



# **BUSINESS PLAN**

**DO POT.FI**

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# 1-BUSINESS INSIGHTS

## Executive Overview

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Dopot.fi is building the first fully decentralized reward-based crowdfunding platform designed for the Web3 era. Unlike traditional platforms like Kickstarter, which suffer from high fees, centralized control, geographic limitations, and limited post-campaign support, Dopot.fi empowers creators, entrepreneurs, and emerging businesses through transparent, borderless, and milestone-driven funding. Built on blockchain infrastructure and governed by smart contracts, the platform enables fundraising in DAI stablecoins, ensuring global accessibility and protection from currency volatility.

We are currently in the Minimum Viable Product (MVP) phase, having completed foundational development. The platform is live for testing, and our next milestone is to evolve from MVP to a fully operational product. To achieve this, we are seeking non-dilutive grants, donations, competition winnings, and early angel investments to reach market launch readiness. Our immediate funding goal is €50,000, which will be used to:



Our long-term vision is to become the go-to decentralized crowdfunding infrastructure for Web3-native and traditional businesses alike. To support global operations, we are fiscally hosted by Open Collective Europe (OCE), allowing us to transparently receive early-stage funding. We intend to incorporate our global headquarters in Dubai, a blockchain-forward city aligned with our open finance values, with planned expansion into Switzerland and other key international markets.

Dopot.fi is not just a platform; it's an ecosystem that bridges the Web2 and Web3 worlds—giving fundraisers the tools, transparency, and services they need, while giving supporters more control and security over how their contributions are used.

## Our Purpose

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**Mission:** To empower global creators and businesses by delivering secure, decentralized reward crowdfunding powered by blockchain and smart contracts.

**Vision:** To become the leading Web3 infrastructure transforming traditional fundraising into a transparent, borderless, and innovation-driven ecosystem.

## Business Objectives

Timeframe	Objective
Short-Term (0–2 Years)	Launch Dopot.fi platform globally with initial funding of \$50,000 Attract high-quality, innovative projects for crowdfunding Build and engage a strong community of crypto backers and investors Ensure successful execution of first wave of campaigns Establish liquidity and stabilize DPT token utility and value
Long-Term (3–5 Years)	Achieve break-even within 3 years of launch- Expand platform services: tokenization, marketing, development, and community support Drive consistent revenue growth from campaign fees and Web3 service sales Improve operating margins from -50% to 40% by year 5 Deliver 5x–10x ROI for early investors with IRR of 30–60% Become the leading Web3 crowdfunding infrastructure for traditional businesses

## 2-MARKET ANALYSIS

### Global Market Size and Growth Projections

The global crowdfunding market is forecast to grow at a 12.5% CAGR (compound annual growth rate) from 2023 to 2028, reaching an estimated \$39 billion by 2028.

The Asia-Pacific crowdfunding market generated approximately \$514.3 million in revenue in 2024 and is projected to grow at a CAGR of 18.2% from 2025 to 2030, reaching around \$1.37 billion by 2030.

The European crowdfunding market generated approximately \$558.2 million in revenue in 2024 and is projected to grow at a CAGR of 17.4% from 2025 to 2030, reaching around \$1.43 billion by 2030.

In 2023, over 60% of all crowdfunding revenue was generated via online platforms, highlighting the increasing digitalization of fundraising efforts.<sup>1</sup>

### Reward-Based Crowdfunding Market Projection

The Reward-Based Crowdfunding market worldwide is projected to reach a total transaction value of US\$1.05bn in 2025. When comparing globally, it is evident that the United States leads with a transaction value of US\$475m in 2025. In the United States, Crowdfunding in the Capital Raising market is experiencing a surge in popularity among tech startups seeking alternative funding sources.<sup>2</sup>

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<sup>1</sup> <https://coinlaw.io/crowdfunding-statistics/#:~:text=Crowdfunding%20Market%20Outlook%3A%20Key%20Highlights,17.3%25%20from%202024%20to%202029.>

Reward-based campaigns have the highest success rate at 39.6%, driven by tangible incentives and strong community engagement. Projects in the technology and design categories tend to have higher success rates, with hardware and gadget projects showing a 50% success rate in 2023.

## **Demographics of the Crowd**

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Millennials (aged 25-40) continue to be the most active group in crowdfunding, representing 42% of total backers in 2023. The Gen Z demographic (aged 18-24) is emerging as a significant contributor, making up 20% of all crowdfunding supporters, a jump from 15% in 2021.

Women now account for 47% of crowdfunding participants, with many supporting campaigns focused on social causes and entrepreneurship. Men are still slightly more dominant, contributing to 53% of crowdfunding campaigns, particularly in the technology and gaming sectors. The average pledge per backer was \$96 in 2023, a slight increase from \$91 in 2022, reflecting growing consumer trust in crowdfunding platforms. Urban dwellers make up the bulk of backers, with 65% of supporters living in metropolitan areas, where tech adoption is higher.

High-income earners (\$100,000+ annual income) are more likely to contribute to equity and real estate crowdfunding campaigns, representing 30% of total investments in 2023.

## **Platform-Specific Statistics**

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- Kickstarter remains the leader in reward-based crowdfunding, with \$7 billion pledged to 230,000 successfully funded projects by the end of 2023.
- GoFundMe, primarily donation-based, facilitated over \$15 billion in donations since its inception, with \$2.5 billion raised in 2023 alone.
- Indiegogo continues to diversify, with 10 million backers contributing to various campaigns, making it one of the top global platforms for both reward-based and equity crowdfunding.
- Seedrs, a leading equity crowdfunding platform in Europe, raised £2 billion for startups and growing companies as of 2023.
- Crowdcube saw £1.5 billion in equity funding campaigns, particularly in the UK and Europe, by the end of 2023.
- Real estate crowdfunding platforms like Fundrise and CrowdStreet collectively raised over \$10 billion in 2023, signaling growing interest from investors seeking diversified portfolios.
- Newer platforms, such as Republic, have seen a rapid rise in user adoption, with \$500 million raised across 500+ campaigns in 2023, particularly in the blockchain and fintech sectors.

