ZENLAND

WHITEPAPER v.1.0

**Web3 Escrow and Gateway to
Smart Contracts**

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1.0 Overview

"Trust dies but mistrust blossoms."

Sophocles

According to the report published by the European Comission (2017) on consumer issues in peer-to-peer (P2P) markets, over half of all users of peer-to-peer platforms had at least one problem related to the quality of products or services. Products or services being not as described (60%) is yet another reason for broken trust and dissatisfaction with peer-to-peer platforms[1].

In light of potential risks, users tend to rely on third-party assistance involving other individuals as arbitrators. Because professional escrow[1] services are not readily available for certain countries or regions due to cost or cross-border limitations, peer users often have to accept risks dealing with strangers over the internet.

Current peer market reports refer to such core trust-building mechanisms of P2P platforms as identity verification and user reviews as "*neither fully reliable nor transparent*".

Combining the power of blockchain technology and smart contracts[2], Zenland fulfills the need for a transparent low-cost solution for trustless peer-to-peer transactions of goods, services, and assets. It is the end-user-ready smart contract escrow ecosystem that allows users to buy, sell, and collaborate directly and at no risk.

Zenland contracts, as major components of its blockchain-based ecosystem, allow the parties to send and receive cryptocurrency payments exactly as agreed in the terms[2]. Thus, an escrow contract serves as a temporary blockchain account that safely locks the payment until both sides complete the agreed conditions.

The contracts undergo a logical sequence of commands, known as contract actions, sent by the parties through the interface integrated with the blockchain networks. Once confirmed, actions are timestamped and permanently recorded on the blockchain and thus can be verified via a blockchain explorer[3]. Altogether, this excludes possible third-party influence or manipulation for personal gains, while keeping the contract transparent and safe at all times.

The following paper outlines the problems existing in the peer-to-peer economy and proposes a trustless and scalable decentralized escrow solution powered by EVM[4] smart contracts[9].

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[1] Escrow is an agreement between two people or organizations in which money or assets are kept in the custody of neutral third person or organization until agreed conditions are fulfilled.

[2] Smart contract is a specific program that runs on the blockchain according to its programmed conditions.

[3] Blockchain explorer is also known as the Google of the specific distributed ledger (Ethereum, Polygon, Binance, etc.)

[4] Ethereum Virtual Machine (EVM) is the environment in which all Ethereum accounts and smart contracts live.

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2.0 Introduction

2.1. Core values

Continuous improvement, decentralization of power, and collective input lay the foundation for the Zenland project. Every product we build ensures Zenland is a value-driven project that serves the end user aligned with its core values.

Continuous improvement - Improvement must be seen in the products we build, processes we use, and talents we hire.

Decentralization of power - From management to product development, we believe decentralization is a way to ensure continuous improvement and collective input.

Collective input - The value of the end product is the sum of all its contributors. User feedback and constructive criticism are always encouraged.

2.2 Existing problems

The trust of the innocent is the liar's most useful tool.

Stephen King

There are 3 major problems of today's peer-to-peer markets that the smart contract escrow addresses.

1. Centralization of payment and processes.

The existing peer platforms, peer-to-peer marketplaces in particular, are based on the outdated principle of centralization. Whenever possible, these platforms assert their monopoly through high fees and commissions and control over the user profits. Centralization of data, including personally identifiable user data, also makes these marketplaces a target for cyber attacks, phishing schemes, and scam deals.

2. Lack of transparency and escrow infrastructure.

Vague policies and broadly stated terms are yet another problem that plagues peer users today. According to the research conducted by the European Commission[1], six out of every ten users of peer platforms do not know what their rights are and whether or not the platform even attempts to keep offenders accountable for their actions. In most cases, it is also unclear whether or not the platform has an escrow system in place to ensure the agreements between its users are protected.

3. Broken trust between peer users and platforms.

To a large extent, centralization, lack of transparency, and accountability for fraud and human error contribute to a growing distrust towards direct economic transactions between peers[1]. As a result, users have to employ third parties (individuals, professional services) as escrow and arbitrators to protect high-value deals and asset transactions. Escrow commissions and bank fees add up to already costly agreements, and further grow their dependency on centralized services and their overpriced and limited infrastructure.

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2.3 Zenland solution

"Trust, but verify"

Ronald Reagan

The key to breaking this vicious cycle of user distrust and dependency on centralized systems is in adopting a web3 escrow solution.

Zenland builds a full-scale escrow ecosystem for peer transactions of goods, services, and assets based on the principles of verifiable trust. Its key component - an escrow smart contract - is inspired by the need for a transparent and trustless future of digital commerce.

A smart-contract-based escrow is a solid alternative to existing escrow systems with their complex, overpriced, and limited infrastructure prone to breach and human error.

Secure and private access

At every point of the escrow contract execution and with all its components, user identities remain private while their transactions are transparent and public. Unlike outdated centralized practices storing login and billing data on their servers, Zenland does not require KYC for one-time escrow transactions and stores only important transaction data in the blockchain.

Verifiable escrow operations

All operations with the escrow smart contracts are recorded in the blockchain and stay there indefinitely. This excludes possible user manipulation of terms for personal gains or any third-party influence. By entering the contract address into the appropriate blockchain explorer, parties can verify when the funds (i.e. agreed amount[1]) have been sent or released from the escrow contract.

Unrestricted availability and use

Zenland escrow ecosystem is integrated with five major blockchain networks: Ethereum, Binance Smart Chain, Polygon, Avalanche, and Fantom, and accepts the universal stablecoin standard (USDC, USDT, BUSD, DAI). Stablecoins and multichain accessibility ensures that anyone can access the blockchain escrow payments regardless of where they are or what bank system they use.

Contract-specific conditions

Maximizing the power of smart contracts, parties can set a specific delivery deadline and inspection time, agree on the payment (agreed amount) and currency (major stablecoins). If either party did not agree to the proposed terms, they can resolve disagreements through a specific **contract chat**[2] until both approve of the terms before proceeding further with their contract.

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[1] Agreed amount is payment for product, service, or asset that is decided between the two platform users, and along with other details of their agreement must be approved by both sides.

[2] Contract chat is a separate chat designed for all interactions between the two parties entering into an agreement. By nature, the chat is synced with the specific smart contract it refers to.

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Blockchain-based execution

Every change request made to the contract needs blockchain confirmation through the user's connected web3 wallet tying every transaction to the user's wallet address. This inherent property of the smart contract is equivalent to signing every contract action with the personal wallet signature and sets the ground for contract transparency and accountability.

2.4 Vision

Zenland builds a sustainable smart contract ecosystem for a seamless transition to web3. In that sense, Zenland products are vehicles of change in our routine daily interactions with peers over the internet.

As a gateway to smart contracts, we are committed to connecting non-technical users with smart contract technology for its transparent and trustless mainstream application (mass adoption) and use.

We intend to promote our vision through the constant delivery of our promises of verified trust, and a central focus on continuous improvement, decentralization of power, and collective input.

2.5 Mission

In a world where online identities often turn fake, agreements are manipulated, and trust between peers is compromised, the ever-greater need for direct, transparent, and trustless interactions is still unfulfilled.

Zenland's mission is to provide a simple blockchain solution so that online users buy, sell, and collaborate directly and at no risk. A smart contract escrow is a way to make sure the seller is paid, the buyer is happy, and the deal is fair and safe for both.
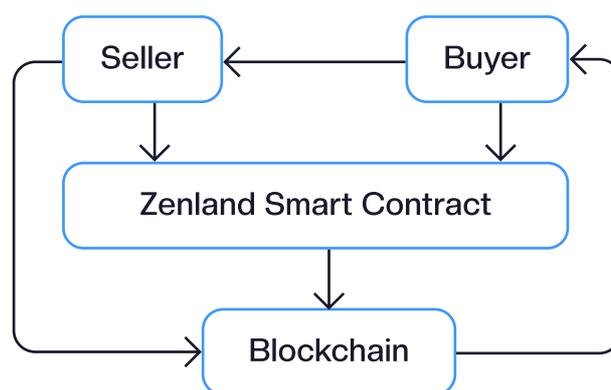
Figure 1. Zenland connects smart contracts and blockchains to their end-users

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3.0 Zenland escrow ecosystem

3.1 Smart contract escrow architecture

To accomplish its mission, Zenland has built a unique escrow architecture that connects the users to the smart contract and to each other.

1. At the core of the smart contract, escrow architecture are **escrow smart contracts**. These one-page programmable contracts with user-defined escrow conditions are governed by a series of logical operations, i. e. contract actions[2].

2. While the traditional escrow architecture revolves around a central server (and a central escrow account), a smart contract escrow relies on the **blockchain network**. The network of interconnected computers (nodes) guards the contract execution by both parties approving or denying the requested contract actions.

3. Once the **contract action** has been confirmed by the blockchain network the change happens to the contract state[2], a particular condition caused to the contract by its direct participants at a specific time. Just like in a regular database, changes to a smart contract are permanently recorded in a particular blockchain block. More details on the specific contract actions and states can be found under "*3.2 Escrow ecosystem components*".

4. Users interact with smart contracts through the user interface tailored to specific user roles (a buyer, a seller). Requests to the smart contract are made by clicking the appropriate buttons of the **contract control interface**[1], but need to be "signed" by the user's cryptocurrency wallet address connected to the user interface.[2]. Users interact with smart contracts through the user interface tailored to specific user roles (a buyer, a seller). Requests to the smart contract are made by clicking the appropriate buttons of the contract control interface, but need to be "signed" by the user's cryptocurrency wallet address connected to the user interface.

5. A change log of all confirmed contract actions and states is automatically displayed in the **contract chat**. The chat also serves as a secure and anonymous messenger for both parties to negotiate edits or settle disagreements.

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[1] Contract control interface is a symbolic name for the user interface from which the requests to perform a certain function is sent to the contract. Once approved by the blockchain network, the contract executes a specific function, and the changes get permanently recorded in the blockchain.

