DAO Launch

"LET'S MOON THE PROJECT" FROM
NEW STANDARD DEFI FUNDRAISING PLATFORM.

Whitepaper Version 1.2

1. Our Vision

"LET'S MOON THE PROJECT".

DAOLAUNCH is to support successful launch, moon the project by our fully decentralized governance.

Nowadays, DeFi is getting grab a market share from centralized exchanges.Huge number of new DeFi project has been launched this year, and they made tremendous progress and bring new technologies.But Project launched in DeFi community, some of them are just pump-dump hypes even scams, hard to distinguish which is real or not. On the other hand,Centralized Finance presented as Binace has strong influence. Project launched by Binance will be well marketing and investigate, offering kind a proof of trust. New innovation bring us more decentralized features by DeFi community, but unfortunately centralized organizations take out lots of money from there. Do we still have to rely on centralized organizations to find out which project is trust enough to invest in?

How about MOON THE PROJECT by our decentralized governance on trustless fundraising platform, and share more profits among investors, not dominate by CeFi.
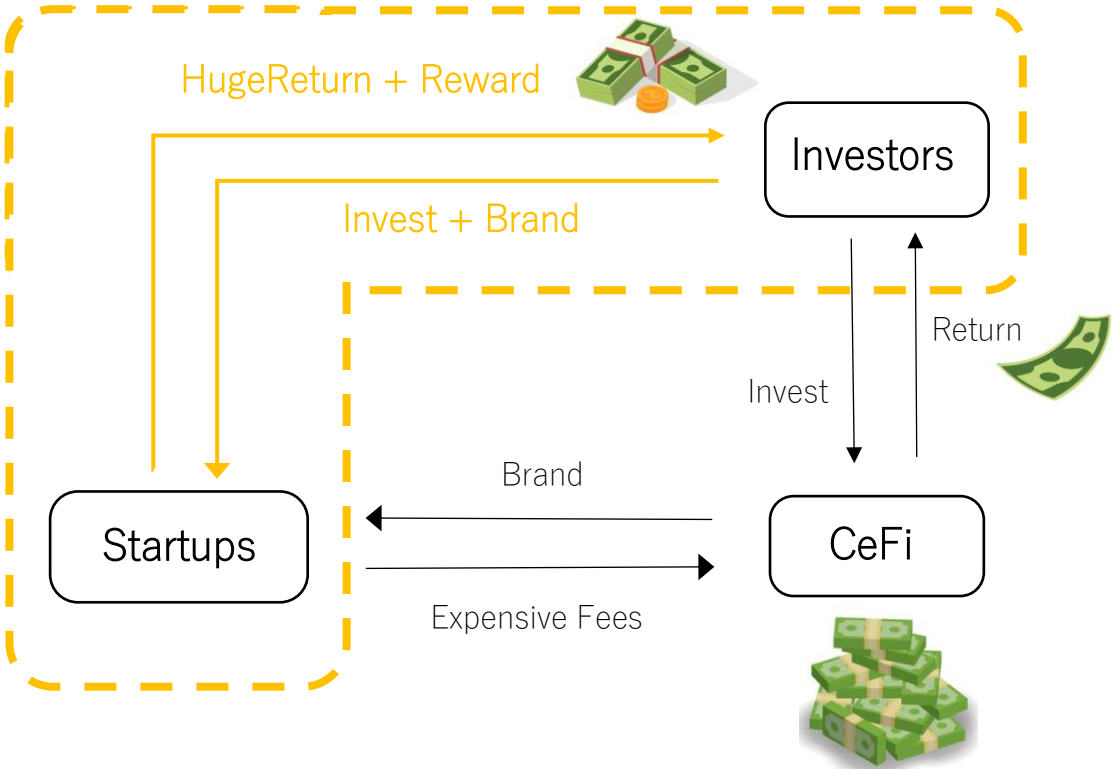
We offer New launch method for crypto, named IBO, Initial Buy-Back Offering.

We also offer new technologies for non-fungible tokens (NFT) market, which is IBO-NFT.

With IBO-NFT, have early access into tokensale and free tokendrop, will be pool in the contract that is able to swap each NFT.

IBO-NFT allow you to create your own token index NFT. Get more capital gain in NFT market.

