



Voi Network



Community Whitepaper



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Voi Whitepaper

Voi is creating a user-centric ecosystem that is owned and operated directly by its users and builders. This ecosystem is designed to serve a specific market niche, tackling unique challenges within it, and driving transformative change across communities around the world.

Current mainstream blockchains face numerous substantial hurdles. These include intricate wallet creation processes, convoluted seed phrase management, and alien transaction signing procedures. These unfamiliarities deter mainstream users, degrade user experiences, and pose a significant obstacle to the broad adoption of blockchain technology.

Beyond user experience, blockchains also grapple with issues like slow transaction finalization times, prohibitively high transaction costs, and complex implementation processes. They often suffer from overextension, have concentrated control in the hands of a small group of 'insiders,' and are persistently resource-constrained.

Insiders, including the founding team and initial investors, often retain a considerable stake in the network due to high risks, extensive capital requirements, and long development periods associated with launching a blockchain. This frequently leaves other key contributors to the ecosystem, particularly those innovating at higher layers, underrepresented and under-resourced.

Voi presents an enticing solution to these pressing challenges. By leveraging open-source technology, it decreases the necessity of insider network ownership, freeing up resources for innovation and problem-solving in the wider ecosystem. This democratization of network control fosters a more balanced and inclusive blockchain environment.

Moreover, Voi's focus on a specific market allows collective efforts within the ecosystem to more effectively address the market's unique challenges, improving user experience, fostering ecosystem unity, and facilitating mainstream adoption.

In essence, Voi is not merely another blockchain network; it represents a new paradigm in blockchain development. It's a user and builder-owned ecosystem designed to solve global community challenges. By encouraging collective ownership of the underlying network, Voi creates an environment that incentivizes growth and development for the benefit of all its members. Voi aims to seamlessly integrate blockchain into everyday applications, making the technology virtually invisible and user-friendly. The goal is to demystify blockchain, rendering it accessible and beneficial to all, thereby truly realizing its transformative potential.

Voi - The Blockchain For You.



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Problem

The blockchains of today are not what was promised. They face significant barriers to success due to their inherent complexities, economics and overextension.

1. Bad Economics.
 - a. Networks are owned by a handful of insiders. The direct users of the networks do not have meaningful ownership and are unable to reap the rewards from the success that they actualise for the network.
2. Unexploitable By Mainstream Apps
 - a. Many of the blockchains are not usable by organizations and their applications. They have long finalization times, are too expensive and are too complicated to integrate and be used by their end users.
3. Overextension.
 - a. Networks try to be everything for everyone. While they can on a technical level, they do not have the resources to actually achieve this.

Bad Economics

Prominent blockchain networks often see a vast proportion of their [initial ownership](#) held by insiders - the founding team, investors, and early adopters. This pattern emerges due to the substantial upfront capital required to develop the technology for years before going live. Given the considerable risk and the immense time and capital commitments involved, insiders tend to maintain a significant stake, ensuring the venture's profitability for them.

However, this distribution of [network ownership](#) doesn't evolve favorably over time. Direct network users, instrumental in driving network success, typically lack meaningful ownership. This situation not only deprives users of their fair share of the network's prosperity but can also deter their continued engagement and contribution.

Ethereum, for example, initially allocated 5% to its foundation, 15% to insiders, and 80% to a public sale, neglecting to fund ecosystem growth. Currently, 97.07% of the network is controlled by just 1% of holders, with other significant portions held by a minority of participants.

Cardano, too, followed a similar trajectory. Initially, 81% was earmarked for a public sale, 17% for the team and investors, and 2% for the foundation. Now, 63.96% of the total supply is held by 1% of holders, with a sizable fraction controlled by a limited group of holders.

Alarmingly, these wealth disparities within the top echelons of these chains exceed the inequalities in today's physical economy using FIAT currencies. According to a World Bank [report](#), the wealthiest 1% acquired 54% of global wealth over the past decade, a figure that has shot up to 63% in the last two years.



This intense concentration of value in the hands of a select few negates blockchain's promise to democratize wealth distribution and ownership. It also centralizes market power among these [insiders](#), raising the possibility of transaction censorship or participant exclusion.

More importantly, this paradigm severely disadvantages network users, which ultimately harms the network itself. The exclusion of users from meaningful ownership and decision-making roles prevents networks from benefiting fully from their users' innovation, input, and engagement.

Furthermore, this wealth inequality can discourage user participation, undermining the vibrancy, diversity, and vitality of the network ecosystem. In the long term, this can stagnate network development, limit its capacity to adapt and innovate, and reduce its competitiveness in the blockchain landscape. Ultimately, a lack of user inclusion in network ownership is not just unfair; it is detrimental to the network's success and longevity.