[4] Item contract is a special type of escrow contracts where the Contractor specifies the terms for a product or service and pre-approves it by default. If suitable, the Contractee simply approves the item contract and follows the regular cycle of an escrow contract.
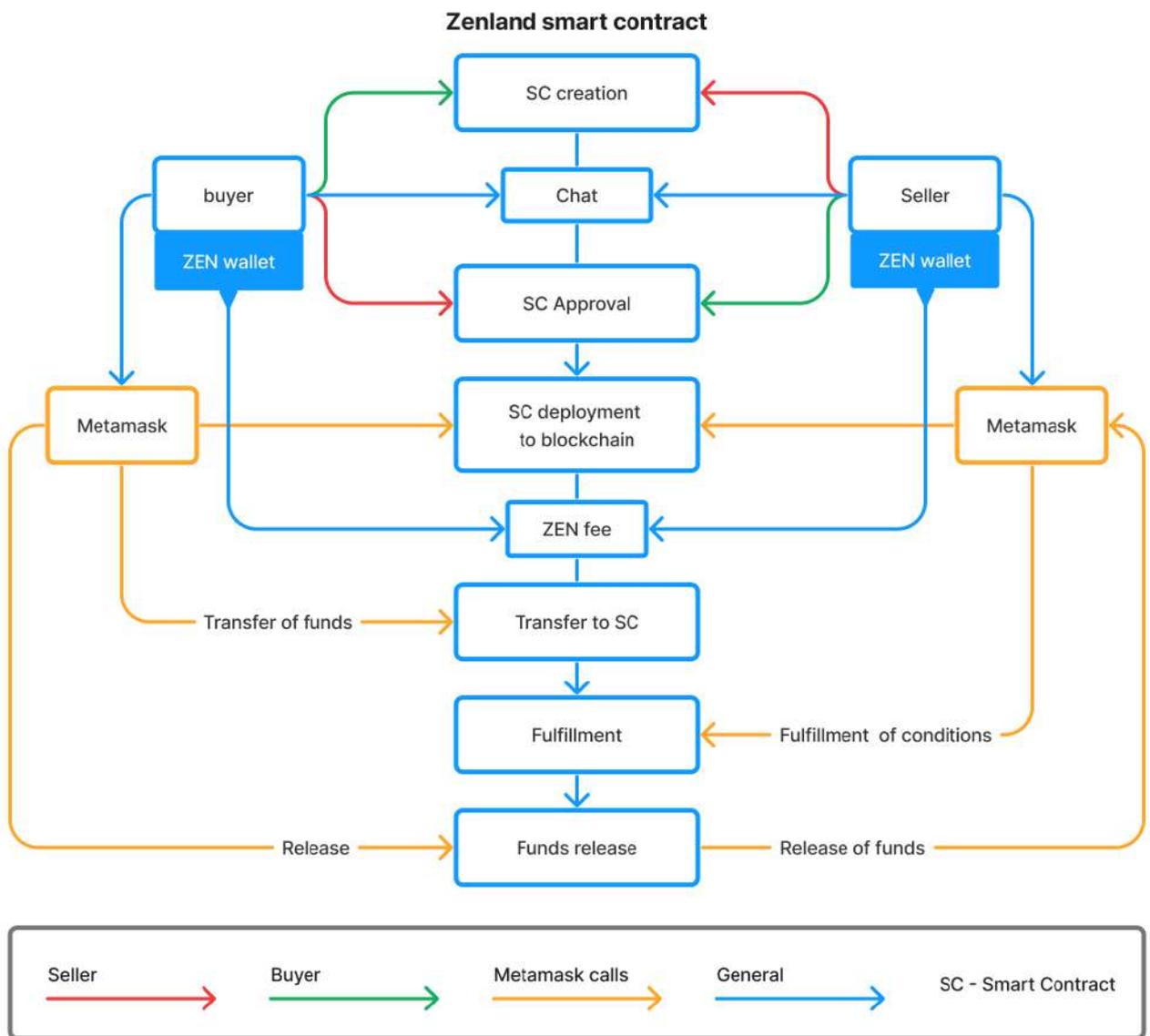
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Zenland smart contract

Figure 2. Zenland escrow ecosystem architecture

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3.2 Escrow ecosystem components

The Zenland escrow ecosystem refers to the network of interconnected components that makes the escrow process possible. Some of these components have already been introduced under the "*3.1 Smart contract escrow architecture*". At a glance, the ecosystem consists of its major and complementary components. Major components are responsible for smart contract execution, while the complementary ones ensure the connectivity between the users and the escrow process as a whole.

3.2.1 Major components

"Code is the governing law of the smart contract"

Contractee[1] and **Contractor**[2] (i. e. the escrow users, or users) are the initiators of the escrow smart contract. As direct participants of the agreement, the users are fully responsible for its execution. Unless the contract is disputed and a neutral third party, the Agent[3], is allowed to access the smart contract, only the Contractee and the Contractor can perform specific contract actions. These requests are sent to the Zenland escrow contract through the user-specific interface, earlier mentioned as the contract control interface.

Zenland escrow contract is the core component of the escrow ecosystem, and the system on its own, Zenland escrow contract preserves the agreed amount in the blockchain. Just like a human escrow (an individual or a business), the contract releases the amount to the seller's address only when the contract conditions are met. Specifically, when the buyer confirms the order requesting the payment locked to be released to the seller. Every escrow contract must be approved by both parties before being deployed (published) to the blockchain. A particular type of the escrow contract, an item contract[4], has this action (contract approval) enabled by default.

Contract actions are specific requests to the smart contract that activate particular functions in its code. The actions result in the contract following the conditions (laws) defined in the terms mutually set by the users. Zenland escrow contract is governed by eight different actions taken by both parties (Contractee and Contractor), they allow the full cycle of the escrow contract. Another important function that contract actions allow is authorized permission for different requests tied to the specific user roles (a buyer, a seller).

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[1] Contractee, in the escrow contract is a buyer, or a user ordering and receiving a product, a service, an asset, etc.

[2] Contractor is a seller, or the user who provides a product, a service, an asset, etc. in exchange for money.

[3] Agent is a neutral third party authorized to access the contract to resolve the dispute. See explanation below.

[4] Item contract is a special type of escrow contracts where the Contractor specifies the terms for a product or service and pre-approves it by default. If suitable, the Contractee simply approves the item contract and follows the regular cycle of an escrow contract.

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The table below describes authorized contract actions for each user, and their influence on the contract state.

#	Contract action	Action description	Authorized user	Contract state
1	Create	Allows the creation of the draft contract by the user.	Contractee, Contractor	Draft
2	Approve	Confirms user agreement with the contract terms. Serves as the act of signing the agreement between the parties. If disagree, the terms can be mutually edited.	Contractee, Contractor	Draft
3	Deploy	Publishes the contract approved by both parties to the selected blockchain	Contractee only	Deployed
4	Transfer	Allows the Contractee to send the agreed amount from the specific cryptocurrency wallet address into the contract stored on the blockchain. Then, locks it inside until the agreed conditions are met.	Contractee only	Active
5	Complete	Confirms contract fulfillment on the Contractor's side (the provision of service(s), product(s), asset(s), etc. This action activates buyer protection time by the end of which Contractor is allowed to release funds on its own (conditional).	Contractor only	Fulfilled
6	Release	Unlocks the agreed amount from the contract and discharges it to the Contractor's address.	Contractee, Contractor (if not released or disputed by the Contractee), Agent (only when invited to resolve a disputed case)	Executed
7	Dispute (alternative to Release)	Allows the parties to discuss disagreements with one another. This action automatically stops the buyer protection time countdown and prevents Contractor from being able to release the amount from the contract.	Contractee only	Disputed
8	Invite an Agent	Authorizes a neutral third party to release the amount to the party(ies) based on the inspection of evidence.	Contractee, Contractor	Disputed (with Agent)

Figure 3. Zenland contract actions and their authorization for specific users

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An action is taken to make the contract perform a particular task as instructed by code. In programming, these actions are known as calls.

Contract states, as seen from the above table, are the specific states intentionally caused to a smart contract by its direct participants (Contractee, Contractor). While intentional, these states are automatic results of changes made to the contract by the specific actions that the parties perform.

Agent is a neutral third party authorized to access the contract to resolve the dispute, release the amount from the contract based on the evidence provided by the two parties. Unlike the existing human escrow, the Agent is not allowed to intervene between the parties, or influence the agreement in any way, before the parties dispute and invite an Agent to resolve the case.To ensure no case is left neglected or unresolved, currently NDA-signed Zenland team members take responsibility as Agents. As soon as there are enough dedicated community members to form a decentralized autonomous organization (DAO), only community-voted Agents would be assigned to cases.

3.2.2 Complementary components

User's web3 wallet address User's web3 wallet address is the analogy of the user ID or a nickname in regular peer platforms. It is the first component that connects a specific user to the interface and authorizes a user to perform contract actions, use a contract chat, Zenland wallet, and other escrow ecosystem components inside the Zenland application. Connecting a web3 wallet does not require a gas fee[1], an email, a password, or other standard web2 (identification) credentials. The only required data is the cryptocurrency wallet address itself.

Contract chat is a contract-specific chat intended for all communications between the parties (Contractee, Contractor). Uniquely different from regular end-to-end chats or messengers, a contract chat serves as a contract change log to verify its every state and action taken by the parties. Once the amount has been released from the contract (through a dispute or a regular cycle) the chat no longer serves its purpose, and therefore, is disabled.

Zenland wallet is the internal wallet automatically created for each unique user[2] from where the escrow service fee, known as the Zenland fee[3], is paid. The escrow users may split the fee upon agreement terms. There is no standard minimum or maximum balance for the Zenland wallet. This internal wallet does not play any role in sending to or releasing the escrow amount from the smart contract. The wallet balance is manually topped up by the user through any cryptocurrency wallet (digital, hardware). The service fee is withdrawn from the internal wallet(s) once per escrow contract after successful contract deployment. Once deposited, funds cannot be withdrawn and serve only as means to pay the service fee.