DAOLAUNCH ECOSYSTEM

HugeReturn + Reward

Investors

Invest + Brand

Return

Invest

Brand

Startups

CeFi

Expensive Fees

DAO Launch

Table of Contents

DAO Launch

1-1. Overview

DECENTERLIZED FUNDRAISING PLATFORM

No centralized custodial, build by smart contract. Design your fundraising flexibly, without any permit.
-DAICO
-Time-Based Token lock
-Auction and Private OTC
-Contribution Fee

TOKENDROP

Set up free tokendrop flexibly in DAOLaunch,we will promote your project. It will be counted as contribution.

IBO-FUND

Contribution Fee will be pooled in IBO-FUND, be used to **BUY-BACK the project on market** by governance vote. BUY-BACK amount is based on contribution. Once it has completed, token will be burn.

IBO-NFT

Mint NFT to stake DAL token (DAOLaunch Native Token).
-IBO Governance
-Early Access into Tokensale
-Free Tokendrop Claim
Create your own **Seed Token Index NFT, get more capital gain.**

2. Platform Features

No centralized custodial, All features build by smart contract. Design your fundraising flexibly without any permit.

2-1. Trustless Fundraising

DAICO

DAOlaunch is permissionless, completely decentralized fundraising platforms to enable anyone challenge their skills and knowledge in highly competitive environment.
Bounce Finance, it is known as permissionless decentralized fundraising platforms, but there are lots of scam pools where hold fundraising and run away without producing any product, investors worried about exit-scums.
Set up DAICO function fundraising on DAOLaunch platform, to show integrity for investors. When activate DAICO function, will appear clearly on our platform and easy to get attention from investors. Any pool creator able to choose, activate DAICO or not flexibly.

※What is a DAICO?
   The idea was suggested by Vitalik Buterin in January 2018 and is aimed at making ICO's more secure by involving investors in the initial project development process.
   It will further enable token holders to vote for the refund of the contributed funds if they are not happy with the progress being made by developers.
   For projects that implement the DAICO concept, it will force a level of accountability on developers and give token holders additional peace of mind that they are guaranteed to either see at least a minimum viable product or get their money back.
   Reference. Cointelegraph What is DAICO,Explained

Time-based Token Lock Features

Inspired by trustswap, this feature allows pool creators to set up easily Time-based token locks, distribute tokens gradually by smartcontract.

For Investors

Set up token distribute schedule, initial token lock up percentage and token distribution plan to prevent large investors dump right after listing.

For Startups

Lock up tokens for team allocation or Liquidity provider token to show integrity for investors, simple and easy steps.

2-2. Fundraising Type

We prepare couple of choices how to raise a fund.

Fixed-ratio

Token sale price will be fixed until finish the tokensale. Unsold token will be sent back to project owners.

Sealed bid auction

A sealed-bid auction is a type of auction process in which all bidders simultaneously submit bids, no bidder knows how much the other auction participants have bid.

The final result of a sealed-bid auction will reveal when the pool time runs out. The smart contract will automatically fill up bid orders from highest bid price ratio all the way down until the creators' token allocations are fully filled.

Dutch Auction

In a Dutch auction, the price of a given token starts at an initial price (ceiling) and drops by a fixed amount periodically (eg $0.10 every 5 minutes).

Participants place bids for the number of tokens they want to purchase and the price per token that they are willing to pay. As the auction price declines, bids placed at a price above the current auction price will be accepted in the order that they were received.

The auction ends when current demand meets or exceeds supply or the reserve price is met. When the auction ends, bids above the ending price are accepted and bids below the ending price are canceled. All successful bidders pay the same final clearing price per token.

In Dutch auctions, every participant able to buys tokens at the same price and price is determined by demand.

Closed OTC Pool

Set up public pool, or closed private pool with password flexibly.
To deal with specific investors or VC, closed private pool enables OTC trade easily and flexibly without third party, perform by smartcontract.

2-3. Accept Blockchain

At the current stage, we are building on Ethereum blockchain, and BSC/Binance smart chain in the next. Accept ETH, USDT, USDC, BUSD as fundraising currency. More option coming when proposal approved.
For startups to create tokens in other blockchain, we plan to build custom Wrapping Service, which able to wrap a non-Ethereum asset and interact on the Ethereum blockchain.
Ethereum blockchain has advantages on easy and well practice access on AMM, integration with smart contracts or other oracles. We will start integrating wrapping service from popular blockchain among startups.