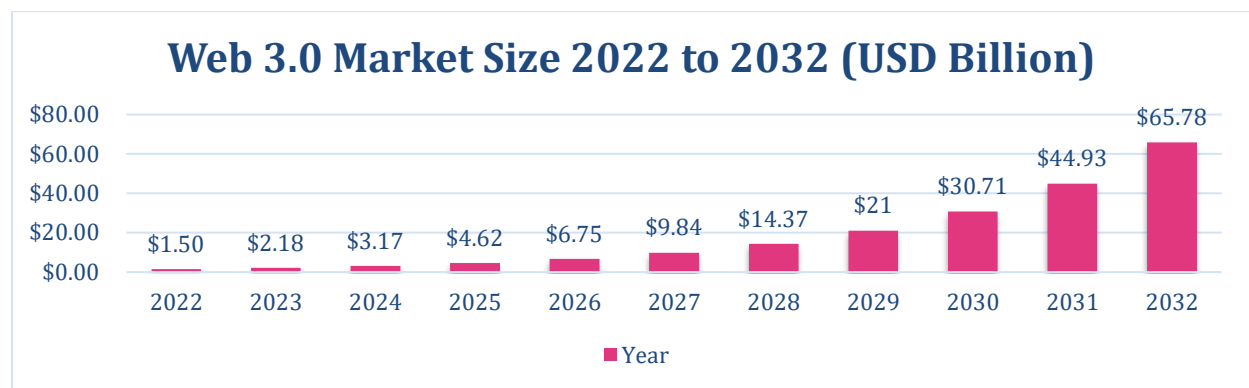
## **Web3 Service Market Size**

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Beyond crowdfunding itself, Dopot.fi also operates in the Web3 services market for entrepreneurial projects (post-campaign) as well as for investors seeking strategic consulting. This includes advisory services for blockchain implementation, token issuance, smart contract development, legal support in the crypto space, decentralized community marketing, one-on-one training for investors, and more. As we advance into a future where decentralized technologies are redefining the fabric of the internet, the world of Web3 is witnessing an unprecedented surge in

adoption and innovation. Amidst this revolution, Web3 statistics are painting a telling tale of a paradigm shift, where the boundaries of digital interaction are being pushed like never before.

- Web3 numbers show a big change: more people are using cryptocurrency and metaverse technology, marking a new era in connecting and sharing value.
- The global Web 3.0 market was valued at USD 2.18 billion in 2023 and is expected to grow to roughly USD 65.78 billion by 2032.
- Globally, 92% of people know crypto, with the highest awareness in Nigeria, South Africa, and Brazil.
- 61% of all web3 startups are based in California, New York, Florida, or Texas.
- Globally, 92% of people know cryptocurrencies, with 50% claiming to understand them.
- The Web3 ecosystem boasts a cumulative market capitalization exceeding US\$27.5 billion.
- 40% of Americans now know about NFTs (up from 27% two weeks earlier), and 81% know them.
- Web 3.0 adoption is expected to rise by 50% over the next three years.
- Around 70% of individuals in emerging markets intend to use at least one Web3 service, in contrast to just 31.7% in developed markets.
- Nearly half of crypto buyers and sellers are millennials.<sup>3</sup>



## 3-COMPETITORS' ANALYSIS

### Competitors Overview

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#### 1. Dopot.fi

##### Strengths

- Decentralized: Built on blockchain and smart contracts, eliminating intermediaries and enabling trustless transactions.
- Global Reach via Crypto: Accepts stablecoin (DAI) contributions, enabling borderless participation without traditional banking limits.

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<sup>3</sup> <https://passivesecrets.com/web3-statistics/>

- Integrated Web3 Services: Offers post-campaign support including development, tokenization, marketing, and community management.
- Lower Bureaucracy: Smart contracts automate fund release (e.g., milestone-based), reducing the risk of fraud and delays.
- Lower Fees: Charges a flat 4% fee in DPT tokens, often lower than traditional platforms.

#### Weaknesses

- New to Market: As a startup, Dopot.fi needs to establish brand awareness, user trust, and project success stories.
- Requires Crypto Knowledge: Users must be familiar with wallets and basic blockchain tools.
- Regulatory Uncertainty: Crypto fundraising is evolving, with varying legal treatment across jurisdictions.

### 2. Kickstarter

#### Strengths

- Massive User Base: Over 20 million backers and \$7 billion+ raised, mainly for creative and product-based campaigns.
- Strong Brand: Recognized globally with a high success rate for curated, well-marketed projects.
- Structured Platform: Offers guidance, campaign templates, and built-in audiences.

#### Weaknesses

- High Fees: 5% platform fee plus ~3% payment processing fee.
- Country Restrictions: Only creators in certain countries can launch campaigns.
- No Crypto Support: Accepts only fiat currencies and lacks Web3 integrations.
- Centralized: Funds are held and managed by Kickstarter until release, adding platform risk.

### 3. Indiegogo

#### Strengths

- International Access: More flexible than Kickstarter in terms of creator locations.
- Flexible Funding Option: Creators can choose to keep funds even if the funding goal isn't reached.
- Wide Project Variety: Includes tech, creative, and social innovation projects.

#### Weaknesses

- Fees Similar to Kickstarter: 5% platform fee plus 3%+ for processing.
- Variable Campaign Quality: Less stringent review process leads to inconsistent project quality.
- Limited Post-Campaign Help: No structured development or scaling support.
- Fiat-Only Transactions: No crypto or token-based reward system.

#### 4. GoFundMe

##### Strengths

- Massive Reach: Over \$40 billion raised, mainly for charitable, medical, and emergency needs.
- No Platform Fee for Donors: Operates on a tipping model, making it attractive for personal campaigns.
- User-Friendly: Simple and accessible to the general public, regardless of technical skill.

##### Weaknesses

- Donation-Focused: Not suited for product-based or business campaigns.
- No Rewards: Backers donate out of goodwill with no expectation of returns or products.
- No Crypto Integration: Completely centralized and fiat-based.
- Limited Tools for Creators: Not ideal for startups, businesses, or scalable creative projects.

#### 5. Patreon

##### Strengths

- Recurring Revenue: Allows creators to earn monthly income via subscriptions and tiered memberships.
- Loyal Communities: Strong focus on creator-fan engagement, ideal for artists, educators, and influencers.
- High Payout Volume: Over \$3.5 billion paid to creators globally.

##### Weaknesses

- Not for One-Time Campaigns: More suited for ongoing content than one-off product or fundraising goals.
- High Fees: Premium tiers charge up to 8–12% in platform fees.
- Traditional Payments Only: Lacks crypto and token-based economy.
- Overcrowded Platform: Creators must compete heavily for fan attention and recurring subscribers.

#### 6. Crowdfunder (UK/USA)

##### Strengths

- Community-Oriented: Strong presence in grassroots initiatives, especially in the UK.
- Fee-free Promotions: Occasionally waives platform fees, supporting nonprofits and small projects.
- Supports Local Change: Effective for community causes and social impact initiatives.

##### Weaknesses

- Limited Scale: Hundreds of millions raised vs. billions on major platforms.



- Focus on Local Impact: Not ideal for global, scalable startups or Web3 projects.
- Still Expanding in the US: Less recognition in North America compared to Europe.
- No Crypto: Based on traditional payment systems.