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[1] A gas fee is a blockchain fee that is paid to nodes approving a user transaction miners/validators). Gas fees vary depending on the type of network and the level of difficulty of a blockchain transaction.

[2] Uniqueness of a user is primarily based on the cryptocurrency wallet address connected to the Zenland platform.

[3] Zenland fee is a service fee for a single contract creation that is paid directly from your internal wallet on Zenland.

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Contract review system is designed to let the participants rate each other's work. In general, the idea is similar to other existing review systems on peer platforms. While the details for a particular contract are private and will not be displayed, the reviews will appear on the user's profile page. To let users decide whether they want to deal with one another, a full review of analytics is placed on the project roadmap. Such important details as the average number of successful and disputed contracts, the total number of executed contracts, the average amount per contract, etc. will be displayed alongside the reviews.

User profile, as a standard component of every user interface, displays the standard details of the user profile like the profile and cover images, the username, and the bio. By default the username displayed on the profile page is "Anonymous". Though if so desired, the user may change it to a more appropriate one, add custom cover and avatar, and write a bio. If the escrow user, usually a Contractor, has added the products or services provided as separate items, the profile page will display it.

Zenland token is an ERC20 native token of the Zenland platform issued to support expanding smart contract ecosystem and its users. In particular, depositing Zenland tokens to users' internal wallets will add a 50% bonus to user balances (see more under *4.4 Tokenomics*).

Escrow marketplace (Q2 2023) is a standalone internal system that is intended to display user items (products, services) listed on the profile page to other users. Similar to a regular peer-to-peer marketplace, the goal is to let Contractors list their products, services, or assets so that Contractees may discover relevant offers and initiate escrow contracts in a few clicks.

3.3 Key features and benefits

Every project is unique in its own way, and every technology is different in its own way. Zenland strives to provide a superior user experience through adherence to its core values[3] and its mission to provide a blockchain solution for safe and trustless P2P transaction of digital products, services, and virtual assets online.

3.3.1 Core features

Aimed at scalability and mass adoption, Zenland is the first EVM-compatible smart contract platform with multichain support for escrow contracts of various kinds.

Decentralized escrow smart contracts. No third-party or central authority can control or execute Zenland escrow contracts. Even the Zenland team has no access to user contracts until specifically granted by either side (a buyer or a seller) to resolve an escalated dispute. Throughout the contract execution, the escrow amount the buyer and seller agreed upon (a.i. the agreed amount) is safely locked in the smart contract stored on the blockchain and not someone's private account.

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[3] Zenland core values are continuous improvement, decentralization of power, and collective input.

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No KYC or personally identifiable information (PII)[1]. No personal data that directly identifies a user (KYC), other than the standard browser data, is collected or stored on our server before, during, or after the contract execution. The only credential required to login/sign up to create a Zenland contract is the user's cryptocurrency wallet address. Currently, users connect via MetaMask wallet.

Intuitive interface and built-in contract templates. Smart contracts are more than simply the tools for blockchain developers to build decentralized applications. With the user-friendly UI and built-in escrow contract templates, Zenland users can deploy, manage, and execute smart contracts without knowing how to code. There is a built-in escrow contract template, an interface to manage contracts, a contract chat with the transaction logs, and a notification system. Altogether, this ensures the contracts are easy to create, manage, and execute at all times.

Pre-conditioned release of contract funds. Unlike traditional escrow systems where a middleman decides when to release agreed payment, Zenland users decide for themselves. The terms of where and when the payment is released are mutually approved by both sides (the buyer and the seller) before the contract can be deployed to the selected blockchain. These terms become the governing law of the initiated escrow contract between the parties and are permanently written in its code. Thus, the payment is instantly released to the seller's wallet after the mutually agreed conditions are met.

Blockchain-based contract flow and execution. Zenland contracts are synchronized with the selected blockchain networks. When any contract action, such as contract deployment, for example, is requested and signed by the owner's wallet address, the transaction is carried out on the blockchain. Once the block confirmation is over, the backend receives the response and the contract interface reflects that change.

The process and all its transactions are synchronized automatically allowing the process to run real-time. For outstanding cases (when the network is disconnected while the confirmation is in progress), there is a "Sync" button at the top of the contract interface for manual synchronization and retrieval of the transaction data with the relevant blockchain records (no gas fees required).

EVM network/currency selection. Currently, Zenland contracts have been tested on 25+ EVM-compatible networks and are geared towards full EVM compatibility with custom networks. 6 major blockchain networks (Ethereum, Polygon, Avalanche, Binance Smart Chain, Gnosis Chain, and Fantom Opera) have already been added to the interface. As a self-sufficient replacement to traditional escrow systems, our escrow smart contracts do not choose bank systems, credit cards, countries, or continents. Users transfer and release escrow funds in universal stablecoin currencies: USDC, USDT, DAI, or BUSD.

50% balance bonus with the Zenland utility token. Besides Bitcoin and other major altcoins, our utility token $ZENF is used to pay the service fee. The use of the token is not enforced but encouraged by a 50% bonus funds credited to the user's internal wallet. More about the $ZENF token and its utility *read under 4.4 Tokenomics.*

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[1] Subject to change for web3 escrow marketplace if new regulatory compliance is imposed.

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Tailored for daily application and use. An escrow contract only enforces specific terms like the due date or buyer protection time (for a particular product/service/asset), the sender's and recipient's wallet addresses, and network/currency and its value. Though what is transacted between the parties and in what condition is the subject of mutual agreement between the two parties. Thus, the contracts can be executed for anything peer-to-peer sold or bought online today. From websites to in-game assets to freelance services to NFTs and artwork collectibles[2]

3.3.2 User benefits

There are three types of users who benefit from using Zenland platform: buyers, sellers, and agents (online arbitrators). Based on the features discussed in the above chapter, below are the known benefits for each type of user. Due to the nature of their transactional relationship, buyers and sellers have some benefits that overlap.

Buyer Benefits

1. No middleman is involved
The two parties agree on the contract terms, publish the contract to the blockchain, and send the payment to it to release only after these terms are met. No third parties can access the contract unless dispute resolution has been requested by either side.

2. Anonymous contracts[1]
With only a cryptocurrency wallet address anyone can create an escrow contract without pervasive KYC policies on regular P2P platforms.

3. Simple contract navigation and real-time transactions
With a nice and clean UI and real-time synchronization between the interface and blockchain network through the applicable explorer API

4. Transparent and trustless contracts
Neither party has to trust the other or the escrow service to complete their contract. Contract transactions are carried out on the blockchain, timestamped, and automatically reflected in the contract chat as log messages.

5. Terms are mutually approved
A contract is only valid after both sides approve (sign) its terms. Until mutually agreed on delivery, payment, etc. the contract can be edited.

6. The service fee can be split
The service fee (1.75% - 0.1% of the contract value) can be fully paid by the seller, by the buyer, or split 50/50 between the two).

7. Custom-set buyer protection time (BPT)
Unlike a regular escrow service with pre-set inspection time for each item type, Zenland users set BPT upon mutual agreement. It gives users the flexibility to set applicable time depending on item type, individual competency, etc.

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[1] Only one-time contracts for a single escrow transaction are KYC-free. Public web3 escrow marketplace is subject to AML/KYC if new regulatory compliance is imposed.

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8. The contract can be disputed

If the terms have not been fulfilled by the seller, the buyer can open a dispute. Once disputed, both parties have time to re-negotiate on time, item replacement, applicable edits, etc. If not mutually agreed, either side can invite a neutral third party, an Agent, to resolve the case.

9. Both users can rate and review each other's work

All contract reviews will have "buyer"/"seller" tags and will be publicly seen on user profiles. The current review system simply displays the average rating for a user along with the reviews left. Future versions of the user review system will include more stats on the total number of contracts, average contract value, etc.

Seller Benefits

1. No middleman is involved

The two parties agree on the contract terms, publish the contract to the blockchain, and send the payment to it to release only after these terms are met. No third parties can access the contract unless dispute resolution has been requested by either side.

2. Anonymous contracts

With only a cryptocurrency wallet address anyone can create an escrow contract without pervasive KYC policies on regular P2P platforms. Note that, as specific regulations are enforced in certain jurisdictions, the use of the web3 escrow marketplace may be subjected to KYC/AML.

3. Transparent and trustless contracts

Neither party has to trust the other or the escrow service to complete their contract. Contract transactions are carried out on the blockchain, timestamped, and automatically reflected in the contract chat as log messages.

4. Simple contract navigation and real-time transactions

With a nice and clean UI and real-time synchronization between the interface and blockchain network through the applicable explorer API.

5. Fewer fees and higher profit margins

Sellers and freelancers on marketplaces like Fiverr or Upwork pay hefty service commissions (from 20% to 5% depending on the size of the payment). Zenland users sell their services through escrow contracts with less hustle and at a 1.75% - 0.1% service fee.

6. Pre-approved contract for multiple orders

Pre-approved contract is an escrow contract for a specific product or service with the description of its escrow terms (delivery and inspection time, EVM network, currency, etc). It is created by a seller and is displayed as an item on the seller's profile page.

7. The service fee can be split

The service fee (1.75% - 0.1% of the contract value) can be fully paid by the buyer, by the seller, or split 50/50 between the two).

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8. Buyer protection time (BPT) protects a seller

Despite its name, BPT is meant to protect a seller as well. By the end of it, if the buyer neither opened a disputed nor released money from the contract, the seller is able to release it on his own. This conditional release for a seller is added to ensure the seller gets paid after terms completion even if the buyer has stopped communication at all.

9. Neutral third-party assistance per request

When false claims are made about the product/service/item, and the parties cannot reach an agreement, a seller can request third-party assistance, an Agent, to review the case and release the payment from a smart contract.

