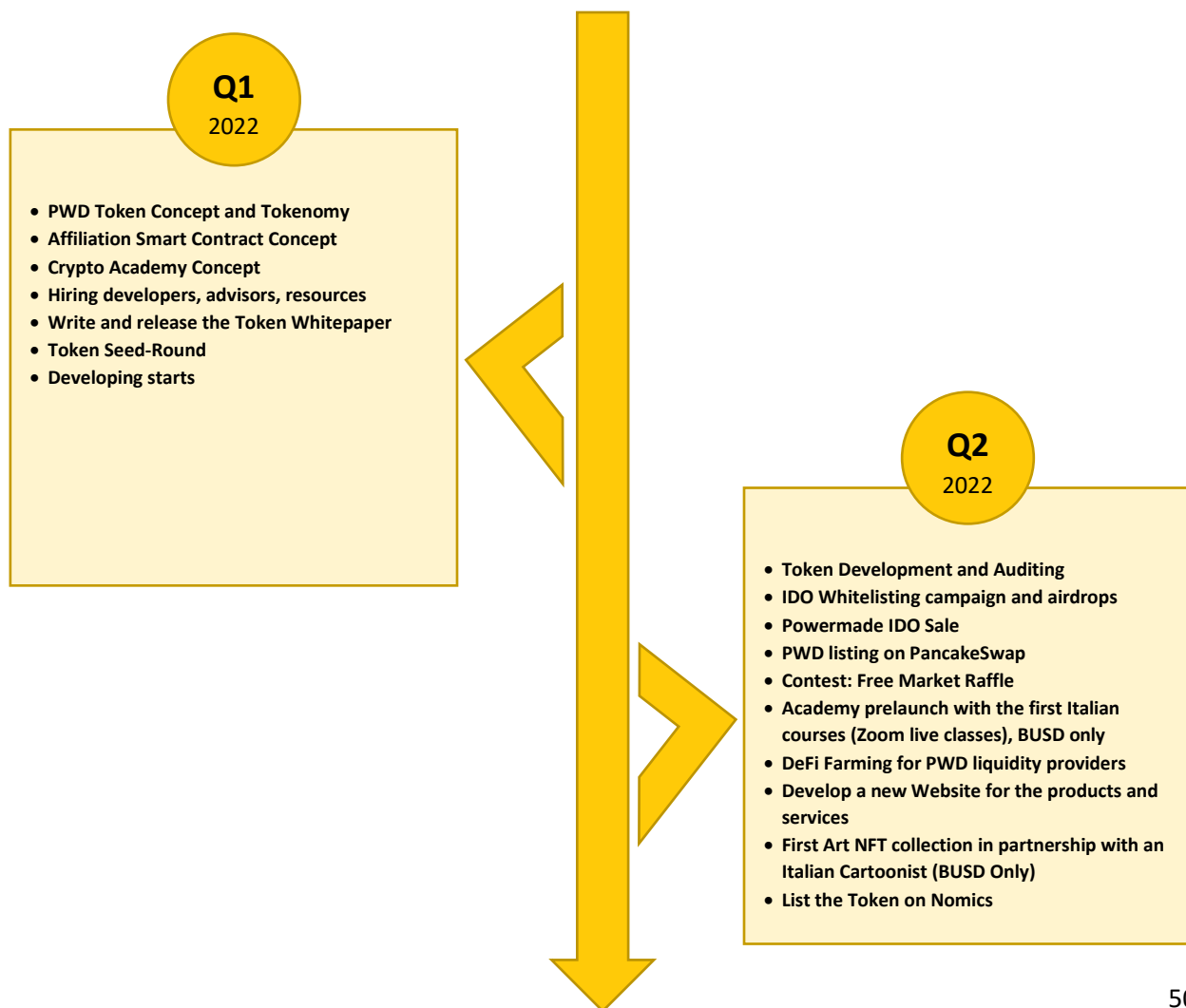**Supporter**

Networker and enthusiast about the Powermade token and the ecosystem, the Academy in particular. She knows the quality of the project and the network marketing strength points. She will be a supporter and a sponsor.