## Competitive Features

Platform	Decentralized	Accepts Crypto	Global Access	Low Fees	Smart Contracts	Post-Campaign Services	Flexible Funding	Token Rewards
Dopot.fi	✓	✓	✓	✓	✓	✓	✓	✓
Kickstarter	×	×	×	×	×	×	×	×
Indiegogo	×	×	✓	×	×	×	✓	×
GoFundMe	×	×	✓	✓	×	×	✓	×
Patreon	×	×	✓	×	×	×	×	×
Crowdfunder	×	×	✓	✓	×	×	✓	×

## Competitive Edge

Dopot.fi stands out from traditional crowdfunding platforms by solving many of their biggest problems using blockchain technology and a Web3 approach. While platforms like Kickstarter and Indiegogo act as middlemen and hold the money, Dopot.fi uses smart contracts to manage funds automatically. For example, if a project doesn't reach its goal or certain milestones, the money stays safely locked and can be refunded—no need to rely on a central platform to decide.

Unlike traditional platforms that charge around 8–10% in fees, Dopot.fi only charges 4%, thanks to blockchain automation and lower transaction (gas) costs. This means more of the raised money goes to the project creators.

Another major difference is global access. Kickstarter only allows creators from certain countries, but anyone with a crypto wallet, no matter where they live, can use Dopot.fi. A developer in Kenya or an artist in Argentina can raise funds and receive payments in stablecoins (like DAI), instantly and without needing a bank account.

Privacy is another key feature. On traditional sites, backers must register with personal info and bank details. On Dopot.fi, they can simply use a crypto wallet, keeping their identity private if they choose. Plus, once a campaign starts, its rules (like funding goals or deadlines) are locked into the blockchain and can't be changed, not even by Dopot.fi.

What really sets Dopot.fi apart is what happens after a campaign is funded. Most platforms leave creators on their own. Dopot.fi provides ongoing support through expert partners, helping with product development, marketing, token creation, and even legal services. For example, if a fashion brand raises funds, we can help them turn part of their brand into a digital token or NFT that their supporters can trade or collect, offering a modern version of rewards we call "Reward 2.0." In short, Dopot.fi is more than a funding platform, it's a full ecosystem designed to support global creators from idea to delivery, all powered by the benefits of Web3.

## 4-CUSTOMER ANALYSIS

Category	Details
Main User Segments	1. Project Creators – Entrepreneurs, founders, creatives launching campaigns 2. Backers/Investors – Crypto users, tech-savvy individuals funding projects for rewards/tokens
Age Range	Primarily 20–40 years old, with a strong core between 25–35
Gender	Male-leaning at launch (~64%) based on trends in crypto and crowdfunding
Education Level	Highly educated; ~88% with Bachelor's degree or higher
Geographic Focus	- Western Europe: Italy, UK, Germany, France - North America: USA, Canada - Asia/Emerging Markets: India, Southeast Asia, Africa (e.g., Nigeria, Kenya)
Digital Familiarity	- Comfortable using crypto wallets and Web3 platforms - Early adopters of tech and blockchain
Psychographic Traits	- Curious, innovation-driven, community-minded - "Prosumers" who want to be part of product development
Key Motivations	- Rewards with value potential (e.g., NFTs, tokens) - Supporting innovation - Becoming early users or evangelists
Interest Areas	- Blockchain games - dApps and DeFi - NFT music/art/collectibles - Tech gadgets, creative tools
Engagement Style	- Long-term involvement (e.g., NFT holders) - Demand frequent updates, open communication (Discord, AMAs)
Community Behavior	- Participate in governance or brand growth - Act as micro-ambassadors for projects they support
Challenges to Consider	- Education gap for non-crypto users - Higher expectations from crypto-native users regarding transparency and delivery

## 5-BUSINESS OPERATIONS

### Financial Overview

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Dopot.fi is currently in the MVP (Minimum Viable Product) phase and is seeking **€50,000 in non-dilutive funding**, such as **grants, donations, or early angel investment**, to complete platform development, launch the finished product, and build initial **KPIs and traction metrics**. This funding will cover essential costs like product finalization, team compensation, and initial marketing.

Our **5-year financial plan** is structured to start from this €50,000 foundation.

- In Year 1, we aim to generate early revenue from post-campaign services and platform fees.
- In Year 2, we plan to reinvest earnings to grow sustainably.

- In Year 3, we include a **hypothetical €100,000 equity investment** to accelerate growth, expand services, and strengthen infrastructure.

From Year 3 onward, as the platform gains traction, we project increasing revenues from **campaign fees, professional services**, and the **DPT token**, which will eventually be listed and traded. This token will help fund operations and salaries, creating a self-sustaining, open-source, decentralized ecosystem. All figures across the business plan, pitch deck, and Excel model will be aligned with this hybrid model.

## Platform Development and Maintenance

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### Phase 1: MVP Launch

Develop core features: campaign creation, wallet integration, smart contract fund management, reward setup.

Use blockchain (e.g., Ethereum or Polygon) for smart contract execution.

Support DAI stablecoin for contributions to ensure price stability.

### Phase 2: Feature Expansion

Add milestone-based fund release system.

Implement backer dashboards, project updates, and voting tools.

Add token/NFT reward systems and analytics.

### Ongoing Maintenance

Regular platform updates and security patches.

Smart contract audits by third-party firms.

Bug bounty program for white-hat hackers.

## Backer and Community Engagement

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Objective: Build a global, engaged backer community motivated by rewards and project success.

- Community Platforms
  - Host active Discord, Telegram, and Twitter communities.
  - Launch a blog and newsletter with project highlights, updates, and educational content.
- Trust & Transparency Tools
  - Public smart contracts showing locked funds and milestones.
  - Project update features, backer voting, and feedback mechanisms.

## Incentives

- Loyalty programs, referral rewards, and NFT badges for frequent backers.