2-4. Tokendrop Promote

This feature allows users to claim free-tokendrop, to promote projects.
Fundraising pool creator, able to choose what percentage of their native token will be used for tokendrop promote. (Set tokendrop ratio as 0%, which means not using tokendrop promote features.)
IBO-NFT Holders, able to claim free tokendrop right after pool has been finished fundraising. Simple task, follow and Retweet with comment on twitter, telegram or discord join. After complete tasks, able to claim free tokendrop.

2-5. Useful BUT NO Fee

Anyone able to design all of above features flexibly without any permit, without ANY ADDITIONAL CONTRACT FEE.
Here is comparison with other decentralized fundraising platforms.

	DAOLaunch	Bounsefinance	Trustswap	LID Protocol
Fee charges from collected fund	Nothing	1 ~ 1.5%	0.5 ~ 1%	5%
Auction fundraising	Yes	Yes	No	No
Closed OTC	Yes	Yes	Yes	No
Permit for fundraising	No need	No need	Need	Need
Anti-scam	Yes Audit by decentralized governance	No	Yes Audit by company	Yes Audit by company
Token lock features	Yes	No	Yes	Yes
Crosschain acceptable	Yes	Yes	Yes	No
Strong Marketing	IBO	No	No	Referral program

DAOLaunch has way better functionally features compared with other platforms, but doesn't cost any additional contract fees, only transaction fee occur from Ethereum network.

So where do we earn money?   **There is contribution Fee, Pool creators don't have to pay this fee but expect huge returns by contribution.**

Pool creators, can flexibly choose what percentage of native token use as tokendrop, and contribution ratio from raised fund to our platform after fundraising succeed.

The ratio is from 0% up to 5%. Same ratio applies how much contribute from collected fund and native-token, **we call this contribution fee.**

Collected native token, will be used for tokendrop to promote the project. Collected fund, will be pooled in IBO-FUND, which is used as BUY-BACK SUPPORT. **BUY-BACK SUPPORT is based on contribution fee. Once it has completed, token will be burn.**

Launch your IBO / Initial BUY-BACK Offering. If you are successfully selected by our governance, IBO-FUND will buy-back your project, we all root for your project to get successful.

3. IBO (Initial Buy-Back Offering)

IBO (Initial Buy-Back Offering) is totally new approaching method, giving opportunities anyone, fundraising with successful launch on decentralized platfrom.
IBO is the system to BUY-BACK native token of the startup, which is selected by our governance. BUY-BACK will be made on AMM market after listing, once it has completed token will be burn.
Set contribution fee from 0% upto 5%, Pool creators don't have to pay this fee, but expect huge returns by contribution.

3-1. IBO-FUND

Contribution fee collected from raised fund on each pool, will be stored at IBO-FUND.
Stored IBO-FUND, will be used as BUY-BACK SUPPORT each end of month.
5% deduct from stored IBO-FUND every month, will be used for burning DAL token (DAOLaunch native token) per quarter.

3-2. IBO-NFT

Mint IBO-NFT to stake DAL token (DAOLaunch Native Token). NFT will be created beginning of every month, expire after certain duration.

Initial Mint IBO-NFT

NFT Type : IBO-Green
   IBO Governance rights
   Early Access into Tokensale
   Valid duration :   *1month*
   Free Tokendrop ratio :   *1/200*
   Credit need :   *1000*
   Numbers of mint :   *200*

Each NFT able to claim free tokendrop up to 1/200 ratio of available tokendrop in DAOLaunch.

NFT will be created beginning of every month, minimum 200 NFT. More NFT coming based on contributon. More exclusive limited IBO-NFT also coming later.
Free tokendrop ratio, will be decided based on total number of issued NFT beginning of every month.

Initial Credit

Get Credit to stake DAL token
  Initial available：200,000
  Mint per day: 7,000
  DAL token staking per day: 3,500
  DAL-LP token staking per day: 3,500

To mint each NFT, need credit to stake DAL token. IBO-Green need 1,000 credit to mint. Available Credit, will be decided based on total number of issued NFT beginning of every month. The amount of credit to mint each NFT never change.

