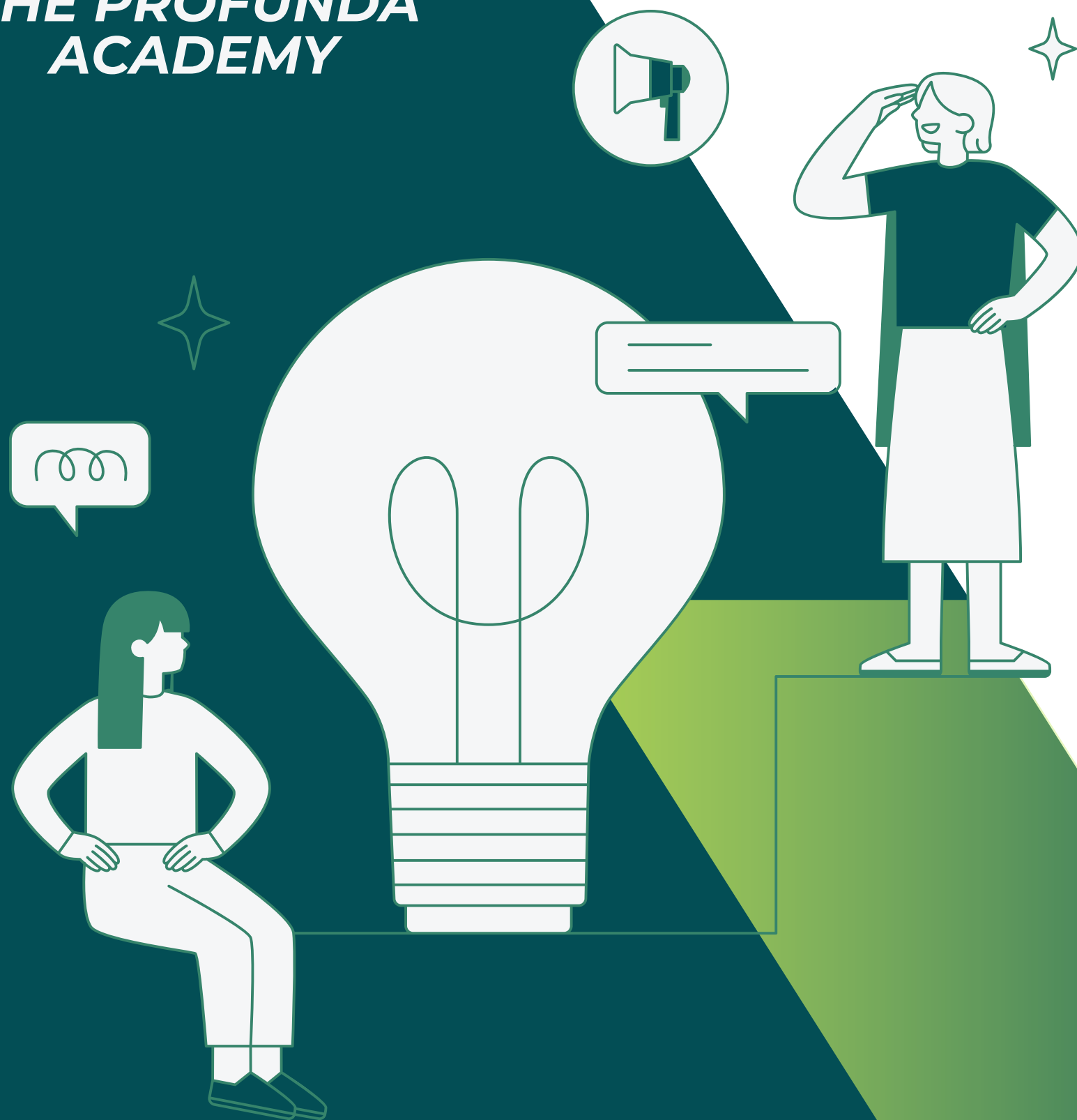




**THE PROFUNDA
ACADEMY**



***A PROJECT
PRESENTATION ON***

***SOCIALCHAIN
(\$SOCH)***

***SUBMITTED BY:
GROUP A***

Paul Steven E. @K_ng_Steven	Actively Participated
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INTRODUCTION

Socialchain is a decentralized social media platform designed to revolutionize the way users interact online. Built on Polkadot, it offers a permissionless, non-custodial ecosystem that prioritizes user data privacy, security, and ownership. Socialchain enables users to create unique identities through Web3 wallets and monetize their content while fostering community engagement. This project aims to address limitations in traditional social media, such as censorship, data breaches, and lack of user control.