## Token Supply Distribution

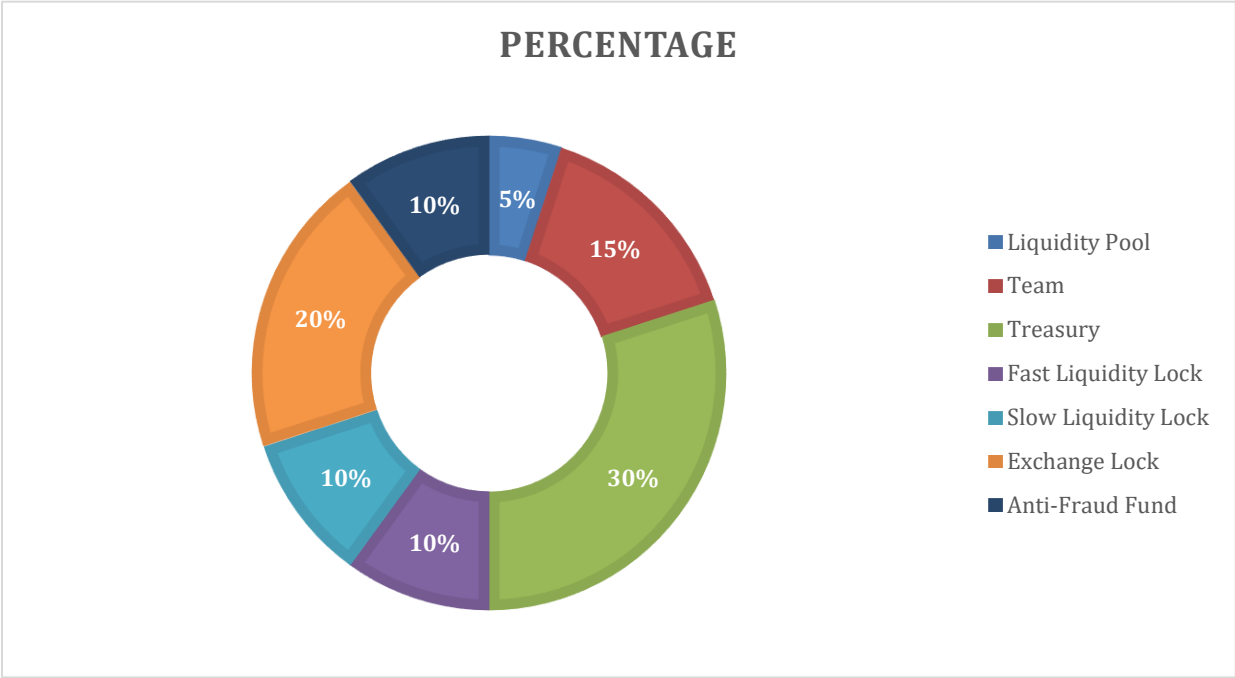
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Total Supply: 120,000,000 DPT

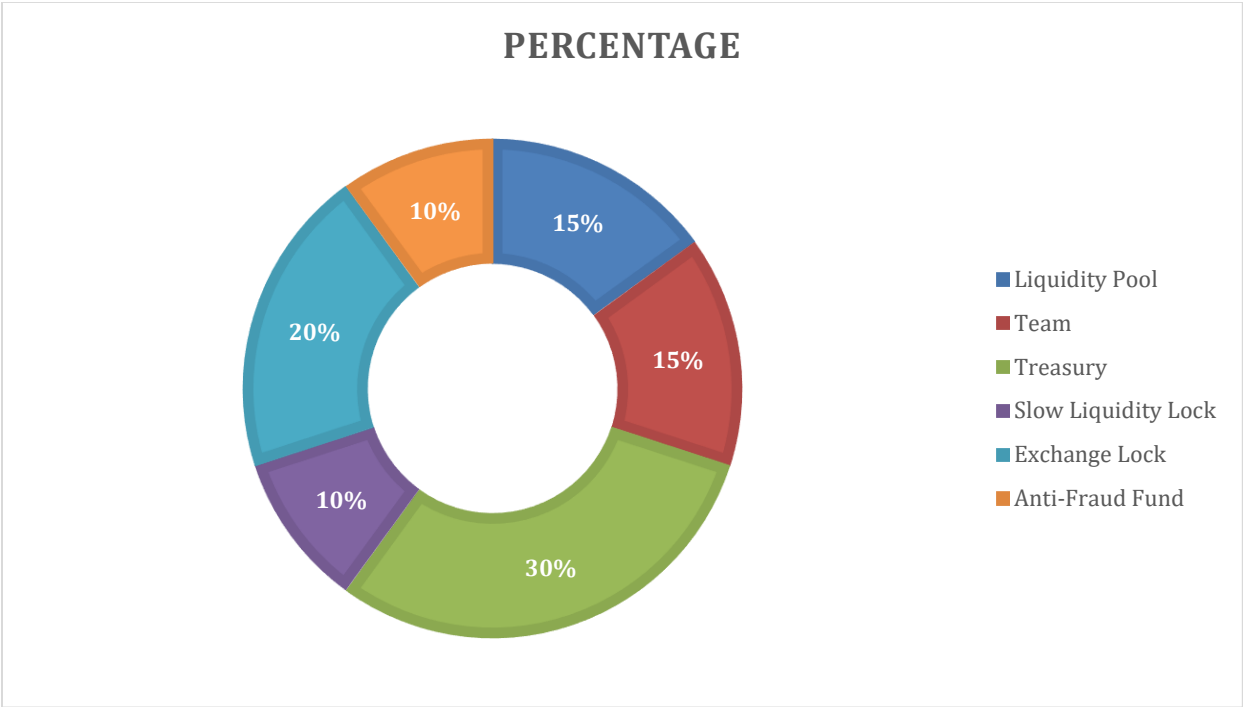
Allocation	Tokens	Percentage	Description
Fast Liquidity Lock	12,000,000	10%	Locked for 120 days. Vests 200,000 DPT every 2 days. Used for Swap & Liquify. May pause if token price doesn't increase.
Slow Liquidity Lock	12,000,000	10%	Locked for 420 days. Vests 200,000 DPT every 5 days (starting day 120). Same Swap & Liquify mechanism.
Exchange Lock	24,000,000	20%	Reserved for centralized exchange listings. Initially locked for 30 days, then reviewed and relocked monthly until fully used.
Anti-Fraud Fund	12,000,000	10%	Supports investor protection. Replenished via 1% fee per campaign. Partial unlock for top 2 campaigns; rest unlocks every 10 days.
Treasury	36,000,000	30%	Locked for 2 years. Unlocks 1,000,000 DPT per month for future expansion. Unused tokens are relocked.
Team Allocation	18,000,000	15%	Locked for 1 year. Vests 1,800,000 DPT every 2 months. Requires internal consensus. Must directly support project growth.
Initial Liquidity	6,000,000	5%	Paired with 500 DAI to seed the initial liquidity pool. Augmented later through Fast/Slow Locks and Swap & Liquify (1.5% fee).