3.4 Availability and use

3.4.1 Supported networks and tokens

Zenland has officially launched on November 10, 2022. Preceding it, the users have tested its beta for over 3 months, and for over 6 months its earlier versions. The escrow smart contract platform is fully integrated with major blockchain networks and supports major stablecoins. It is accessible via all browsers that support MetaMask extension (Chrome, Firefox, Brave, Edge, and Opera).

Below are the details for integrated EVM networks and their tokens.

Network/Token	Token contract	Decimals
Ethereum	https://etherscan.io/	
Tether USD (USDT)	0xdac17f958d2ee523a2206206994597c13d831ec7	6
USD Coin (USDC)	0xA0b86991c6218b36c1d19D4a2e9Eb0cE3606eB48	6
Binance USD (BUSD)	0x4Fabb145d64652a948d72533023f6E7A623C7C53	18
Dai Stablecoin	0x6B175474E89094C44Da98b954EedeAC495271d0F	18
Binance	https://bscscan.com/	
Binance USD (BUSD)	0xe9e7CEA3DedcA5984780Bafc599bD69ADd087D56	18
Tether USD (USDT)	0x55d398326f99059fF775485246999027B3197955	1 8
USD Coin (USDC)	0x8AC76a51cc950d9822D68b83fE1Ad97B32Cd580d	18

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Avalanche	https://explorer.avax.network/	
USD Coin (USDC)	0xA7D7079b0FEaD91F3e65f86E8915Cb59c1a4C664	6
Tether USD (USDT)	0xc7198437980c041c805A1EDcbA50c1Ce5db95118	6
Dai Stablecoin	0xd586E7F844cEa2F87f50152665BCbc2C279D8d70	18
Fantom	https://ftmscan.com/	
USD Coin (USDC)	0x04068da6c83afcfa0e13ba15a6696662335d5b75	6
Dai Stablecoin	0x8d11ec38a3eb5e956b052f67da8bdc9bef8abf3e	18
Polygon	https://polygonscan.com/	
Tether USD (USDT)	0xc2132D05D31c914a87C6611C10748AEb04B58e8F	6
USD Coin (USDC)	0x2791Bca1f2de4661ED88A30C99A7a9449Aa84174	6
Binance USD (BUSD)	0xdab529f40e671a1d4bf91361c21bf9f0c9712ab7	18
Gnosis	https://gnosisscan.io/	
xDAI USDC	0xDDAfbb505ad214D7b80b1f830fcCc89B60fb7A83	6
xDAI USDT	0x4ECaBa5870353805a9F068101A40E0f32ed605C6	6

Figure 4. *EVM networks Zenland smart contracts can be deployed to*

Aimed at full EVM compatibility, our escrow smart contracts have been tested on multiple Layer 1 and Layer 2 solutions (besides Ethereum). The full list of where the contracts have been deployed is given in the table below. Compatibility would allow our users to create and deploy escrow smart contracts on custom networks at more convenience and speed and lower gas fees.

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EVM netwok	Deployment address	Token name/address
Polygon	0xc24a82b73dcd62f6511d7ba2167868660d3c57a0	USDT 0xc2132D05D31c914a87C6611C10748AEb04B58e8F
Binance Smart Chain	0x1446C3147b4468f5d6297E39333294c402D1D7EC	BUSD 0xe9e7CEA3DedcA5984780Bafc599bD69ADd087D56
Avalanche	0xe069b1A415A6a931E057c4C16f7Dc3D93597069f	USDT e0xc7198437980c041c805A1EDcbA50c1Ce5db95118
Fantom Opera	0xC27E508Da96761BFE05fb90308510d99E2FAB41b	USDC 0x04068DA6C83AFCFA0e13ba15A6696662335D5B75
Gnosis Chain	0x1446C3147b4468f5d6297E39333294c402D1D7EC	USDT 0x4ECaBa5870353805a9F068101A40E0f32ed605C6
Fantom Opera	0xC27E508Da96761BFE05fb90308510d99E2FAB41b	USDC 0x04068DA6C83AFCFA0e13ba15A6696662335D5B75
Optimism	0x604157193F2C4B978499c33A13577E45e4F05732	USDT 0x94b008aA00579c1307B0EF2c499aD98a8ce58e58
Astar	0x1446C3147b4468f5d6297E39333294c402D1D7EC	USDT 0xfFFffffFF0000000000000000000000000001000007C0
Telos EVM	0x02fB0Ff40600a462Bd734CC831F6cc7f1860F002	USDT 0xeFAeeE334F0Fd1712f9a8cc375f427D9Cdd40d73
KuCoin Community Chain	0x1446c3147b4468f5d6297e39333294c402d1d7ec	USDC 0x980a5afef3d17ad98635f6c5aebcbaeded3c3430
Huobi ECO Chain	0x1446c3147b4468f5d6297e39333294c402d1d7ec	USDC-HECO 0x9362bbef4b8313a8aa9f0c9808b80577aa26b73b
BitTorrent Chain	0x1446C3147b4468f5d6297E39333294c402D1D7EC	USDD_t 0x17F235FD5974318E4E2a5e37919a209f7c37A6d1

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Harmony	one1vpq4wxfl939e0pyecvapx4m7ghj0q4ej33m28s	USDT 0x3C2B8Be99c50593081EAA2A724F0B8285F5aba8f
OKX Chain	0x1446C3147b4468f5d6297E39333294c402D1D7EC	USDT 0x382bb369d343125bfb2117af9c149795c6c65c50
TomoChain	0x674213A83Bb0020D069e3Fcce5Fa06f230905303	USDT 0x381B31409e4D220919B2cFF012ED94d70135A59e
Cronos Chain	0x02fB0Ff40600a462Bd734CC831F6cc7f1860F002	USDT 0x66e428c3f67a68878562e79A0234c1F83c208770
Metis Andromeda	0x604157193F2C4B978499c33A13577E45e4F05732	m.USDC 0xEA32A96608495e54156Ae48931A7c20f0dcc1a21
Celo	0xc4fD55a5832f047BCEc36C5D3B3a4A264f85F3ee	cUSD 0x765DE816845861e75A25fCA122bb6898B8B1282a
Moonbeam	0x713573898bdb9929BCa1C926061F2880a1C1e9B9	xcUSDT 0xFFFFFFfFea09FB06d082fd1275CD48b191cbCD1d
Moonriver	0xbd6A9a6DF46170BA83C9c3459899B31704E9C5c4	USDC 0xE3F5a90F9cb311505cd691a46596599aA1A0AD7D
Kava	0x1446C3147b4468f5d6297E39333294c402D1D7EC	USDC 0xfA9343C3897324496A05fC75abeD6bAC29f8A40f
IoTeX	0x674213A83Bb0020D069e3Fcce5Fa06f230905303	USDT 0x6fbcdc1169b5130c59e72e51ed68a84841c98cd1
Klaytn Mainnet Cypress	0x1446c3147b4468f5d6297e39333294c402d1d7ec	USDT 0x5c13e303a62fc5dedf5b52d66873f2e59fedadc2

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Metis Andromeda	0x604157193F2C4B978499c33A13577E45e4F05732	m.USDC 0xEA32A96608495e54156Ae48931A7c20f0dcc1a21
Bitgert Chain	0x848dDbD6bEA7033D013B3a31Fba4491F31Be4e4F	USDC 0xeE448bc6A8dC14D1Faa2Bfa567f1874f1B62C267
Oasis Emerald	0x713573898bdb9929BCa1C926061F2880a1C1e9B9	USDT 0x366EF31C8dc715cbeff5fA54Ad106dC9c25C6153
Meter	0xd18958e96fcd6a01c561e87f164bb8bd31f24cf1	BUSD.bsc0x24aa189dfaa76c671c279262f94434770f557c35

Figure 5. EVM networks Zenland smart contracts have been tested on

The list of compatible blockchain netwoks is growing as more contracts are successfully deployed to main and test networks.

ZENLAND

3.4.2 Use cases

Zenland smart contracts are general use escrow contracts that store the specific conditions of purchase or sale along with its payment inside the blockchain. Because such conditions are mutually set between the users, our escrow contracts can be used for any product / service / asset tradable online P2P.

Some of the common use cases include digital products, freelance services, and OTC trade.

Domain names and websites

Domain names and website flipping are part of today's "make-money-online" economy. Unsurprisingly fraud incidents with the online business sales and purchases are common. Transparency and trustless nature of the Zenland contracts ensure security of the ownership transfer and piece of mind on both sides.

In-game assets, games, and game accounts

Despite the existing marketplaces for avid gamers and streamers, there is still a safety concern. Users report their accounts compromised and in-game assets stolen; or received fake assets when exchanging P2P outside Steam. Zenland contracts ensure the transaction is fair and both sides complete their part of the deal.

Artwork and collectibles (NFT)

For their price appreciation and uniquness, artwork and collectibles (including non-fungible tokens) are yet another frequent category targeted by fraudsters. Using simple escrow contracts stored on the blockchain ensures a safe and successful purchase or sale of digital artwork, NFT, and other vintage items.

Freelance services (micro/micro tasks)

As the gig economy grows, more people buy or sell their services and skills through freelance marketplaces, forums, and social media. Yet because of inadequate commissions, fake job postings, and "test-project" scams, micro and macro-tasking has become increasingly less profitable and more risky without escrow.

Anything tradable online

Any product, service, or asset that is traded online can be bought or sold with Zenland contracts. Fully customizable contract conditions approved before sending the contract to the blockchain allow no manipulation or deceit and ensure these conditions are met before the payment is made and the contract is executed.

OTC currency exchange

Currency exchange is a high risk area where most people lose money to carefully planned phishing schemes, exchange rates, and middleman fees. Run on the blockchain, Zenland escrow contracts ensure a safe and trustless exchange of crypto to fiat, crypto to crypto, and fiat to crypto between peers without a middleman.

