



FUNDITION
DECENTRALIZED
CROWDFUNDING

STRATEGIC
PLAN
2018-2021

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POWERED BY
THE STEEM BLOCKCHAIN



It is a popular fact that the Crowdfunding industry is very large and that the total funding volume of the crowdfunding industry has more than doubled year over year since 2012 and 2018 is believed will not be different. Indeed, a report published in 2015 by Goldman Sachs went as far as to label crowdfunding as "potentially the most disruptive of all the new models of finance," with the World Bank predicting that crowdfunding investments will be a \$96 billion a year market in developing countries alone by 2025.

Reward and donation-based crowdfunding in 2015, was representing the second largest segment of the industry with about \$5.5 Billion (about 16% of expected total industry funding) in funding with equity-based crowdfunding coming third at an expected \$2.5 Billion (about 7% of projected total industry funding).

In terms of where this money went, the percentage breakdown by category remained markedly consistent between 2013 and 2014 and is expected to remain constant once the smoke clears from 2018 to 2020.

It is very important to note that when classifying the industry growth down by region, the United States continues to represent the largest segment of the industry with just under 50% of expected total industry funding. But the Europe and Africa markets are each envisaged to show growth of almost 100% over their 2015 numbers and the Asia markets has begun to show a phenomenal 210% growth rate (representing the 2nd largest region by volume at approx. \$10.5 Billion).

This strategic plan, explain objectives of Fundition for 2018-2021. This does not guarantee the obtaining of budgetary means necessary for certain activities. Fundition aims to change change the world, to boost the economy and the steem eco-system through great projects, a greater competitiveness, a stronger presence at international, and above all to show the capacity of blockchain and specifically Steem to build usefull and scalable apps without any transactions fees. Only an intimate association of Fundition, with the Steemit Foundation, with its financial partners and investors, will answer to these ambitions.



**STRATEGIC
PLAN
2018-2021**

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OUR MISSIONS

1

GIVING A WAY TO BUILD PROJECT THAT WILL CHANGE THE WORLD OR MAKE IT A BETTER PLACE

- Building the most powerful crowdfunding app over Steem blockchain.
- Introducing a new way for entrepreneurs, organizations, creators, and individuals to fund projects.
- Working on strong workflows to improve impact focused outcomes.
- Allowing multiple users to collaborate on the same project.
- Operating with no fees or very low fees.
- Making possible interdependence of disparate communities.

2

PREPARE THE COMPETITIVENESS OF TOMORROW

- Building and educating the community that will change the world with great projects.
- Forcing competitors to be more original, motivated, and less "leech-like"
- Implementing gamification systems.
- Finding new economic models
- Developing local funding strategies
- Promoting Steem and Heart "SMT"

3

DEVELOP AN ECOSYSTEM FAVORABLE TO ENTREPRENEURSHIP, CREATIVITY AND COLLABORATION

- Improving the customer relationship
- Making stronger the social network of entrepreneurs, organizations, creators or any individuals.

**STRATEGIC
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FUNDATION EXISTS TO GIVE A WAY FOR
USERS TO GET FUNDS FOR THEIR PROJECT,
IN OUR CASE IT'S EVEN MOST TO HELP THE
HUMANITY. THEREFORE, WE DID THIS
WITHOUT GETTING ANY PROFIT AND TRIED
TO MINIMIZE OUR COST.

IMPACT

International communities & initiatives
Income equality as a focus
Igniting local projects (radical localist approach to funding)

INCOME

Investment from fiat and crypto into Steem
Investment from fiat and crypto into Heart Token "SMT"
Influx of new users on Steem platforms

INNOVATION

Innovation on the blockchain
Interdependence of disparate communities made possible

SYNTHESIS



INTRODUCTION

Crowdfunding isn't a new way to make fundraiser, but thanks to the technology there were huge innovations in the crowdfunding industry. Now thanks to the innovation, entrepreneurs, Founders, dreamers are able to have a new way to find funds and make huge advancement in their projects. The fundraisers don't have to waste time to think about the funds and the investors anymore. Thus, they can entirely dedicate their times to the creation and building of their projects. Crowdfunding is a way for the Founders and the investors to have no middleman between the two parties.

