Description of the use of funds for the DS project

overview

The DS (Decentralized Social-media) project aims to build a decentralized social platform that guarantees users' privacy and data security through blockchain technology. In order to facilitate the development and implementation of the project, the DS project will be funded in two tranches. The following is a description of the use of funds for the two rounds of fundraising:

First fundraising: 25,000 ETH

The first fundraising target is **25,000 ETH,** which is mainly used for the initial development of the project, technology research and development, and team building. The specific uses of the funds are as follows:

1. **R&D (40%)**

   o Blockchain technology development: including the development and testing of smart contracts, the implementation of decentralized storage technology, and the construction of platform infrastructure. We will invest heavily in developing and refining the core technology of the platform to ensure that it can run smoothly on the decentralized network. This includes the development and deployment of smart contracts, which is a core part of the platform's functional implementation, ensuring the transparency and security of data processing and transactions. In addition, we will also pay attention to the implementation of decentralized storage technology to ensure the privacy protection of user data and avoid the risk of data leakage caused by centralized storage.

   o Platform front-end and back-end development: user interfaces, social features, interaction design, and implementation of data security protocols. This part of the fee will be used to develop the user interface (UI) and user experience (UX) design to ensure that the platform is easy to use and attracts a large number of users. We will also invest resources in developing a robust back-end system capable of handling a high volume of user requests and data storage, while ensuring high availability and fast response times for the platform.

   o Security & Privacy Protection Technology: Ensure the security of user data and prevent data leakage and attacks. We will invest in the development and strengthening of the security of the platform to ensure that users' personal information, transaction data and other sensitive information are effectively protected. This includes the use of encryption algorithms to prevent malicious access to user data by third parties. In addition, the platform will adopt a multi-layered protection strategy to enhance the ability to prevent hacker attacks.

2. **Team Building & Salary (25%)**

   o Recruit technology developers, blockchain specialists, front-end and back-end development engineers, and security experts. We will be used to recruit and develop technical teams, especially for key positions such as blockchain developers, front-end and back-end engineers, and product managers. In order to ensure the technological leadership of the project, it is important to recruit a team with a high level of expertise and expertise. We will also provide professional training to the team to ensure that they are up-to-date with the latest technology and tools.

   o Pay team members to ensure projects move forward on time. The smooth progress of the project depends on the continuous efforts of the team members, so compensation expenses will become an important part of the use of funds. This fee will ensure that the team can devote themselves to the project full-time without being distracted from other work.

   o Provide training and resource support to keep your team technologically ahead and innovative. To ensure that our team can continue to innovate, we will provide our team with training and technical resources both inside and outside the industry. This will help our team be more efficient in solving technical challenges and will ensure that the project remains on the cutting edge of technology.

3. **Marketing (20%)**

   o Brand promotion: including online advertising, social media promotion, content marketing and other means to enhance the visibility of DS projects. In the early stages of a project, branding is crucial. We will quickly increase the visibility and awareness of the project through online advertising (e.g., social media, Google ads, etc.) and cooperative promotions. At the same time, media partnerships and press releases will help us attract investors and users at an early stage.

   o User incentives: Attract early users through airdrops, reward programs, and other ways to build an active community. Incentivize users to participate and promote the platform early through airdrops, reward programs and other means. For example, the platform may give digital currency rewards or other benefits to users who register early to promote the rapid growth of the platform's user base. This part of the funds will also be used to reward active users and increase the user stickiness and activity of the platform.

   o Attend industry shows and conferences to increase industry exposure and network with potential partners. We will participate in industry conferences, exhibitions and other activities in the field of blockchain technology and decentralized social to expand industry exposure and network with potential partners and investors. This helps to enhance the platform's market influence and attract more cooperation opportunities.

4. **Legal & Compliance (10%)**

   o Compliance studies: Ensure that the project complies with the legal and regulatory requirements of various countries and avoid legal risks. We will engage legal counsel to ensure that the DS program is operated in accordance with the laws and regulations of the country and region in which it is located. This includes legal requirements for blockchain and cryptocurrencies, compliance with user data protection laws (such as GDPR, etc.), and compliance issues with cross-border laws.

   o Contract and intellectual property protection: Drafting legal documents related to the project to protect the project results and brand rights. The project will strengthen the protection of intellectual property rights and ensure that the platform's technological innovation and content creation are not infringed. At the same time, all contracts, cooperation agreements and other documents related to the project will be drafted by professional lawyers to ensure the legitimacy of the project and protect the rights and interests of the team and investors.

5. **Operations & Maintenance (5%)**

   o Operations team building: including community management, customer support, and system operation and maintenance teams. This part of the funds will be used to recruit operations staff, including community managers, customer support staff, etc. A good operations team is able to effectively manage the community, answer user questions, and drive user growth and platform development.

   o Ongoing maintenance of the project: to ensure the stable operation of the platform, to deal with possible technical issues and user feedback. We will regularly carry out platform maintenance, update features and optimize performance to maintain the stable operation of the platform and a good experience for users. The funding will ensure that the platform can operate stably in the early stages and as it scales in the future, avoiding the loss of users due to system failures.