ZENLAND

3.4.3 How it works

The escrow process using Zenland contracts is simple and straightforward, and can be done in real-time with no third parties involved. As seen in *3.2 Escrow ecosystem components*, the contracts are governed by a series of logical operations performed by the user known as contract actions. These actions activate specific conditions in code and change(s) to the contract state are recorded in the blockchain. Thus, every transaction has a blockchain record and is fully synchronized with the relevant explorer to verify.
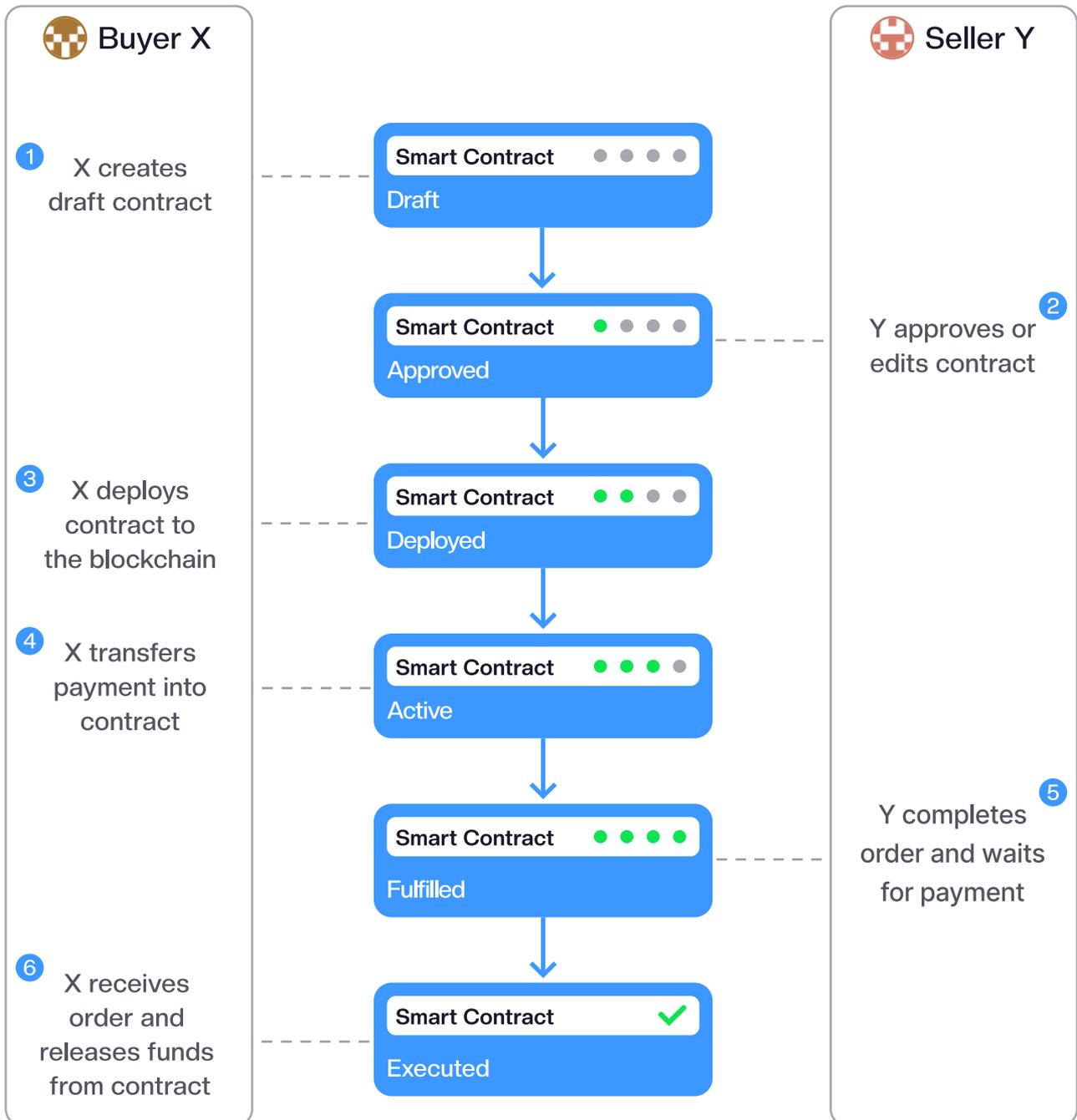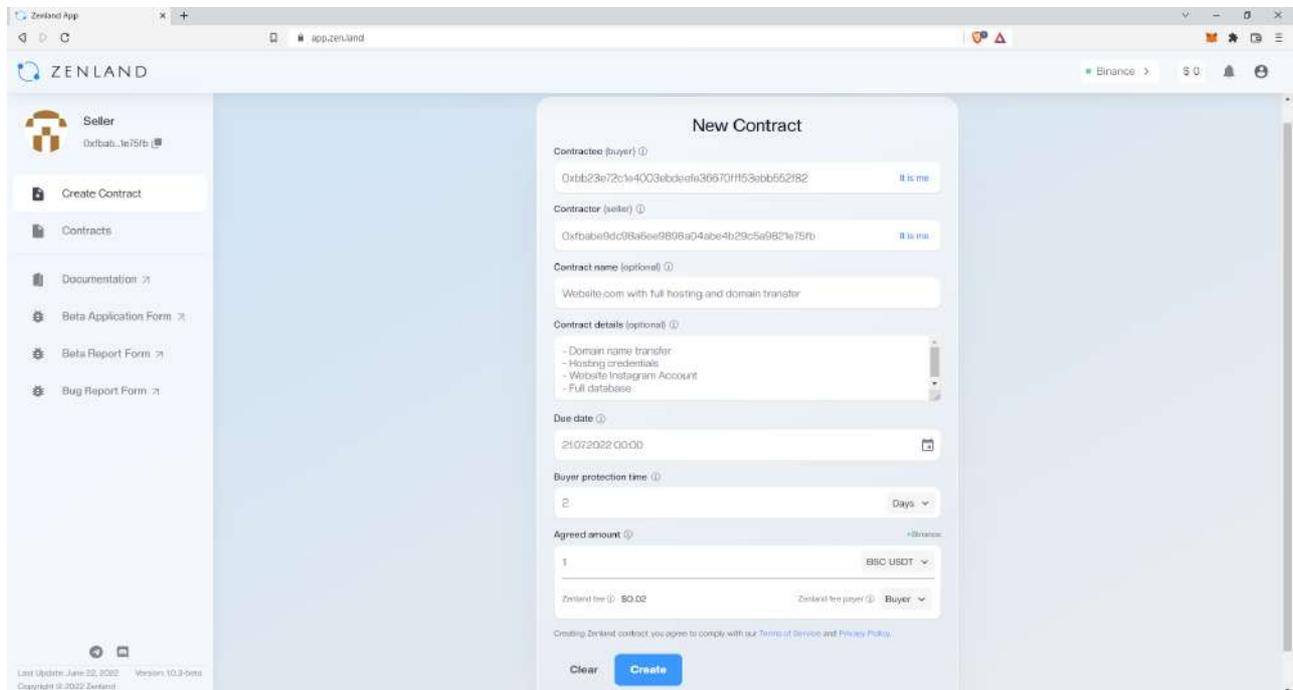

Figure 6. Zenland smart contract execution process

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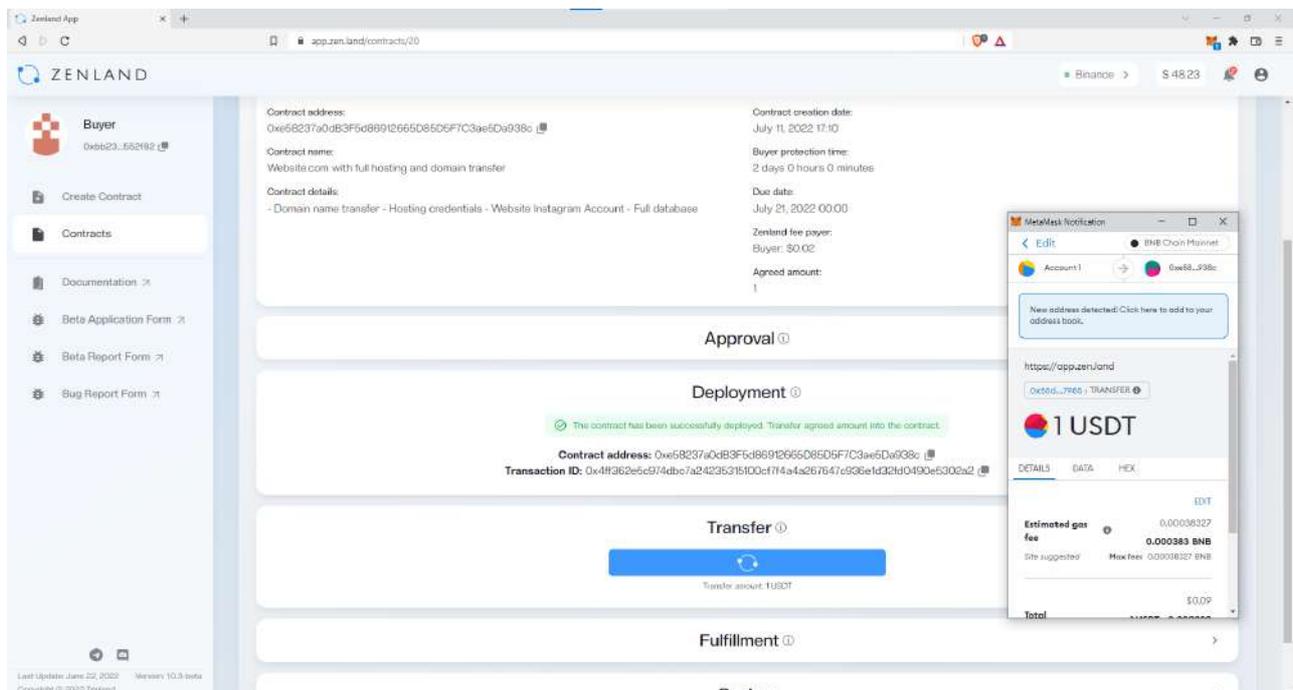To clarify, below are the process screenshots with the step-by-step instructions.