3-3. IBO-VOTE

ALL Minted NFT have right to vote for governance, decide which project have worth receiving BUY-BACK SUPPORT.
IBO-NFT holders, have early access into all tokensale pools, which is IBO-VOTE PERIOD.
All fundraising pools need to set IBO-VOTE PERIOD, it will be open for public after the period.

VOTE RULES

The Fundraising pool which rank highest VOTE POINT, receives BUY-BACK SUPPORT.
<u>VOTE POINT ="Number of NFT addresses which invest with max allocation" × "MAX allocation amount per address"</u>
※Pool creators have to decide max allocation per address before start fundraising.

・IBO-VOTE will be conducted monthly, ONE PROJECT ARE SELECTED IN A MONTH.
・Voting applies to the month when funding is completed.

・IBO-VOTE is available for all pools that have been completed fundraising.
・Only Pools are valid which has reached hardcap.
・If multiple pools with same VOTE POINT exist, the winner will be the one which has succeed fundraising earlier.

ANTI-VOTE

DAOLaunch is decentralized, permissionless fundraising platform. Permissionless is strong key to give opportunity anyone, to be fair and competitive environment. Hence, same as Bounce Finance, not able to prevent fraud or scammer to create fundraising pool.
IBO-NFT holders, able to ANTI-VOTE to pools which seems scam or fraud. The Pools get Anti-Vote from NFT holders, will appear with alert mark. User himself not able to invest in the project if ANTI-VOTE it.

3-4. BUY-BACK CAP

Selected pool will receive BUY-BACK SUPPORT by stored IBO-FUND, each end of month. But there is couple cases limit buy-back amount., remained IBO-FUND will be rolled over to the next month.

Contribution Cap

Set high contribution fee, will receive huge return. Contribution Cap is 20 times of paid contribution. With 5% contribution, receive up to 100% return, simply price will go twice by BUY-BACK.

Contribution	BUY-BACK	Expect Price change
1%	20%	×1.2
2%	40%	×1.4
3%	60%	×1.6
4%	80%	×1.8
5%	100%	×2

Contribution Cap set 20 times of paid contribution basically, but when Contribution Cap Ratio exceed more than 20, exceed number applied.

Contribution Cap Ratio = "STORED IBO-FUND" ÷ "amount of contribution fee of the most contributed pool"

IBO-NFT Ratio Cap

BUY-BACK amount is limited depend on investment amount ratio from NFT address in total raised fund. Example, succeed fundraising only from IBO-VOTE, there is no limit from this cap.
IBO-NFT Ratio Cap = "BUY-BACK amount" × "investment amount ratio from NFT address in total raised fund."

3-5. BUY-BACK Method

BUY-BACK will be conducted manually, not intend in advance exact times but conduct within certain times after IBO project list.
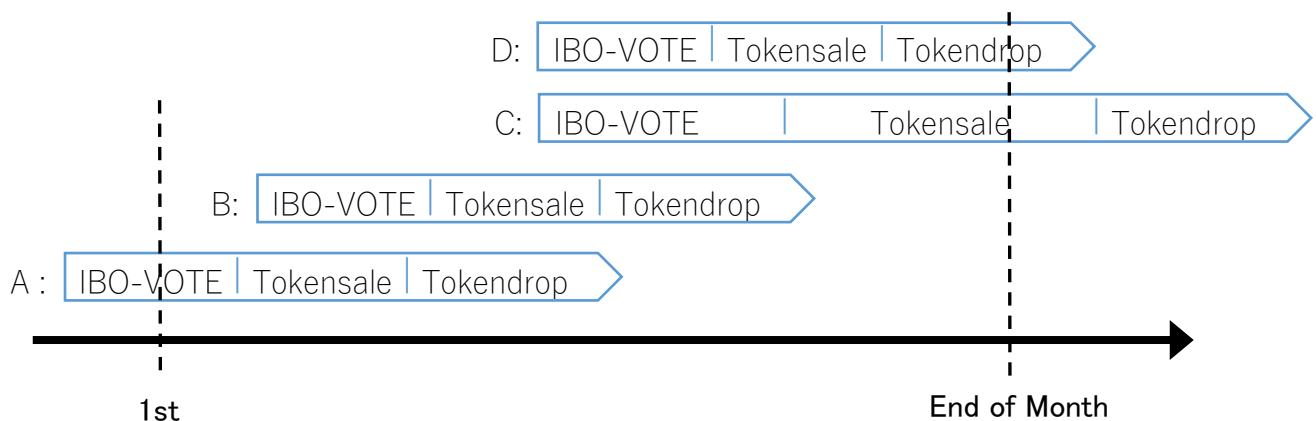Basic idea is to find good project and push successful launch by our governance, share profit on decentralized fundraising platform.
But IBO procedure is complicated, see how it goes on real market and keep finding better solution. IBO-NFT holders able to suggest ideal ideas for IBO procedure, decide by governance.