# Token Supply Allocation Chart

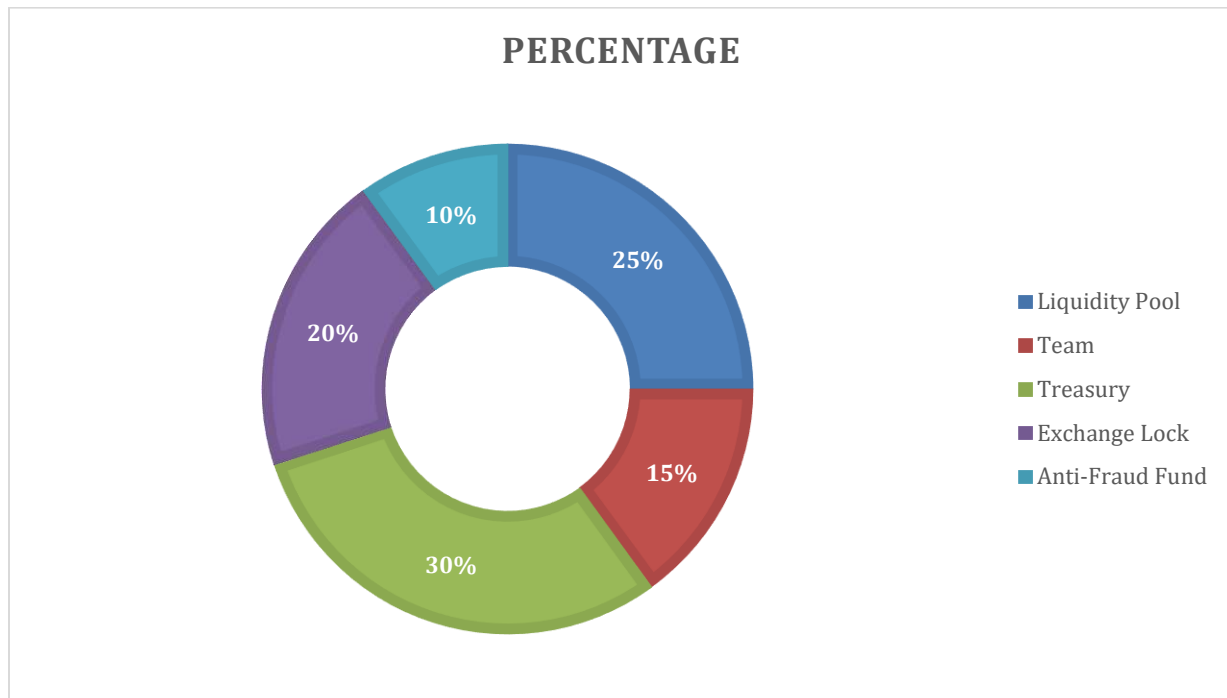
Distribution of the Liquidity Pool



Distribution after 120 days



## Distribution after 420 days



## Liquidity Pool Management

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The liquidity pool will be managed by the Dopot.fi team according to the following structure:

### Initial Liquidity

At the time of launch, the liquidity pool will be seeded with:

- 500 DAI
- 6,000,000 DPT

This initial setup establishes an approximate starting price of \$0.00008333 per DPT.

### Liquidity Growth via Fast Liquidity Lock

Every 2 days, liquidity will be increased by releasing 200,000 DPT from the Fast Liquidity Lock and using the Swap & Liquify mechanism:

- 100,000 DPT are swapped for DAI
- The DAI is paired with the remaining 100,000 DPT to reinforce the liquidity pool

### Liquidity Growth via Slow Liquidity Lock

Every 5 days, liquidity will be increased by releasing 200,000 DPT from the Slow Liquidity Lock, again using the Swap & Liquify mechanism in the same manner.

## Liquidity Growth via 1.5% Fee Allocation

Each time a crowdfunding campaign pays its 4% platform fee, 1.5% of that amount is allocated to increasing the liquidity.

This is executed through the Swap & Liquify process to ensure long-term price stability and a healthier trading environment.

## Swap & Liquify Procedure

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The Swap & Liquify process is how Dopot.fi adds liquidity (stability) to its token (DPT) over time. It works like this:

Step-by-Step Example (with 200,000 DPT):

1. Step 1 – Swap Half for DAI
  - 100,000 DPT tokens are sold to get DAI (a stable cryptocurrency).
  - Example: 100,000 DPT is sold and gives back 12 DAI.
2. Step 2 – Add to Liquidity Pool
  - The 12 DAI is then paired with the other 100,000 DPT tokens.
  - Both are added to the liquidity pool, which helps people trade DPT easily.

Why It Matters:

- It helps make the token easier to buy and sell.
- It reduces big price swings.
- It makes the token more stable as the project grows.

This system is done automatically over time to support healthy growth and token reliability.

## Future Price Forecast

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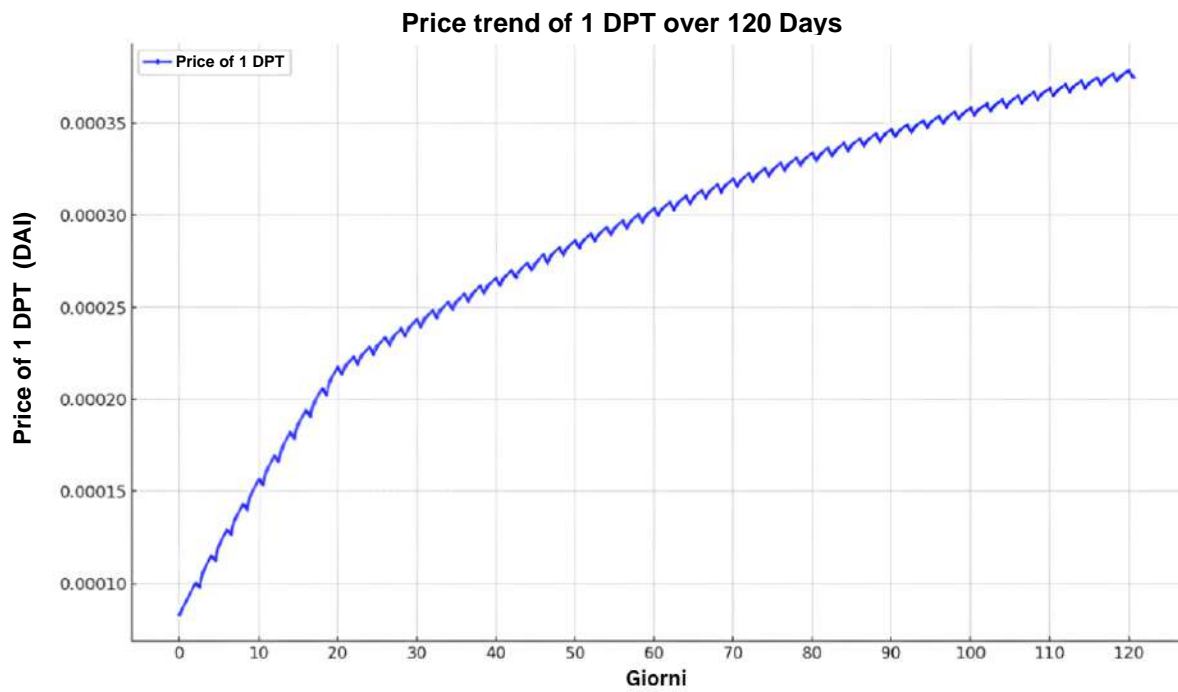
Dopot.fi expects the price of its DPT token to grow slowly but steadily over time. This forecast is based on a realistic estimate of how much money will come into the platform each day:

- \$50 per day for the first 120 days (early launch phase)
- \$30 per day from day 121 to 420 (growth phase)
- \$20 per day after day 420 (mature phase)

At the same time, tokens will be added to the liquidity pool through the Swap & Liquify process, every 2 days from the Fast Liquidity Lock and every 5 days from the Slow Liquidity Lock.