STEP 1. Terms approval

A seller(or buyer) logs in using Metamask and creates a contract with terms.
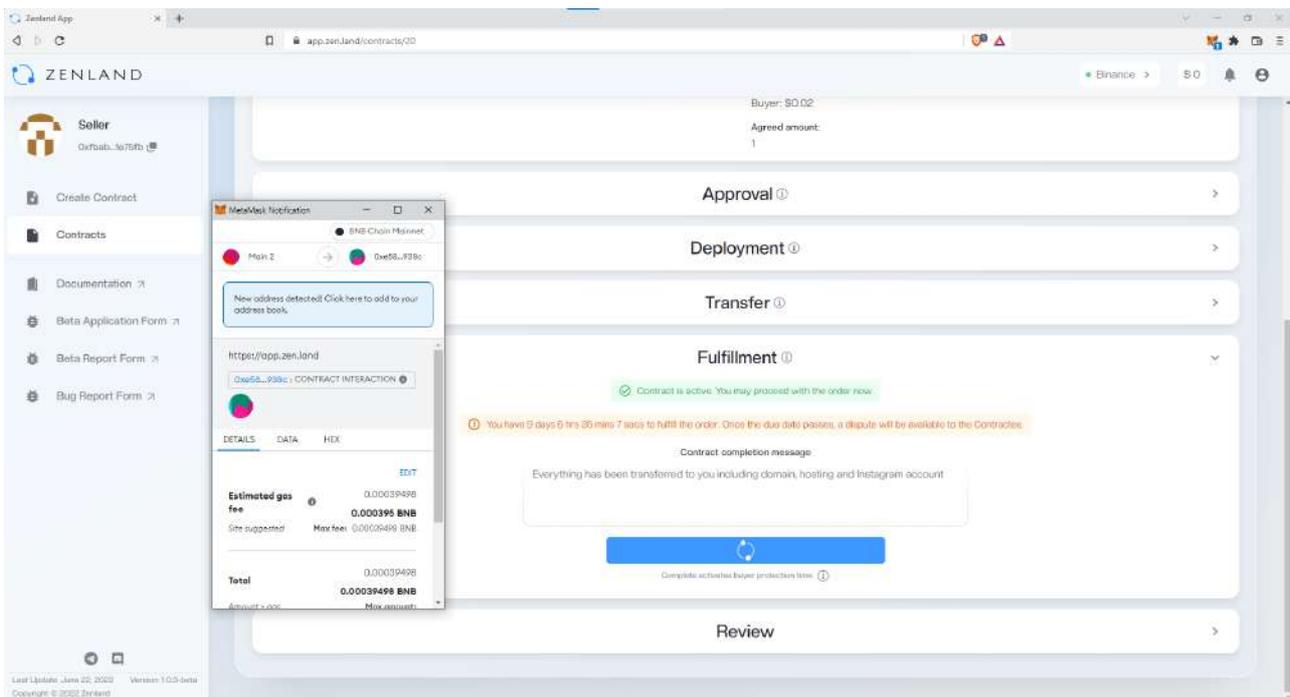The buyer approves or edits the terms.

STEP 2. Deployment & Transfer

A buyer deploys (publishes) the contract to the blockchain and transfers the payment inside.
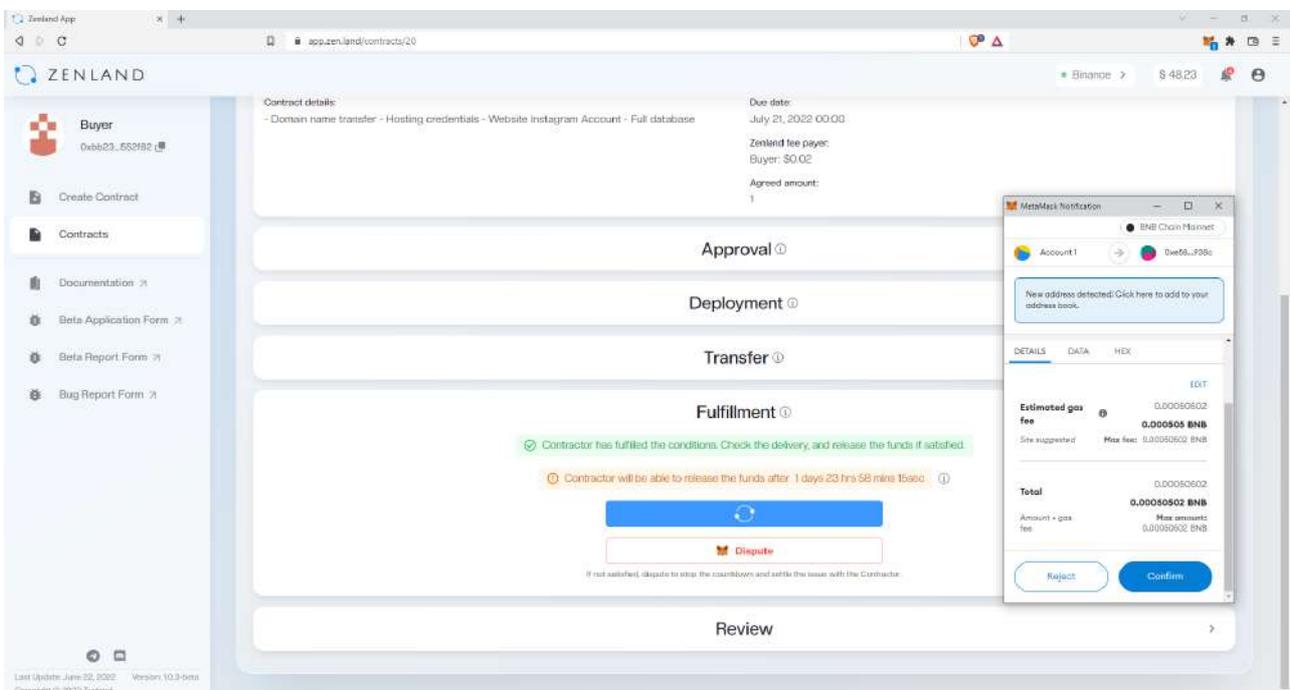
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STEP 3. Fulfillment

The seller sees the money inside and fulfills the order.

STEP 4. Funds release

The buyer receives it, inspects, and releases the payment to the seller (or disputes).

Two parties can dispute their claims via anonymous chat tied to the specific contract, or invite a neutral third party, an Agent, to resolve.

ZENLAND

4.0 Market and model

4.1 Market overview

"Luck is what happens when preparation meets opportunity."

<div align="right">

Seneca

</div>

Recent changes happening in the growing peer economy market have created a market opportunity for Zenland to seize it. An estimated total of $2.7 trillion has been transacted through various P2P payment methods in 202[3].

Economic changes

One of the most dramatic changes in the global economy today is the growing number of cryptocurrency users. The global cryptocurrency adoption has increased by 175% over 2021 (January - December 2022) to an estimated 320 million users who own crypto in 2022.

Looking into adoption metrics it is clear that India, Nigeria, Vietnam, Australia, Ghana, and Singapore are among the countries with the most growth of cryptocurrency users. Unsurprisingly, the former three - India, Nigeria, and Vietnam - along with USA and Pakistan, are also among the countries with the most cryptocurrency users[4]. An estimated $1.6 billion has been transacted P2P as payment for various purchases. Lower transaction fees compared to traditional banking may be another contributing factor fueling further economic changes.

This strong economic trend toward cryptocurrency adoption is further supported by behavioral changes in the online users.

Social changes

Public awareness and concern about personal data security in the traditional web2 environment has led to a growing interest in web3 practices. According to statistics, online users are less likely to share personal data with 55% fearing fraudsters and criminals accessing the data[5].

Private companies requiring any personally identifiable information (PII, KYC) are at the epicenter of mistrust. From the same statistical resource, only 5% of online users are willing to share real profile images or fingerprints. Another research concludes that 81% of Americans believe that potential risks from data collection in private companies outweigh the benefits[6]. Some well-known peer-to-peer platforms under concern include Facebook Marketplace, Upwork, Fiverr, Craigslist, and other classified ad websites.

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Technological changes

Development of smart contract platforms, and blockchain development in general, made decentralized applications secure and affordable. The global market valuation for smart contracts has reached $150 million in 2021. By 2032 the overall smart contract market is estimated to be worth more than $1.5 billion with the compound annual growth rate (CAGR) of 23.5%[7].

This can be explained by continuous improvements in smart contract technology used for building decentralized applications. An increase in TPS speed, cryptographic security, and functional capabilities of Layer 1 and Layer 2 solutions further helped reduce development cost and create opportunities for mass adoption.