Time-schedule Image

IBO-VOTE conduct monthly, voting month is decided by the end date of the token sale. IBO Project A is counted in this month,Project C is counted in next month.
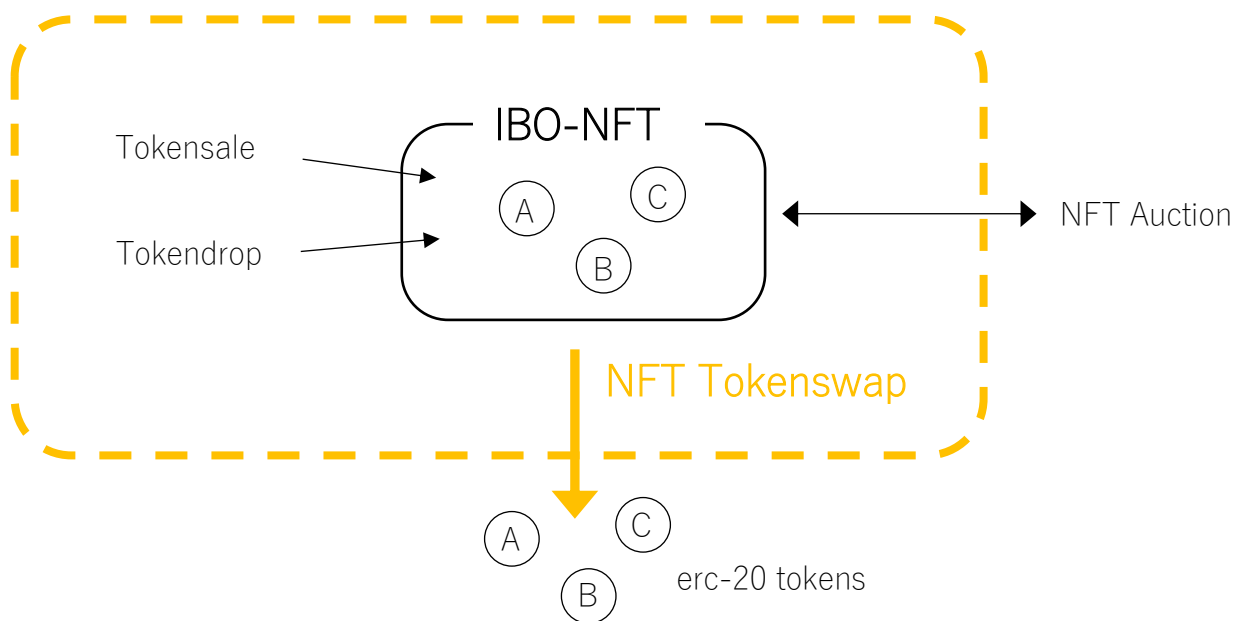The Most highest VOTE POINTs project, receive BUY-BACK SUPPORT. Exact BUY-BACK time is TBA, but conduct within certain times.

4. Seed Token Index NFT

How it works

IBO-NFT Holders, invest tokensale or claim tokendrop in DAOLaunch, tokens will be pool in the contract that is able to swap each NFT. **IBO-NFT allow you to create your own token index NFT. Get more capital gain in NFT market.**

NFT Auction Platform

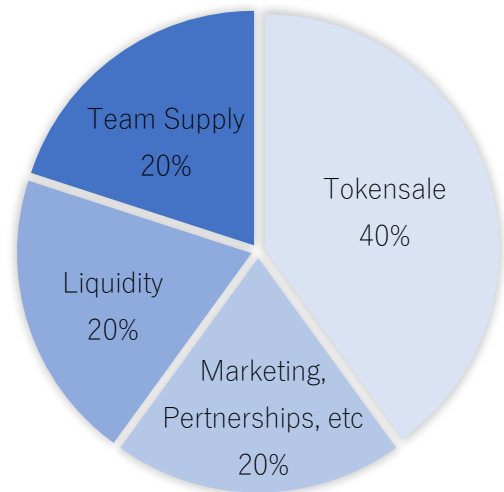We offer marketplace to trade non-fungible tokens (NFT), English Auction style and Dutch Auction style.