ROADMAP

In this section is reported the estimated Roadmap for the first year (2022). During the first year the DAO will do the IDO, launch the PWD token in the market and list it on the most used coin aggregators like CoinMarketCap, CoinGecko and Nomics.

Listing on a CEX (Centralized Exchange) **is not our priority**, the Tokenomy is *highly integrated* with the PancakeSwap DEX: *the trading volume on the DEX will create more burning and more reflections for the holders, the trading volume on a CEX won't, penalizing the token features.*

The roadmap includes also the development of the Affiliation Smart Contract that will power the Academy product and that will be leveraged also for distributing the NTF genesis collections. *There is a lot to work to do* and the Academy will scale, gradually, to a complete *social-learning platform*. The main goals for this first year will be to enable the full Token utility on the Academy and E-Commerce (Marketplace) products, creating the needed integrations between the Smart Contracts and the centralized platforms used (Wordpress based). During the first year we will enable the Farming and the Staking DeFi dApps for the PWD token, release some NFT genesis collections and do a lot of marketing.

Q1
2022

- **PWD Token Concept and Tokenomy**
- **Affiliation Smart Contract Concept**
- **Crypto Academy Concept**
- **Hiring developers, advisors, resources**
- **Write and release the Token Whitepaper**
- **Token Seed-Round**
- **Developing starts**

Q2
2022

- **Token Development and Auditing**
- **IDO Whitelisting campaign and airdrops**
- **Powermade IDO Sale**
- **PWD listing on PancakeSwap**
- **Contest: Free Market Raffle**
- **Academy prelaunch with the first Italian courses (Zoom live classes), BUSD only**
- **DeFi Farming for PWD liquidity providers**
- **Develop a new Website for the products and services**
- **First Art NFT collection in partnership with an Italian Cartoonist (BUSD Only)**
- **List the Token on Nomics**

Q3
2022

- Start the design of the Social-Academy platform
- PWD Academy utility: use PWD to buy on academy with discounts
- Release Utility NFT whitepaper
- Develop the Qualification management Smart Contract (rewards for the network marketing)
- Improve the Business Backoffice (Frontend interface, features, qualifications)
- Develop the Wordpress custom bridge with the Smart Contracts
- List the Token on Coingecko and CMC
- Start more aggressive marketing

Q4
2022

- Powermade NFT Genesis Collection (Utility NFTs)
- E-Commerce launch: PWD used to buy gift cards with discounts
- Enable the Powermade NFTs Tokenomy and the high-discount Tiers
- Think the roadmap for the 2023

2023

- Introduce new products and services;
- Release the Social-Learning Platform
- Increase the Academy offer: new courses, new teachers, new partnerships
- More NFT collections
- Trading Signals VIP groups
- DAO and MiniDAO development and beta
- More Marketing
- More Partnerships

CONCLUSION

The conclusion is a **message from the Founders** to the future IDO participants and all the token holders.

You, future holder of PWD, will be able to access and be part of a growing ecosystem based on interesting ideas and with a DAO structure behind, supported by enthusiastic people. The products will leverage the network marketing, we have a lot of experience in this and we know that is a big and powerful tool. Everyone can spread the word and take part of this sharing economy, fast, secure, made possible by smart contracts. The use of the token will increase over time, boosted by the network and it will reach international coverage.

You, future holder of PWD, will be able to make your voice louder, vote for proposals, take part of the governance and, if you have the right knowledge, help us to build our vision with your competencies (and maybe also be a teacher in the academy). Contact us in this case! We are open for agreements, partnerships, and so on!

There will be for sure other ideas and initiatives, leveraging the PWD glue, the NFTs and the Affiliation Smart Contract Packages and affiliation system. Our vision and our ecosystem will evolve accordingly to the trends, the crypto space and the needs of the community. Education at the first place, use cases, participation of the community, network marketing. The knowledge is the key to open all doors, and to enable the financial freedom.

Don't miss this opportunity, it could be big.