Taking total addressable market (TAM) and serviceable available market (SAM) into consideration, the minimum serviceable obtainable market (SOM) for Zenland is proposed at $160 million, given the minimum penetration rate of 10%.
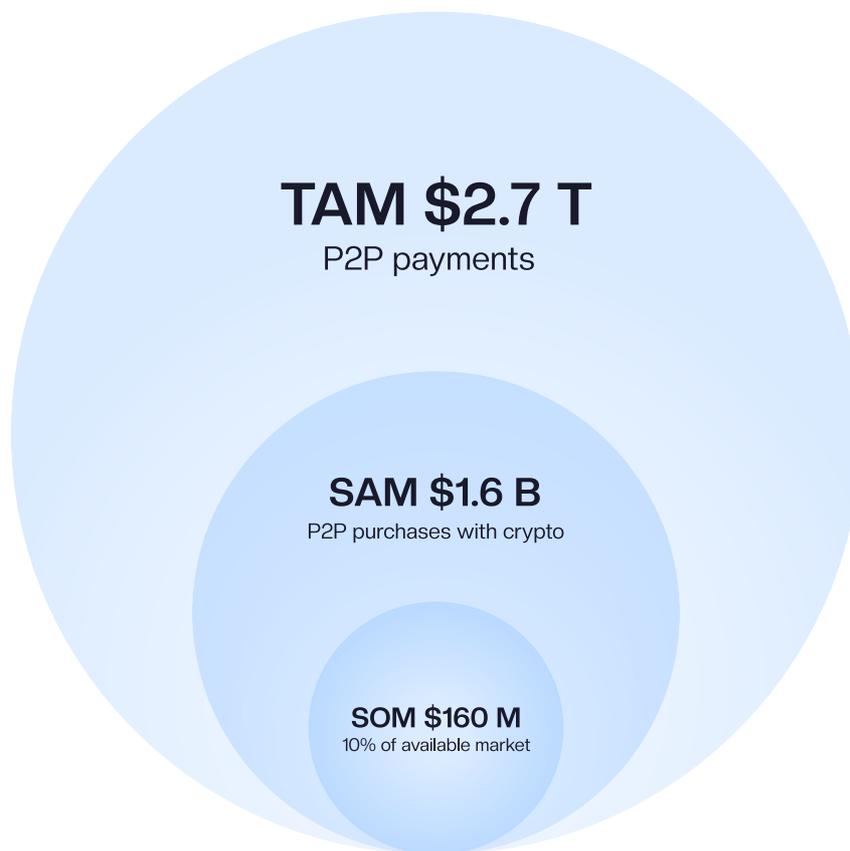

Figure 7. Zenland target market and users

4.2 Competitive advantage

Despite the presence of existing escrow systems (centralized and decentralized), Zenland possesses unique features and characteristics giving it an edge.

The table below compares Zenland smart contract escrow to Smartlink (decentralized), Escrow.com (centralized), and Individual Escrow (privately offered middleman services). Comparison between the escrow systems has been made from both technical and economic perspectives.

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	Zenland	Smartlink	Escrow.com	Individual escrow
Decentralized	✓	✓	✗	✗
Contract pre-approval	✓	✗	✗	✗
Conditional terms editing	✓	✗	✗	✓
Chat integration	✓	✗	✗	✗
Transaction synchronization	✓	✗	✗	✗
No KYC	✓	✓	✗	✓
Supported networks	Ethereum, Polygon, BSC, Avalanche, Fantom and more	Tezos	Does not support blockchain networks	Depends on agent and payment method
Stablecoin support	USDT, USDC, BUSD, DAI	USDT, USDC	Fiat based	Depends on agent preferences
Service fee	1.75% - 0.1%, no minimum fee	1% + 15 000 SMAK tokens	3% + 3.05% payment processing fee ($10.00 min fee)	Depends on agent and payment method
Dispute resolution	Self-resolution/ Decentralized agent selection	Decentralized	Third-party	Vary

Figure 8. Zenland service fee breakdown

ZENLAND

4.3 Revenue model

Zenland revenue model is unit based, when the fee is paid for each unit of service provided (i.e. each successful contract deployment).

The service fee, a.k.a. Zenland fee is the percentage of the amount transferred into the contract. It is paid from users in-app wallets[1] after successful deployment of smart contracts to the selected blockchain networks. Users who add the Zenland utility token (see the details under *4.4.Tokenomics*) to their in-app balances will have a 50% bonus funds added to their balances.

The service fee breakdown structure is displayed in the figure below.
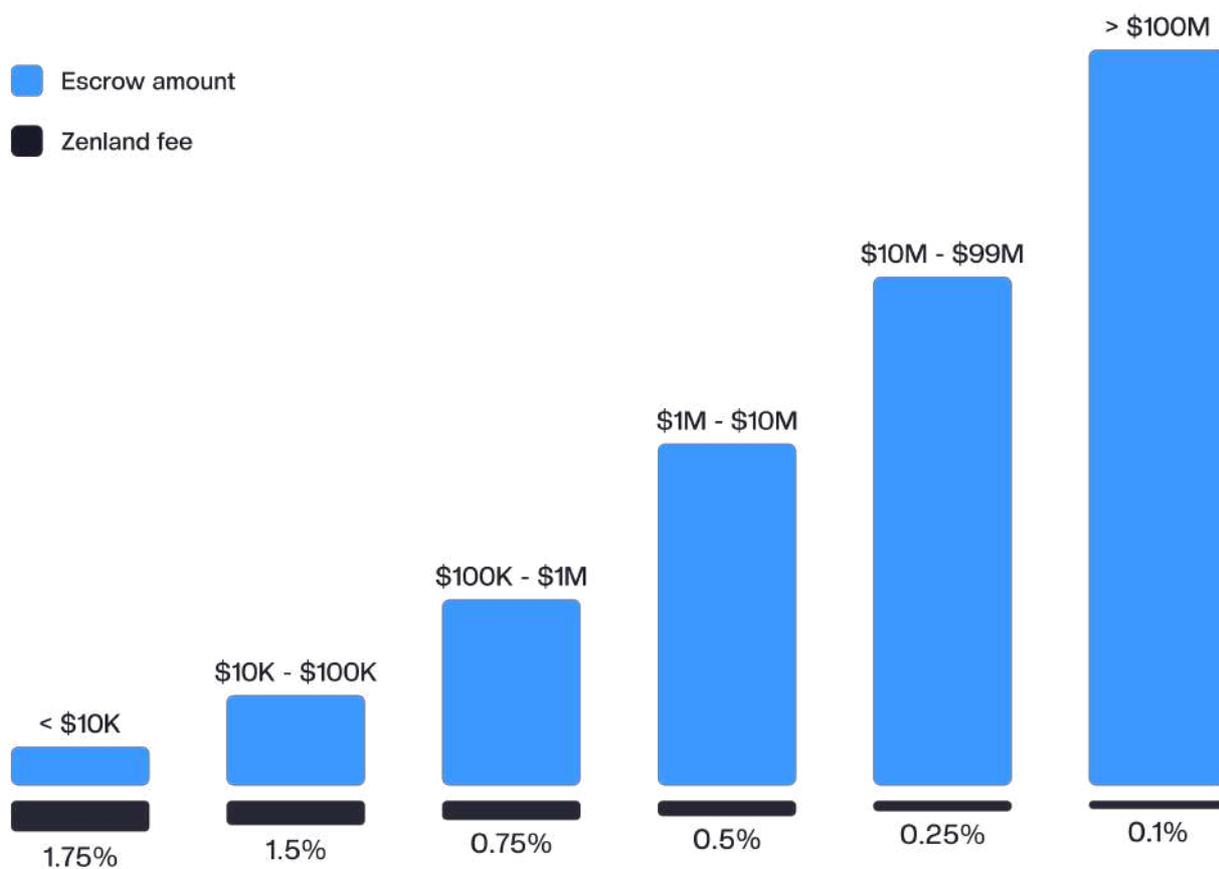

Figure 9. Zenland service fee breakdown

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[1] In-app wallets, also known as Zenland wallets, are users internal wallets automatically created on their first sign in with a specific cryptocurrency wallet address.

4.4 Tokenomics

4.4.1 Value proposition

$ZENF token is the native utility token of Zenland smart contract platform. It is initially used to pay the fee for Zenland ecosystem contracts (escrow, marketplace), participation in liquidity pools, and community rewards. As the ecosystem grows, token use cases will expand.

Using $ZENF tokens means

- 50% top-up bonus to Zenland wallet;
- Easy access to marketplace contracts;
- Participation in liquidity pools and staking;
- Participation in launchpad sales;
- Priority access to community rewards;
- Supporting smart contracts mass adoption;
- Pioneering web3 escrow for P2P trade;

4.4.2 Token metrics

Type	ERC-20 utility token
Ticker	ZENF
Total supply	200 000 000 $ZENF
Maximum supply	200 000 000 $ZENF
Token model	Deflationary model
Token contract	0xe9b7b5d5e8d2bcc78884f9f9099bfa42a9e5c1a5
Initial circulating supply	N/A
Initial market capitalization	$10,000,000
Audit	Credshields, 2023

Figure 10. *Zenland Fee (ZENF) token information*

Token economics of $ZENF token is based on its utility within the Zenland ecosystem and supply/demand ratio.

The proceedings raised by the token sale are intended to secure the financial needs of the project to cover the platform's development and operational costs. Thus, the development and growth of Zenland platform and its token mutually reinforce each other.

ZENLAND

4.4.3 Token allocation & vesting

The following table illustrates ZENF token distribution and vesting schedules along with its allocation to appropriate parties.

Allocation	%	Amount of $ZENF	Vesting period
Marketing	21	42,000,000	4 months cliff, linear block-by-block release in 24 months
Development	18	36,000,000	4 months cliff, linear block-by-block release in 24 months
Presale	18	36,000,000	3 months cliff, linear block-by-block release in 3 months
Team	15	30,000,000	12 months cliff, 12 months vesting
Community	10	20,000,000	10% (1% of total supply) at TGE, linear block-by-block release in 12 months
IDO	8	16,000,000	Fully unlocked at IDO
Early adopters	5	10,000,000	Zenland user reward funds; used as per program needs
Treasury	5	10,000,000	Reserve funds for building Zenland DAO and unforeseen needs

Figure 11. Zenland Fee (ZENF) token distribution and vesting

ZENLAND

5.0 Roadmap and strategy

5.1 Guiding principles

"Integrity is doing the right thing, even if nobody is watching."

Anonymous

There are 5 fundamental principles that guide Zenland towards its vision as a gateway to smart contracts. These principles must be seen in all products we offer to end-user and how the platform is handled.

1. Build. Educate. Grow.

Zenland builds web3 solutions for problems that largely exist in web2. Educating web2 users on how to take back control over their deals, data, and wallets will inevitably grow Zenland userbase and its reputation.