Second fundraising: 250,000 ETH

The second round of fundraising is targeted at **250,000 ETH,** which will be used for the expansion and further development of the project, with a focus on product improvement, market expansion, and platform growth. The specific uses of the funds are as follows:

1. **Product & Technology Expansion (50%)**

   o Platform Function Expansion: Including the introduction of more social interaction features, enhanced user experience, and improved platform scalability. As the number of users on the platform grows, we will invest in expanding our capabilities to meet the needs of higher-level users. This includes adding social interaction features (e.g., feed, commenting, sharing, etc.), launching mobile apps, increasing the operability and interactivity of the platform, and ensuring that the platform meets the diverse needs of users.

   o Enhance the blockchain ecosystem: Integrate more decentralized applications (DApps) to promote the construction of the platform ecosystem. As the platform expands, we will introduce more decentralized applications (DApps) to integrate with the platform to create a richer and more diverse decentralized ecosystem. To enhance the scalability of the platform, we will optimize the blockchain architecture to support higher transaction throughput and lower transaction fees.

   o Technological innovation and optimization: Continuously optimize the performance of the platform to increase the load capacity and user experience of the platform. The funds will be used for continuous technological innovation and enhance the technological competitiveness of the platform. This includes using the latest blockchain technology to increase transaction speeds, reduce platform costs, and continuously optimize the user experience.

2. **Global Market Expansion (30%)**

   o Internationalization strategy: Support the launch of multiple language versions, expand the user base, and attract global users. This part of the funds will be used to promote the platform to the global market. We will invest in the development of multilingual versions in order to attract global participation. This will help the platform quickly penetrate the market in multiple regions and expand its user base.

   o Country marketing: Customized promotion for users in different countries and localized marketing activities. Carry out customized marketing campaigns for different markets. For example, in Europe and the United States, it may be promoted through social platforms and media advertising, while in Asian markets, it may be promoted through localized offline activities to increase user reach.

   o Increase your social media channel investment and engage with international social networks, technology forums, and blockchain communities. We will strengthen our presence on social media and collaborate with industry influencers, blockchain

projects, and other technology partners to increase the platform's exposure and user engagement.

3. **Strategic Partnerships & M&A (10%)**

   o Seek to collaborate with other decentralized platforms, blockchain projects, and social networks to expand the platform's reach. We will seek strategic cooperation with other decentralized social platforms, blockchain projects, and cryptocurrency platforms to expand the platform's ecosystem. These collaborations will help strengthen the platform's market position and bring more technical support and user traffic to the platform.

   o Accelerate technology development or expand user base through strategic mergers and acquisitions to enhance the competitiveness of the platform. If a suitable opportunity arises, we will consider acquiring other excellent decentralized platforms or technical teams to further improve our technical capabilities and market layout.

4. **Legal & Compliance (5%)**

   o Ongoing follow-up on legal and compliance requirements, especially under the legal framework in different regions of the world, to ensure project compliance and long-term operation. As the platform expands to global markets, compliance issues become more complex. We will continue to invest in ensuring that the platform complies with local laws and regulatory requirements in all regions where it operates, and avoids legal risks.

   o Strengthen communication with government regulators and participate in the formulation of standards for blockchain technology. In order to protect the interests of the platform and users, the platform will strengthen the protection of contracts and intellectual property rights to ensure that technological innovation and platform functions are not stolen.

5. **Community Building & Incentives (5%)**

   o Increase user engagement: Create an engaged community through rewards programs, community building, user feedback, and more. In order to promote the activity of users, the platform will design a variety of reward mechanisms to motivate users to participate in the platform's content creation, social interaction and platform promotion. This will help build a healthy and active community.

   o User support: Provide users with high-quality services and support, improve user satisfaction, and enhance the stickiness of the platform. We will set up a community operation team to be responsible for interacting with users, solving user feedback, and holding regular online and offline activities to keep the community active.

Transparency and oversight of funds

All funds will be used strictly in accordance with the purposes mentioned above, and the progress and financial reports of the project will be disclosed to investors and the community on a regular basis. The DS project is committed to **transparency** and ensures that every expenditure is traceable and verifiable. We will establish an independent audit mechanism to ensure that the fund management of the project is standardized and that the rights and interests of investors are protected. In order to ensure that each fund can be used for the above purposes and to protect the interests of investors to the greatest extent, the project team will publish financial reports and details of the use of funds on a regular basis. All use of funds will be conducted in **an open and transparent** framework and will be reviewed by a third-party auditor.

DS Project Team

January 1, 2025