Because of this mix of steady user interest and planned liquidity releases, the token price is expected to rise in a logarithmic pattern. That means the price will go up gradually, without sudden spikes or drops—making it more stable and sustainable in the long run.

## 1 DPT Price Performance







Price Forecast Summary Table

Time Period	Daily Inflow	Liquidity Events	Expected Price Trend
Day 1–120	\$50/day	Fast Lock Swap every 2 days	Gradual initial rise
Day 121–420	\$30/day	Fast + Slow Lock Swaps (2 & 5 days)	Steady growth
Day 421 onward	\$20/day	Continued Slow Lock Swaps	Slower, stable price increase
Overall Projection	—	—	Logarithmic growth (stable + steady)

## Company Structure & Global Expansion Plan

Dopot.fi is currently fiscally hosted by Open Collective Europe (OCE), a trusted infrastructure that allows us to transparently receive and manage funding during the early stages of our development. This hosting arrangement provides legal and financial oversight while ensuring we remain agile and community focused.

As part of our long-term vision, we plan to establish our headquarters in Dubai, a global innovation hub that aligns with our values of decentralization, financial innovation, and open collaboration. Dubai’s progressive stance on Web3, blockchain, and digital assets makes it an ideal location to base our core operations and talent.

Following the establishment of our base in Dubai, we aim to expand into Switzerland, leveraging its well-established regulatory clarity and vibrant blockchain ecosystem. From there, our goal is to grow into other strategic global markets, offering decentralized crowdfunding services to projects and communities worldwide.

This structural approach balances transparency, global accessibility, and strategic presence—positioning Dopot.fi as a truly international platform at the intersection of Web3 innovation and real-world utility.

## **Core Team Members**

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The Dopot.fi team is made up of skilled professionals from Italy with experience in blockchain, software development, marketing, and communication. They work closely together and also bring in freelance experts for specific tasks like SEO, content creation, and marketing when needed.

**Tommaso Monica – Founder & CEO / CMO**

With over 6 years of experience in the blockchain and crypto sector, Tommaso is the main architect of Dopot.fi's business model, with a particular focus on operational tokenomics and growth strategy.

**Matteo Sferruzza – Co-founder & Smart Contract / Blockchain Developer**

Matteo brings 7 years of experience in smart contract development and blockchain applications. He has played a key role in the technical architecture since the platform's inception.

**Riccardo Talarico – Blockchain & Full Stack Developer**

Riccardo has 13+ years of experience in software development, with a specialization in blockchain and full stack solutions. He has contributed to several innovative blockchain gaming projects in Italy.

**Max Bucciarelli – Smart Contract Developer & Tokenomics Strategist**

Max has over 4 years of experience in smart contract development and tokenomics design. He has worked on platforms integrating advanced token economic models, and co-designed Dopot's anti-dump tokenomics with Tommaso.

**Federico Corrado – Frontend Developer**

Federico is a frontend developer with 5+ years of experience in building responsive, intuitive user interfaces. He supports the UX development of Dopot.fi.

**Federico Di Fede – Social Media Content Creator**

Federico has over 3 years of experience in social media content creation and videomaking, contributing to community growth through Dopot.fi's content strategy.

## 6-BUSINESS AND INCOME MODEL

Dopot.fi operates on a hybrid and dual-revenue model combining crowdfunding fees with post-campaign professional services. This structure not only diversifies income streams but also enhances value for every project hosted on the platform, ensuring long-term financial sustainability.

### Tokenization

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Tokenization is a key component of Dopot.fi's hybrid business model. The platform introduces the DPT token as a utility asset that supports internal operations, ecosystem governance, and service access. Rather than being the focus of early fundraising, the token becomes relevant in later stages, used to pay contributors, unlock premium platform features, and participate in governance decisions. Once listed on centralized exchanges, the DPT token will also contribute to operational liquidity, allowing it to help cover team compensation and enhance financial sustainability, in line with open-source, decentralized project standards.

### Crowdfunding Fees

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Dopot.fi earns a 4% fee from the total amount raised by each successful campaign. This fee is automatically collected through a smart contract at the time of fund distribution, ensuring transparency and efficiency.

Example:

If a project raises €100,000 in cryptocurrency, Dopot.fi receives €4,000 as platform revenue.

This consistent income stream helps cover the platform's operational costs and supports its ongoing development.

### Post-Campaign Services

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After fundraising, project teams can access a wide range of professional services designed to support their transition from concept to market. These services help maximize visibility, growth, and long-term success.

Available Services:

- Technical Development (web platforms, dApps, smart contracts)
- Tokenization & Tokenomics Design
- Marketing & Public Relations
- Legal & Crypto Compliance
- Community Management
- Media & Content (via Dopot Journal and in-house creators)

These services are delivered either by Dopot.fi's internal team or through certified external partners. Pricing is flexible and includes fixed fees, revenue sharing, markups, or custom packages tailored to project needs.

## Service Delivery & Monetization Models

Service	Pricing Model	Delivery
Platform Fee	~4% of funds raised (in crypto)	Automated via smart contract
Technical Development	Hourly rate or full project fee	Internal team / Tech partners
Tokenization & SC	Fixed package or % of token supply	Dopot blockchain engineers
Marketing & PR	Monthly retainer or per-campaign fee	Internal team / Specialized agencies
Legal & Compliance	Fixed fee per procedure	Crypto-specialized law firms
Community Building	Monthly fee or performance-based bonus	Dedicated managers / Partners
Media & Content	Per article, bundles, or subscriptions	Dopot Journal + In-house writers

## Monetization Models

Dopot.fi makes money through several methods. These include direct fees, which can be either fixed or based on the size of a project; markups on services provided by external partners; coordination fees for managing various project tasks; and revenue-sharing agreements with collaborators. This mix of income sources helps make the business model more flexible and sustainable.

Dopot.fi uses a variety of monetization strategies, including:



## Operational Tokenomics Integration

A unique element of the Dopot.fi ecosystem is the use of the DPT token for internal operations. This token supports platform sustainability and encourages community engagement.