2. People before profit

Platform users and stakeholders come first and profits second. In the world where project owners get greedy and see their "goodwill" initiatives as profit-generating machines, Zenland puts people first. We invest our time and profit in user feedback, L1, and L2 partnerships, and talent retention.

3. Continuous user input

User feedback and contributions are welcomed, rewarded, and valued. From test campaigns to bug bounties, Zenland is committed to platform growth through collective contributions of builders and users.

4. Right technology for the right cause

Through commitment to making smart contract technology accessible to regular users Zenland continues building blockchain solutions for everyday problems in peer-to-peer trade and beyond.

5. Long-term perspective over short-term results

Our commitment is for the long-term perspective as a market leader in financial technology. As such, products we build, partnerships we make, and responsibilities we take are the results of our long-term objectives rather that short-term plans.

ZENLAND

5.2 Milestones and roadmap

"A goal without a plan is just a wish."

Antoine de Saint-Exupéry

Completed milestones display the groundwork from concept development to the official launch of Zenland. Milestones in plan outline further steps from marketplace model and contracts development to token economics and contract audits.

The timeline below combines the milestones that have already been completed with the next steps of the roadmap.

Key milestones	Deliverables	Status
Q3 2021		**COMPLETE**
— Zenland idea and brainstorming	• Smart contract research report	Done
— Smart contract escrow research	• Zenland concept chart	Done
— Concept development	• Budget allocation	Done
— Team buy-in discussions	• Core team formation	Done
— White-board user story mapping		
— Resource building (bootstrapped)		
Q4 2021		**COMPLETE**
— Zenland idea and brainstorming	• MVP wireframes (smart contract form, control interface, contract chat, UI elements kit)	Done
— Smart contract escrow research		
— Concept development		
— Team buy-in discussions	• MVP Figma prototype	Done
— White-board user story mapping	• Prototype approval meeting	Done
— Resource building (bootstrapped)	• Brand kit	Done
Q1 2022		**COMPLETE**
— Ethereum smart contract model	• Smart contract source code	Done
— Escrow logic implementation	• Escrow logic chart	Done
— Dispute resolution logic	• Dispute logic chart	Done
— User hypothesis testing	• Hypothesis testing (Reddit voting, feedback reports)	Done
— Ethereum deployment		
— Documentation v1.0	• Ethereum contract deployment	Done
	• Documentation v.1.0	Done
	• Official website prototype	Done

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Q2 2022   COMPLETE

— MVP development
— Metamask wallet integration
— Backend integration
— 5 EVM networks integration
— Official website launch
— Public beta release

• UI/UX frontend (Metamask wallet integration)	Done
• Frontend/Backend integration	Done
• Polygon integration	Done
• Binance Smart Chain integration	Done
• Avalanche integration	Done
• Fantom integration	Done
• MVP test server release	Done
• Alpha tests report	Done
• Official website launch	Done

Q3 2022   COMPLETE

— Multi-browser support
— Bug fixing and UI/UX optimization
— EVM compatibility tests
— Competitor analysis & research
— Marketing startegy
— Knowledge Base v.1.0

• Cross-browser tests	Done
• Device compatibility tests	Done
• EVM compatibility report	Done
• Benchmarking report	Done
• Competitor grid	Done
• Level 1 campaign plan	Done
• Q&A pool and Knowledge Base	Done

Q4 2022   COMPLETE

— Phase I beta testing
— Escrow smart contract audit
— Zenland official release
— Lightpaper v.1.0
— Tokenomics research
— Mass adoption strategy

• Phase I Beta test campaign	Done
• Smart contract audit report	Done
• Official release campaign	Done
• Lightpaper research & development	Done
• Tokenomics analysis report	Done
• Level 2 campaign plan	Done

Q1 2023   PROGRESS

— Phase II beta testing
— TGE strategy development
— Whitepaper v.1.0
— Documentation v.2.0
— Token contract audit
— Token minting
— Ad/bounty campaigns

• Phase II Beta test campaign	In progress
• TGE research and plan	Done
• ZENF tokenomics	Done
• Whitepaper research and draft	Done
• Whitepaper on-site publishing	Done
• Documentation v.2.0 update	In progress
• ZENF token mint	Done
• Token contract audit report	Done
• Level 1 campaign (bounty #1, #2)	
• Presale Round I, II	

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Q2 2023   PLANNED

— Pre-approved model development
— User item listings/moderation
— Zenland mobile optimization
— Early adopters program
— Strategic L1, L2 partnerships
— ZENF token IDO

• Preapproved contract workflow chart
• Item listings form and contract wireframes and prototype
• Marketplace Figma prototype
• Early adopters incentive plan
• Strategic partnership plan
• Level 1 campaign (bounty #3)
• Presale Round III
• IDO on Uniswap (& other DEX/CEX)

Q3 2023   PLANNED

— Profile security and analytics
— Full profile reputation analytics
— Platform's multichain compatibility
— Fraud report system
— Whitepaper v.2.0
— Niche marketing ads

• Profile reviews analytics
• User contracts analytics
• User dashboard mockups
• EVM compatibility test reports
• Fraud report workflow chart
• Whitepaper v.2.0 updates
• Level 2 campaign (TBD)

Q4 2023   PLANNED

— Full EVM-compatibility
— More networks integration
— Custom network settings
— Support for more stablecoins/tokens
— Documentation v.3.0
— Marketplace launch
— Multichannel marketing

• Phase II EVM compatibility tests
• 7 additional EVM networks integration (TBD)
• Network setting page Figma prototype
• New stablecoins/token integration plan (TBD)
• Documentation v.3.0 updates
• Level 2 campaign (TBD)

ZENLAND

5.3 Validation and feedback

Since its public release of the Zenland beta in June 2022 and up until the official release in November 2022, feedback has been collected from the niche users through beta reports.

Woodie

Clean and nice contract, I like this !

Coin_trader

I really like the summary of the contract at the top part to have a reference for both party transaction. The chat feature is what makes this escrow app very unique on other dapps.

GxSTxV

The most attractive thing is the simplicity with the platform where you don't need to register or open an account or put any of your informations to use the escrow service, both seller or buyer can create the contract and set the details they want.

Hispo

Zenland is a good project with a good potential to occupy a place in the decentralize escrow market, still needs some polishing but in its state it is pretty much functional and I am satisfied with how it worked.

Text

I like the integration, synchronization of all the processes, and the concept specification.

dansus021

I think this will become a huge app since we usually do escrow via p2p for transaction with human middleman, with app based contract would be very great.

entebah

I just try the website with a few contracts made and after all for me it's awesome.

NotATether

Zenland is a quite promising smart contract solution if only because I trust it not to exit scam (trust is a rarity in this space)

examplens

I acted like a complete beginner but not for a single moment did I have the feeling that I had lost my way and that I was not sure which part of the process I was in. everything is quite clear.

icalical

I am a freelance graphic designer, so when this app finally release I will definitely use it.

PaulBf1

First of all, I would like to thank the Zenland team for doing this testing campaign. It really shows that they care about the opinion of the community and value their clients.

rdluffy

All documented, another positive thing.

ChrisPop

Now that I have tested Zenland, it is something that i'd use IRL. I can definitely see its utility.

ZENLAND

While some reports have been individually submitted through the "beta report form" available on the website, the majority have been voluntary and paid without any specific pre-set report format.

Based on the number of crypto-savvy users and reputation, BitcoinTalk forum has been selected as the primary source of user feedback. The official Zenland beta campaign on BitcoinTalk[8] started in August 2022 and lasted for nearly 3 months. The primary goal was to validate MVP through community awareness and early adoption, fix bugs, and make appropriate adjustments before the official launch.

5.4 Funding and distribution of funds

"Make the best use of what's in your power and take the rest as it happens."

Epictetus

Funds are raised through multiple rounds of token distribution (see *4.4 Tokenomics* for more details) to private investors, VCs, advisors and partners, team members, and the general public. Funds raised through token distribution will be used for further platform development, growth, and marketing strategy. A lesser percentage is allocated to cover legal, operational, and audit costs.

To reduce the possibilities for price manipulation and ensure long-term viability of the project, $ZENF tokens will be gradually released according to their vesting schedules.

Funding stage	Proposed distribution	Price per token	Duration	Hard cap
Presale Round I	6 000 000	$0.02	21 days	$120 000
Presale Round II	10 000 000	$0.03	TBD	$300 000
Presale Round III	20 000 000	$0.04	TBD	$800 000
IDO	16 000 000	$0.05	N/A	$800 000

Figure 14. Funding rounds and proposed distribution amounts and price

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5.5 Core team

Core team combines the expertise of successful web2.0 (digital marketing, online arbitrage, SEO, cryptocurrency trading, e-commerce) projects with a set of technical skills (blockchain and web3.0 programming, UI/UX design, and application development).

Dior Khasanov
FOUNDER & CEO
Entrepreneur since the age of 12, startup founder 2019 - present
linkedin.com/in/diornov
twitter.com/khasanov_dior

Ruslan Sh.
TEAM LEAD & BACKEND DEVELOPER
5 years in software engineering, 2 years lead developer
linkedin.com/in/ruslan
twitter.com/tankruslan26
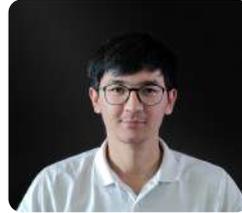
Rakhmatilla A.
MARKET ANALYST
3 years in blockchain and crypto market analysis
linkedin.com/in/rakhmatilla-aliev
twitter.com/alievzen

Mila K.
CONTENT WRITER
10+ years in creative writing, 2 years in branding and marketing
linkedin.com/in/mila-kim
twitter.com/heycatalyst

Olim R.
PRODUCT DESIGNER
5 years in arts & 2 years in graphic design, 2 years lead product (UI/UX) designer
linkedin.com/in/olim-ruzibaev-b32371235
twitter.com/Olim_Rz

Khusan K.
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