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OBJECTIVES

- **Primary Objective: Launch a user-centric, decentralized social media platform with robust security and privacy features.**

Specific Goals:

- **Provide a secure and user-friendly environment for content creators and their communities.**
- **Develop a decentralized storage solution to safeguard user data.**
- **Implement a gamified token reward system for user engagement.**
- **Transition to a decentralized governance model for community decision-making.**



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SCOPE OF WORK

This phase is segmented into two categories

INCLUSIONS

- Development of the Socialchain platform with decentralized identity integration.
- Deployment of Polkadot as the base blockchain for scalability and security.
- Design of a native token (\$SOCH) for rewards and in-app transactions.
- Establishment of a decentralized storage solution.
- Implementation of DAO governance tools.

EXCLUSIONS

- Initial development of native mobile applications (planned for future phases).
- Moderation of user-generated content (community-driven governance to handle this).



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DELIVERABLES

- 1. Socialchain Platform: A decentralized social media platform.**
- 2. Native Token (\$SOCH): Powering user rewards, governance, and visibility boosts.**
- 3. Smart Contracts: Securing transactions and user data.**
- 4. Community Framework: Establishing active channels on X (Twitter) and Telegram.**
- 5. DAO Governance: Enabling community-led decision-making processes.**



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MILESTONES AND TIMELINE

Phase 1: Network Launch (Q4 2024)

- Launch Socialchain network.
- Establish communities on X and Telegram.
- Collaborate with top content creators to build traction.

Phase 2: Feature Rollout (Q1 2025)

- Implement XMTP for cross-protocol messaging.
- Upgrade Socialchain communities with advanced features.
- Introduce Point Economy 1.0 with gamified rewards for engagement.

Phase 3: Scaling and Governance (Q2 2025)

- Enable language auto-detection and filtering.
- Launch DAO governance with Snapshot voting for \$SOCH holders.
- Expand the utility of Points and \$SOCH for in-app perks and boosted visibility.
- Distribute Socialchain Season 1 rewards to incentivize early adopters.