In an NFT Dutch auction, the price of an NFT starts at an initial price (ceiling) and drops by a fixed amount periodically (eg 0.1 ETH every 10 minutes). Participants place bids for the price that they are willing to pay. As the auction price declines, bids placed at a price above the current auction price will be recorded in the order that they were received. The NFT Dutch auction V1 ends when a bid is highest during each period of time or (b) the reserve price is met.

1% platform fee charged to Auctioeers. All fees generated from NFT auctions will be used for buying DAL tokens on market, will be burned. NFT Auction Platform supports both ERC721 and ERC1155 tokens

DAO Launch

5. Tokennomics

DAOLaunch ecosystem offer strong incentives for holding, staking tokens to mint IBO-NFT. DAL token is designed as deflation token, certain amount of tokens burn each quarter, expect more capital gain for early investors.

Total Supply:	6,000,000 Token
Symbol	DAL
Type	ERC-20
Team supply	After 1 year fully lock, unlock 25% quarterly
Liquidity	After 6month fully lock, unlock gradually for a year. 8.33% unlock per month.

Usecase

Mint IBO-NFT to stake DAL token.
IBO-NFT, have governance rights for IBO, early access into tokensale and free tokendrop.
Also, IBO-NFT allow you to create your own token index NFT.

Deflation Token

5% deduct from stored IBO-FUND every month, will be used for burning DAL token per quarter.

Staking

Earn credit to stake DAL token or DAL-LP token. IBO-NFT will be issued every month, swap credit into IBO-NFT.

6. Roadmap

Roadmap

2020 Q4 - DAOLaunch 1.0 (beta)
Fundraising Platform Features

    Permitless listing

    Show key information for tokensale, startup description, tokensale metrics, contract address.

    Time-Based Token lock

    Fix ratio swap, Sealed bid Auction, Dutch Auction, Private OTC with password

    Accept tokens　ETH, USDT, USDC, BUSD

    Ethereum Blockchain, Binance smart chain.

All above features able to use with 1% contract fees. Fees will store at IBO-FUND, 0% fee available after main-net launch.

2021 Q1 - DAOLaunch 2.0 (main)
Platform Features

    DAICO fundraising option

    More accept tokens

    Tokendrop promote

    NFT Auction platform

IBO features

    IBO-FUND

    IBO-VOTE , ANTI-VOTE

    IBO-NFT, Seed Token Index NFT

    Staking, Liquidity mining. Earn credit, mint IBO-NFT

Sort function

    IBO-VOTE sort, ANT-VOTE sort.

    Project score sort function.

2021 Q2 - DAOLaunch 3.0
Tokenwrap service

New IBO-NFT coming

Token Index NFT Vault

DAO Launch

7. Conclusion

Centralized Finance earn lots of money from upcoming new startups, by marketing or audit. Investors are receiving some profits to invest them, hoping they should be doing a good job. Plenty numbers of DeFi products came out todays, but still DeFi ecosystem has never been able to replace the role of audit, and marketing.
DAOLaunch aims to replace the role of CeFi completely, and share more profits among investors.To make it possible, we need to build decentralized ecosystem, combine all three features, audit, marketing and investment.

I believe that the most efficient marketing method is to raise prices and make people rich. Because it is profitable, will be featured in the media or articles, and lots more people coming. Binance Launchpad, they conduct solid marketmaking, price not going to falls below ICO. Thus, many projects find brand value in Binance, and pay expensive marketing fees.

We audit projects, listed permitless in our platform, by our own governance system IBO-VOTE. And BUY-BACK the selected projects, and launch it to moon. We aim that more projects will find brand value in IBO launch,,, by make successful launch with IBO.

Share more profit among investors and startups, not dominate by CeFi. Launch successful project from truly decentralized permitless platform, is definitely good for crypto future as well.