AN INNOVATIVE WAY TO RISE FUNDS

The innovation lays in the fact that there is no need for an intermediate anymore. For the past few years the crowdfunding has taken off and has an incredible growth, so the question is: « Will it continue to grow or will it start to weaken »? Also the numbers of platforms did increased a lot over the years, with 344 platforms based in the United States, 53 in France, 87 in the United Kingdom, 34 in Canada, 10 in India, 1 in China, just to name a few one. These numbers are showing that crowdfunding platforms are still lacking, thus the need to create new ones.



HISTORY

The crowdfunding didn't start with the emergence of the crowdfunding platforms, it was actually born a long time ago. For example, the Eiffel Tower (1887) and the Statue of Liberty (1886) were crowdfunding projects. As of the crowdfunding on internet, it started in the early 2000. There was no platform at the time and the initiative to raise funds thanks to the crowd was made by Founders. At the time, the Founders had to start their on crowdfunding websites, with nobody to give them tips on how to attract Backers.



CROWDFUNDING PROBLEMS

There are many problems with crowdfunding today. To start, launching a Patreon/Kickstarter campaign requires the entrepreneur/creator to live in the country of the application (where there will be a mountain of paperwork to fill out). As a consequence, many creators don't have access to the big funding platforms, reducing their possibility of collecting funds, and restricting the reach and the diversity of the platforms they can use.

This leads to the biggest projects dominating these funding platforms, instead of the projects of independent developers, limiting even the concept of crowdfunding to a few projects, where creators can satisfy the legal and financial restrictions imposed by the platform.

NO GUARANTEE FOR BACKERS

The current method of crowdfunding offers no protection to the funders losing their money due to creators inability to drive their project or unscrupulous funding applications which in turn causing funders to lose faith in future projects.

COLLABORATION

Creators are left standing alone in front of their dreams, and even though some people want to help them achieve their dreams with creative or advisory input, there has been no way to truly integrate collaborators until now.

TAXES & FEES ON THE COLLECTED FUND

The creators normally only receive 60 to 80% of the funding amount (after fees and costs), and then might have to pay a further amount to the tax office of their own, or the platform's host country. This is a further reason that many of the fully-funded projects financed through crowdfunding platforms don't keep their promises, as there isn't much money left after paying off the campaign's costs. Furthermore, some crowdfunding campaigns even end up costing the creators more than the funds generated by the funding campaign.

FEES & COSTS

Here is how the fees for crowdfunding break down:
5-15% fees paid to the platform
A further 3-8% fees for processing the payment
The cost of rewards owed to any financial backers

the community with  based giving at its core

**STRATEGIC
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1. GIVING A WAY TO BUILD PROJECT THAT WILL CHANGE THE WORLD OR MAKE IT A BETTER PLACE



BUILDING THE MOST POWERFUL CROWDFUNDING APP OVER STEEM BLOCKCHAIN.

Due to its reliability, immutable nature and superior data architecture, blockchain technology will come to dominate many interconnected systems as fast as its use-case grows. However, Fundition aims to provide a full-featured, user friendly crowdfunding platform that will allow the mainstream and non-cryptocurrency-adept user to use blockchain technology in order to support entrepreneurs, creators, organizations.

OPERATING WITH NO FEES OR VERY LOW FEES.

Fundition is currently a certified nonprofit association an entirely voluntary job, allowing us to keep our competitiveness with 0% fees and to stay focused on our process instead of our outcomes; for this all team members need patience and motivation. That also means we need (and have) a team consisting of people with big hearts. However, in order to continue effective operations, we have made a plan to support team members enough to stimulate community and currency growth.

WORKING ON STRONG WORKFLOW TO IMPROVE IMPACT FOCUSED OUTCOMES.

Most of time, strategic decisions could be the line between success and failure.

To keep our team organised and more productive we are running processes and day-by-day routines on some easy and intuitive tool, making us leave behind inefficient threads.