Uses of the DPT Token:

- Paying developers, contributors, and partners
- Accessing premium features and services
- Enabling staking and governance (in future roadmap)

Benefits:

- Reduces dependency on stablecoins

- Maintains healthy cash flow
- Promotes token circulation within the ecosystem
- Improves financial efficiency

## Scalability & Growth Potential

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As Dopot.fi hosts more crowdfunding campaigns, the platform will naturally grow stronger and more efficient. With more projects using the platform, fixed costs (like development and maintenance) will be spread out, making operations more cost-effective—this is known as economies of scale. In addition, the professional services offered after campaigns can generate high profit margins of 30–50%. As the number of clients grows, the average revenue earned from each project (ARPU) will also increase. At the same time, more users and projects will start using the DPT token, boosting its adoption and value within the ecosystem.

## Future Model Expansion

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Dopot.fi has several plans in place to expand and strengthen its business model over time. One key area is increasing the real-world utility of its native DPT token, which could lead to higher demand and value appreciation. The platform also aims to engage the community and tech ecosystem through events and sponsorships, such as hackathons and demo days. Additionally, Dopot.fi plans to leverage the valuable data generated on the platform by offering insights, trend analysis, and sector reports. These will be made available through dashboards, APIs, and custom reports targeted at investors, venture capitalists, and analysts—creating new opportunities for data-driven revenue.

# 7-MARKETING CAMPAIGN PLAN

## Phase 1: Pre-Launch (Month 1–2)

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Goal: Build awareness, community, and excitement before the platform goes live.

### 1. Community Setup & Early Engagement

- Actions:
  - Launch official channels on Discord, Telegram, Twitter (X), and Medium.
  - Host welcome Q&A sessions and teaser announcements.
- Example:
 

"Join our early supporter Telegram group and get whitelisted for future airdrops!"
- Outcomes:
  - 1,000+ community members
  - Email list of interested creators and backers

### 2. Ambassador Program Launch

- Actions:
  - Recruit 25–50 global ambassadors from crypto communities.

- Offer rewards in \$DPT tokens for promoting Dopot.fi on forums, Twitter, and Reddit.
- Example:  
“Become a Dopot.fi Champion and earn \$DPT for every creator or backer you bring.”

### 3. Influencer Outreach

- Actions:
  - Partner with 10–15 trusted Web3 influencers.
  - Schedule “platform sneak peek” reviews, tweets, and YouTube previews.
- Example:  
Crypto influencer "CryptoBae" posts a YouTube video: “Why Dopot.fi could be the Kickstarter of Web3.”

### 4. Airdrop Teasers & Signup Campaign

- Actions:
  - Run pre-launch airdrop campaign with a “waitlist + referral” model.
  - Encourage users to invite others for bonus entries.
- Example:  
“Get 50 bonus entries in the \$DPT Airdrop for every friend you invite!”

## Phase 2: Launch (Month 3)

Goal: Drive platform adoption by creators and early backers.

### 1. Launch Campaign & Press Coverage

- Actions:
  - Launch with a campaign called “The First 10” – the first 10 creators get promo support + token grants.
  - Publish press releases in CoinDesk, Cointelegraph, TechCrunch.
- Example:  
"Dopot.fi Launches with Web3 Crowdfunding for Creators: No Middlemen, Just Smart Contracts."

### 2. Web3 Creator Demo Day

- Actions:
  - Host a livestream where early creators pitch their projects.
  - Live voting by community, giveaways for backers.
- Example:  
“Watch 10 creators pitch live and win exclusive NFTs for voting!”

### 3. Referral Campaign for Creators & Backers

- Actions:
  - Launch a double-sided referral program.
  - Referrers earn \$DPT; new users get fee discounts.
- Example:
 

“Refer a creator, earn 1,000 DPT. They get 50% off campaign fees.”

## **Phase 3: Growth (Month 4–6)**

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Goal: Scale the platform’s visibility and credibility.

### 1. Content Marketing & SEO

- Actions:
  - Publish 3–5 blog posts weekly on Medium (e.g., “How to Run a Web3 Crowdfunding Campaign”).
  - Publish video tutorials like “How to Use MetaMask on Dopot.fi.”
- Example:
 

Blog: “Crowdfunding 3.0: Why Smart Contracts Make Fundraising Safer for Everyone.”

### 2. Partner with Crypto Startups & Incubators

- Actions:
  - Collaborate with incubators to introduce Dopot.fi to early-stage projects.
  - Offer campaign setup support + bonus exposure.
- Example:
 

Partner with ETHGlobal hackathon winners to launch token-based campaigns.

### 3. Newsletter & Community Highlights

- Actions:
  - Weekly newsletters featuring best-performing campaigns, tips, and upcoming launches.
- Example:
 

“This Week on Dopot.fi: Support a Carbon-Free NFT Game or a Decentralized Music App.”

## **Phase 4: Expansion (Month 7–12)**

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Goal: Enter new regions, expand brand influence, and increase user retention.

### 1. Multilingual Expansion Campaign

- Actions:

- Localize site and content into Italian, French, Hindi, and Tagalog.
  - Hire regional community managers.
- Example:
  - “Join Dopot India – Earn DPT by helping local creators go Web3!”

## 2. Event Sponsorships & Speaking

- Actions:
  - Sponsor booths at DevCon, Web Summit, and ETHGlobal events.
  - Co-host panels on decentralized funding.
- Example:
  - “Dopot.fi at Web Summit: Redefining Startup Funding with Web3.”

## 3. Backer Loyalty Program

- Actions:
  - Introduce NFT badges, achievement levels, and VIP Discord roles.
- Example:
  - “Become a Level 3 Supporter – get early access to top campaigns and exclusive Discord roles.”

# Continuous Strategy: Always-On Community Engagement

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## 1. AMAs and Founder Q&As

- Monthly AMAs on Discord and Twitter Spaces to build transparency and connection.
- Bi-weekly polls and contests to keep the community active.

## 2. Performance Tracking

- Weekly reports measuring:
  - Community growth
  - Creator acquisition
  - Campaign success rates
  - Token holder activity

## Summary Timeline

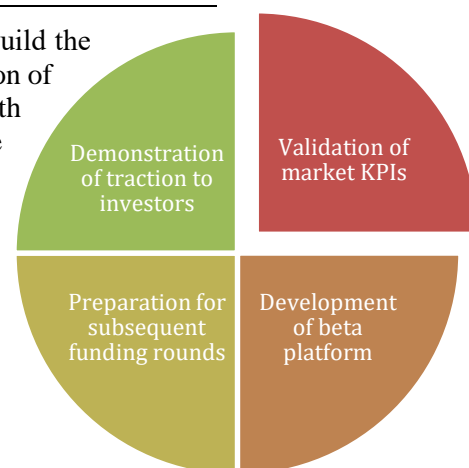
Month	Main Focus	Key Activities
1–2	Pre-Launch	Community setup, ambassador program, influencer previews
3	Launch	Demo Day, press launch, creator referral campaigns
4–6	Growth	Blog + video content, incubator partnerships, newsletters
7–12	Global Expansion + Retention	Multilingual rollout, event sponsorships, loyalty programs



## 8-Financial Plan – 5 Year Outlook

### Year 0 Goal (2026–2028) – Seed Phase and Use of Funds

During the seed phase, our main goal is to raise €50,000 in funding to build the foundation of Dopot.fi. These funds will be used to develop the beta version of the platform, allowing us to test core features and ensure smooth functionality. We will also focus on validating key market performance indicators (KPIs) to show that there is real demand for our solution. This phase is crucial for demonstrating early traction to potential investors and preparing for the next round of funding.