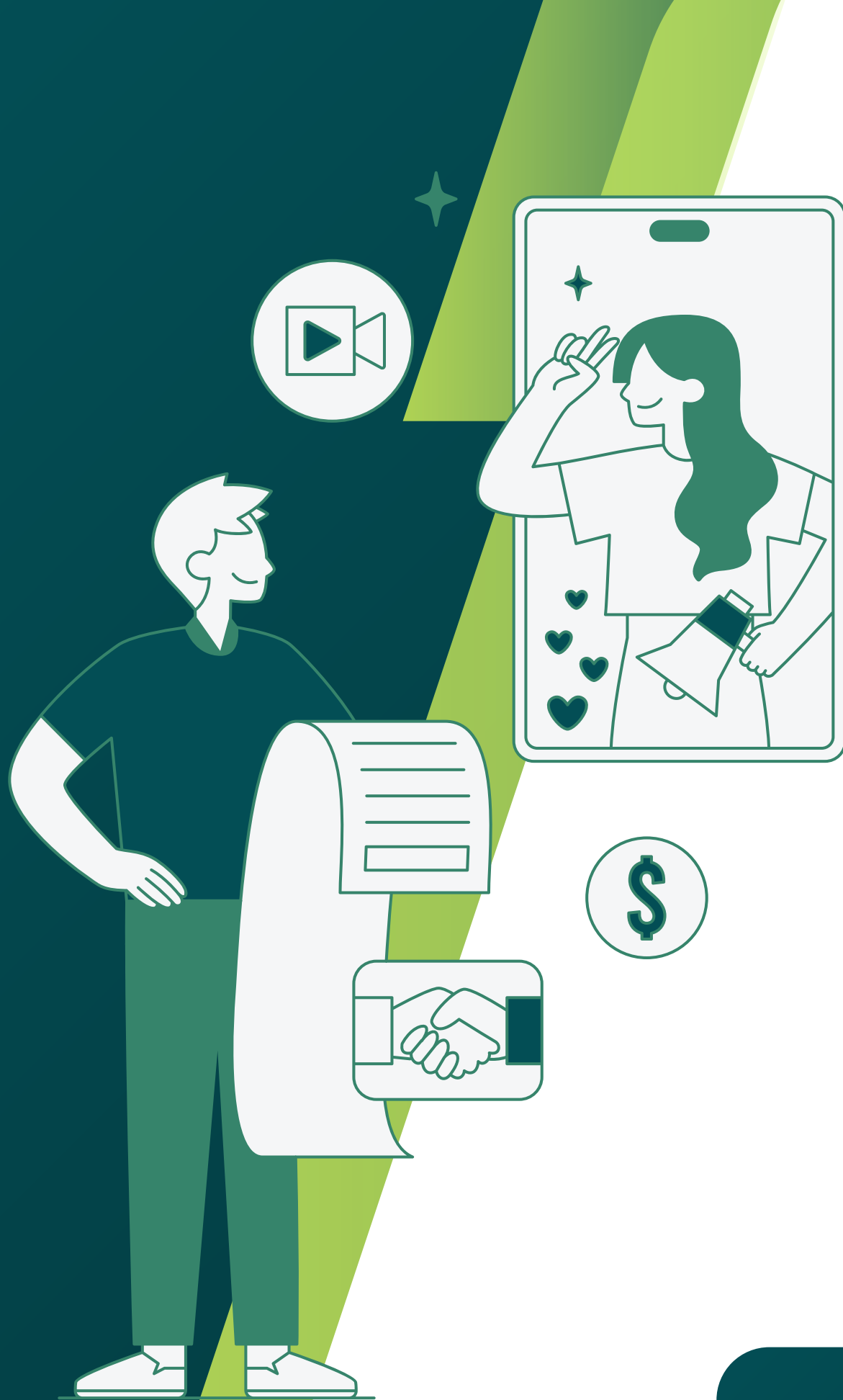


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BUDGET



ESTIMATED COSTS

- **Development: \$50,000 –** Blockchain integration, smart contracts, and UI/UX design.
- **Marketing: \$20,000 –** Community building, partnerships, and promotional campaigns.
- **Operational Costs: \$10,000 –** Server hosting, platform maintenance, and technical support

FUNDING SOURCES

- **Pre-seed token sales (\$SOCH).**
- **Strategic partnerships within the blockchain ecosystem.**
- **Contributions through DAO-led funding proposals.**



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RISK ASSESSMENT AND MITIGATION

1. Data Breach:

- **Mitigation:** Use Polkadot's shared security model and integrate decentralized storage solutions like IPFS or Crust Network.

2. Low Adoption Rates:

- **Mitigation:** Aggressive marketing, collaborations with influencers, and early rewards for users.

3. Regulatory Challenges:

- **Mitigation:** Ensure compliance with blockchain-related regulations and privacy laws.



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TECHNICAL FOUNDATION

Blockchain Choice: Polkadot

Advantages

- **Decentralization:** Community-led governance through relay chains and parachains.
- **Security:** Polkadot's shared security model and compatibility with decentralized storage solutions.
- **Scalability:** Parallel processing via parachains for high throughput.
- **Customization:** Modular architecture for creating front-end features tailored to user needs.
- **Efficiency:** Smart contracts for dispute resolution and moderation tools.

Features

- **Decentralized Identity Verification**
- **Soul bound NFT**



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TEAM STRUCTURE & ROLES

Here is the revised list with all team members in the same section, their roles, and their contributions to the Social Chain project:

- Role: Community & Collaboration Management
- Contribution: Managed communication, fostered engagement within the team, and maintained a collaborative environment. Ensured that all team members were aligned with project objectives and deadlines.

OLUMIDE AROWOS
(@DR_STRANGE18)

- Role: Project Management
- Contribution: Led the overall project, ensuring all tasks were on schedule. Managed project resources, facilitated meetings, and handled documentation to ensure smooth execution.

IBRAHIM ABDULAZEEZ BANIGBE
(@AOBOFFICIAL)

- Role: Project Management
- Contribution: Assisted in high-level project planning and task delegation, monitored progress, and ensured timely deliveries. Focused on maintaining the project's scope and quality.

OLUBO DAMILARE
(@DAMILAREOLUBO)

- Role: Community & Collaboration Management
- Contribution: Worked alongside the project managers in driving community outreach efforts, engaging users, and ensuring that the decentralized platform met user needs in terms of interaction and features.

PAUL STEVEN E.
(@K_NG_STEVEN)

- Role: Content Writing
- Contribution: Created clear, concise, and engaging content for the platform, ensuring that the decentralized nature of Social Chain was communicated effectively to users.

OKUNLADE ISIAH
(@ADELODUN)

- Role: Graphic Design & NFT Art
- Contribution: Designed user interface elements and created visually appealing assets for the platform. Developed the aesthetic for the Social Chain app, including icons, logos, and promotional graphics.

MESHE PAUL KOLA
(@TABOOXISTENCE)

- Role: DeFi Research
- Contribution: Conducted research on which blockchain that socialchain should be integrated into. Ensuring that the platform was well-positioned in the decentralized ecosystem

PWISE PATRICK
(@PWISE_DEFI)



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COMMUNICATION PLAN

- **Team Meetings:** Weekly updates on Telegram & Google meet for progress tracking.
- **Community Engagement:** Daily updates and Q&A sessions on X and Telegram.
- **Stakeholder Reports:** Monthly progress reports to advisors and potential investors.



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EVALUATION METRICS

Success Indicators

- **Achieve 10,000 active users within six months of launch.**
- **Ensure \$SOCH token adoption by at least 50% of active users.**
- **Maintain a seamless user experience with zero major technical issues post-launch.**



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CONCLUSION

Socialchain is positioned to redefine the social media landscape by combining decentralization, privacy, and community-driven governance. With a dedicated team, Socialchain will empower users and set a new standard for Web3 ecosystems.



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**Have a
question?**



**Thank
you**