At Fundition we believe that if we success – as many businesses' out there – it will relies on the successful execution of our workflow and overall business strategy, which is powered by our human resources.

INTRODUCING A NEW WAY FOR ENTREPRENEURS, ORGANIZATIONS, CREATORS, AND INDIVIDUALS TO FUND PROJECTS.

Fundition introduces a new way to help projects become more than a simple idea. As the concept of some actions turned into currency has proven its feasibility and capability as seen on Steem Apps ecosystem. Some of our key features are the possibility to complete a donation with a simple upvote, and in the future the ability to donate one amount and release the funds over the projects through an automated time release, likewise automated system can release funds to many different collaborators on the same project.

MAKING POSSIBLE INTERDEPENDENCE OF DISPARATE COMMUNITIES.

At Fundition we decided to use country-specific advantages, by hiring better and diverse technical talent. While this lead us and our users to access a wider range of resources available globally it also give us the possibility to make contacts and establish alliances with local organizations, entrepreneurs, creators, partners, and competitors.

But above all this makes possible cooperation, responsiveness and interdependence of disparate communities.

ALLOWING MULTIPLE USERS TO COLLABORATE ON THE SAME PROJECT.

On Fundition, individuals are able to collaborate to help each other, and to attain faster success. This level of collaboration is not yet available on other crowdfunding platforms. Furthermore this collaboration is extended to the whole Steem DApps, with the possibility for creator to use his preferred DApps while running its campaign on Fundition.

2. PREPARE THE COMPETITIVENESS OF TOMORROW



BUILDING AND EDUCATING THE COMMUNITY THAT WILL CHANGE THE WORLD WITH GREAT PROJECTS.

While technological advances are wont to throw up all kinds of questions about pedagogical practices and the evolution of the learning environment, the role of values in education gets far less attention.

Fundition has many value propositions, but building the future and educating the community are some really important virtues to our eyes that's why we trust in the value based on education.

IMPLEMENTING GAMIFICATION SYSTEMS

While most of crowdfunding platform does not guarantee any return to investors. The Fundition platform can solve this issue by providing a minimal reward to every contributors with enough Heart stake. So that, when they support a project on our crowdfunding platform with their money, the donors will buy Heart "SMT" and will get not only promises (unlike other crowdfunding platforms), but also a real advantage - a raised in their FundPower. Furthermore Fundition will purpose many giveaways to encourage Founders & Backers to use the platform.

FORCING COMPETITORS TO BE MORE ORIGINAL, MOTIVATED, AND LESS "LEECH-LIKE"

Knowing who are our competitors, and what they are offering, help us to make a better product and to offer better services. Our Team use this knowledge to create marketing strategies that take advantage of our competitors' weaknesses, and improve our own business performance. While doing this we will indefinitely force them to change their strategies, visions and their approach to the possibility to have a fair crowdfunding system.

FINDING NEW ECONOMIC MODEL

Exploring the successes and failures of neoliberal capitalism, the emergence of alternative economic models and the potential for grassroots activity lead us to create meaningful change. Smart Media Tokens give us a big picture of this change and while having investors is the first way to establish a future economic model we will create new ways to generate revenue with partnerships, contracts and smart staking mechanics.

Being a non-profit association gives us the ability to accept Tax-deductible donations over the whole Europe and will be available soon for USA and China.

PROMOTING STEEM AND HEART "SMT"

While we are growing, attracting and federating users to our platform, we are also promoting Steem and our future Heart SMT over the world. We participate to interviews, meetups, conferences, and many events to explain our concept and to show our presence, but above all the power of the Steem blockchain and future uses cases of Heart SMT application.

Furthermore when a project Founder request donations or upvotes from Fundition, he automatically accept to promote Steem and Fundition while the project is ongoing and after its success. We will provide some quality materials and goodies which will include Fundition and Steem representation (logos, t-shirts, banners, etc...).

DEVELOPPING LOCAL FUNDING STRATEGIES

The question which non profit organizations faces constantly is how to distribute the revenues evenly to ensure that each individual gets its fair share.