### Financial Projections – Base Scenario

#### Key Assumptions

- Crowdfunding fee: 4%
- COGS for services: 50%–70% of client price
- Operating break-even: Year 3

### Projected P&L

	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Revenue</b>					
Crowdfunding Fees	40,000	120,000	320,000	600,000	1,200,000
Post-Campaign Services	40,000	129,990	380,000	900,000	1,800,000
<b>Total Revenue</b>	<b>80,000</b>	<b>249,990</b>	<b>700,000</b>	<b>1,500,000</b>	<b>3,000,000</b>
<b>Operating expenses</b>					
Personnel	50,000	90,000	180,000	300,000	600,000
Platform Development	40,000	60,000	100,000	180,000	200,000
Support & Cloud	20,000	30,000	60,000	80,000	100,000
Compliance & Legal	10,000	20,000	30,000	40,000	50,000
Service COGS	50,000	40,000	210,000	420,000	650,000
<b>Total operating expenses</b>	<b>(170,000)</b>	<b>(240,000)</b>	<b>(580,000)</b>	<b>(1,020,000)</b>	<b>(1,600,000)</b>
<b>Marketing expenses</b>					
Marketing	30,000	80,000	120,000	160,000	200,000
<b>Total marketing expenses</b>	<b>(30,000)</b>	<b>(80,000)</b>	<b>(120,000)</b>	<b>(160,000)</b>	<b>(200,000)</b>
<b>EBITDA</b>	<b>(120,000)</b>	<b>(70,010)</b>	<b>-</b>	<b>320,000</b>	<b>1,200,000</b>
Interest expense	-	-	-	-	-
Depreciation & amortization	-	-	-	-	-
<b>Profit before taxation</b>	<b>(120,000)</b>	<b>(70,010)</b>	<b>-</b>	<b>320,000</b>	<b>1,200,000</b>
Taxation	-	-	-	-	-
<b>Net profit</b>	<b>(120,000)</b>	<b>(70,010)</b>	<b>-</b>	<b>320,000</b>	<b>1,200,000</b>

## Revenue Breakdown

Year	Funded Campaigns	Funds Raised	Crowdfunding Fees (4%)	Service Projects	Avg. Revenue/Project	Post-Campaign Services Revenue
Year-1	50	€ 1,000,000	€ 40,000	10	€ 4,000	€ 40,000
Year-2	150	€ 3,000,000	€ 120,000	30	€ 4,333	€ 129,990
Year-3	400	€ 8,000,000	€ 320,000	50	€ 7,600	€ 380,000
Year-4	700	€ 15,000,000	€ 600,000	75	€ 12,000	€ 900,000
Year-5	1000	€ 30,000,000	€ 1,200,000	100	€ 18,000	€ 1,800,000

## Operating Cost Breakdown

Category	Year 1	Year 2	Year 3	Year 4	Year 5
Personnel	€ 50,000	€ 90,000	€ 180,000	€ 300,000	€ 600,000
Platform Development	€ 40,000	€ 60,000	€ 100,000	€ 180,000	€ 200,000
Support & Cloud	€ 20,000	€ 30,000	€ 60,000	€ 80,000	€ 100,000
Compliance & Legal	€ 10,000	€ 20,000	€ 30,000	€ 40,000	€ 50,000
Service COGS	€ 50,000	€ 40,000	€ 210,000	€ 420,000	€ 650,000
Marketing & Sales	€ 30,000	€ 80,000	€ 120,000	€ 160,000	€ 200,000
<b>Total</b>	<b>€ 200,000</b>	<b>€ 320,000</b>	<b>€ 700,000</b>	<b>€ 1,180,000</b>	<b>€ 1,800,000</b>

## Break-Even & Margin Highlights

- Operating break-even: Forecasted for Year 3, when revenue meets operating costs (~€700,000)
- Operating margin: Grows from 20% (Year 4) to 40% (Year 5), driven by high-margin service growth and economies of scale on fixed costs

## Investor Takeaways

- Risk & Reward: High potential returns carry typical early-stage startup risk. Final investor value will depend on execution and future valuation at exit (e.g., VC rounds or acquisition).
- Sustainability: The model remains viable even in conservative scenarios, while favorable conditions may generate returns well above market averages.
- Opportunity: Dopot.fi presents a chance to join early in a high-potential startup operating in an emerging and disruptive sector.

## 9-Investor Conclusions & Recommendations

Dopot.fi offers a strong investment opportunity by combining traditional reward-based crowdfunding with the power of decentralized Web3 technology. This unique blend positions Dopot.fi at the intersection of two major industries, fintech and blockchain, which creates significant growth potential, especially since few platforms are currently bridging these two worlds.

One of Dopot.fi's biggest strengths is its early entry into this space. While traditional crowdfunding platforms are established, they have not yet adopted blockchain innovations. Dopot.fi's timing allows it to build a strong presence before larger competitors catch up. Investors who support the project at this stage can benefit from entering early, when the potential for high returns is greatest.

The founding team brings together essential skills in blockchain development, token economics, digital marketing, and crowdfunding. Their early choices, such as using stablecoins for predictable pricing and enabling decentralized fund governance, reflect strategic thinking. This capable and motivated team reduces the risk for investors and increases confidence in successful execution.

The expected financial returns are strong. Even conservative projections suggest a 5x return on investment within 5 years, and more optimistic scenarios show potential for a 10x return or more. There are multiple paths for investors to exit or gain returns in the future, such as through acquisition, regulated token sales, or traditional funding rounds.

Dopot.fi also fits well with current investment trends. It taps into key themes such as decentralized finance, blockchain infrastructure, and the creator economy. This makes it an appealing addition to any investment portfolio focused on Web3 innovation and real-world utility.

In conclusion, Dopot.fi is recommended as a high-potential project for investors looking to support promising Web3 startups. Whether through a Seed Equity round or a SAFE (Simple Agreement for Future Equity), it offers an attractive entry point with strong long-term growth potential and strategic relevance for both individual investors and venture capital firms.