While urban and rural areas have separate needs and challenges, a large city may have many established organization and infrastructure that allows its assistance to people in need. Some of the local revenues of these entities come from the state, activities and services... without the possibility to fructify any investment.

A simple example would be proposing to invest in Heart 'SMT' while offering them a dedicated page and a transparent way to distribute and ensure fair share to their public or community.

3. DEVELOP AN ECOSYSTEM FAVORABLE TO ENTREPRENEURSHIP, CREATIVITY AND COLLABORATION



IMPROVING THE USERS RELATIONSHIP

After our first release having a CRM became imperative for us to make sure that our existing users, or even new ones, stick to our community and to their projects.

Our relationships and interactions with them are peer-to-peer and collaborative. We are building a strong and unbreakable relationship with our users as we do not see them as our customers.

MAKING STRONGER THE SOCIAL NETWORK OF ENTREPRENEURS, ORGANIZATIONS, CREATORS OR ANY INDIVIDUALS.

Social network becomes a powerful marketing and communication tools. That's why Fundition aims to concentrate entrepreneurs, organizations, creators, individuals, and many inventors, who share interests and activities or interested in discovering the interests and activities of others...By keeping their page up to date, contributing to other projects and donating they can start to build up a relationship with other users

MONITORING STRATEGIC PLAN IMPLEMENTATION



INDICATORS FOR MONITORING OUR STRATEGIC PLAN



MONITORING COMMUNITY GROWTH

- Evolution of community (user % growth)
- Evolution of the happiness of community (feedbacks, meetings, surveys...)



ENERGIZE THE COMPETITION

- Evolution of our SEO (advanced SEO measure)
- Evolution of our offer (impact of workflow and process improvement)



SUPPORT GREAT PROJECT

- Evolution of featured projects (projects which correspond to guidelines % growth)



DEVELOP AN ACCOMPANYING OFFER

- Evolution of the learning curve for new users (feedbacks, surveys)
- Evolution of the process to help and guide entrepreneurs, organizations, content creators & individuals with dedicated process. (feedbacks, surveys)



EVOLUTION AND IMPROVEMENT OF THE PLATFORM

- Evolution of total visitor (visitors % growth)
- Evolution of UI/UX (feedbacks, meetings, surveys...)



MEASURE IMPACT

- Evolution of the outcomes of projects (% funded)
- Evolution of the outcomes for successful projects (reports, surveys)



PARTICIPATE TO PROJECT DEVELOPMENT

- Evolution of the broad scope of projects (backers & supporters % growth)
- Contribution to good projects with our SP (total of distributed tokens)



SPREAD FUNDATION OVER THE GLOBE

- Evolution of the internationalization of Fundition (visitors measure, international presence report)

THE HEART SMT



THE HEART SMT

The Heart 'SMT' is the future main currency of the platform Fundition.

We will work to attract the interest of investors with a fair token and keep it stable, with some contracts and smart staking mechanics.

CALL TO INVEST

In order to encourage Backers to become Supporters, and to invest in Fundition, we will offer them great projects to invest in, and a special program which implies:

- Giveaway and Reward in Heart Token
- Sliding Fee Scale for Transactions (An exponential decrease/increase of fees to cover our expenses)
- Sliding Token Burning for Transactions (An exponential decrease/increase of token burns for the stabilization)
- Possibility to donate/delegate the stake to Fundition Curators and to get rewarded for.
- Possibility to donate/delegate the stake to a known organization which assume the curation and to get rewarded for

IN THE FUNDITION ECOSYSTEM WE WILL HAVE TWO TYPES OF INVESTORS: BACKERS AND SUPPORTERS.

Supporters are the organizations or the individuals who are donating through upvotes. In order to become supporters, they have to invest in Heart 'SMT', and keep them through stakes, which will allow them to offer more support to projects.

Backers are the organizations or individuals that are donating through cryptocurrencies and fiat. In this way, they are increasing the Heart 'SMT' Value, bringing money from outside the system (and they don't need to have a Steem account for that). If this money is instantly withdrawn by the Founder, at this moment and in the future, it will benefit to the economy without too much impact.



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