Unexploitable By Mainstream Apps

The goal of integrating blockchain into mainstream applications and so exposing users to the Web3 world faces substantial hurdles. These stem largely from the technical complexities of blockchain, which involve aspects like creating wallets, managing seed phrases, signing transactions, and handling both native and application-specific tokens.

A significant challenge lies in the current visibility of blockchains to end-users, as an ideal implementation would render these systems practically invisible.

Most existing blockchains struggle to meet the required standards for seamless integration into mainstream applications. They often lack scalability, carry risks of forking, necessitate transaction signing, exhibit high transaction costs, take too long to finalize transactions, and offer uncertain transaction confirmations. These shortcomings obstruct the integration of beneficial blockchain features into conventional apps, causing friction in user flows and jeopardizing the overall user experience, thereby risking the reputation of applications that dare to implement them.

The concept of 'invisibility' is critical for mainstream acceptance. Blockchains, in their current form, disrupt user flows by forcing users to interact with unfamiliar processes and elements, such as network-specific wallets, seed phrases, and native tokens. This interrupts the user's journey and creates a high barrier to entry for users accustomed to the simplicity of traditional Web2 applications.

To venture into the Web3 realm, a user must create a wallet specific to the blockchain network, accessed via a seed phrase. The potential loss of this seed phrase and the subsequent forfeiture of the associated account and assets form a significant deterrent to mainstream adoption. Existing methods of securely storing and retrieving the seed phrase, such as writing it down on paper, are inelegant solutions that fall short of meeting the convenience expectations of mainstream users.



Even after overcoming the seed phrase hurdle, users are expected to link their wallet to desired applications and sign transactions. This process often requires obtaining the network's native token - a procedure that can be confusing for users unfamiliar with the ecosystem. In some cases, users may also need to acquire application-specific tokens, further complicating the process.

The complexity, time investment, and risks involved in these procedures can act as deterrents for mainstream users, slowing the adoption of Web3 applications and posing a significant barrier to its widespread embrace.

High transaction costs and lengthy transaction times compound the user's frustrations, contributing to an unfavorable impression of blockchain technology. Mainstream users, conditioned by years of Web2 experiences, expect swift, seamless, and cost-effective operations, often demanding [response times](#) no longer than those of card payments.

These challenges prevent many blockchains from achieving their promise of enabling not just innovators and early adopters, but also mainstream users. This failure to meet user expectations significantly limits their practical applications, undermining projects built on these chains and constraining the potential of Web3 technology.

Therefore, for blockchain technology to truly enable a new era of Web3 and unlock its full value for mainstream users, it needs to become 'invisible'—an under-the-hood piece of infrastructure that enhances user flows without disrupting the user experience.

Overextension

Many blockchains today strive to cater to a [broad spectrum](#) of users, mirroring a common pitfall that has been the downfall of numerous startups: overextension. This ambition results in intense competition among existing networks, spreading focus thin and diluting attention from specific markets.

Overextension, the attempt to be all things to all people, is a [well-documented](#) reason why startups fail. It involves stretching resources too thinly across disparate targets, losing the focus necessary to excel in any one area. Blockchain networks suffering from overextension mirror this issue. They end up failing to serve any particular market optimally, impeding their ability to concentrate resources effectively to drive growth and innovation.

In an attempt to cater to all, these networks dilute their time, capital, and personnel, spreading themselves too thin to make substantial strides in any specific direction. This lack of focus not only hinders their growth but also complicates the task for builders and developers within the ecosystem.



Developers, builders, and stakeholders face ambiguity when building projects due to a lack of clear strategic direction from the blockchain network. Without a well-defined target market or objective, there's a risk of disconnect between the network's broad goals and the specific needs of individual applications or communities.

To truly make an impact and establish a strong foothold in target markets, it is imperative for projects to align with the network's overall vision. With such alignment, projects can foster collaboration, receive suitable incentives, and devise more targeted solutions that effectively solve customer problems.

By learning from the experiences of startups, blockchain networks can avoid the perils of overextension, focusing instead on fostering strong, specific use-cases that align with their strengths. Such a strategic focus, rather than an attempt to cater to every possible need, would set a more sustainable path for growth and adoption. By doing so, these networks would be better positioned to meet the unique needs of specific markets, ultimately accelerating the adoption and progress of Web3.

Solution

Our solution is a user-owned blockchain that prioritizes familiar interaction, seamless implementation, and a targeted market approach.

Increased Ownership To Contributors

Encouraging active involvement and fostering a sense of accountability, Voi's solution involves granting greater ownership to contributors.

By leveraging existing best-in-class technologies, Voi avoids the necessity of investing substantial capital in developing new technologies and features that may not have a significant impact on end users and projects utilizing the underlying chain.

This approach eliminates the need for Voi to distribute significant stakes in the network to investors and insiders, as the reduced capital costs enable the company to raise funds more efficiently and innovate higher up the stack.

As a result, a larger-than-normal allocation of network ownership is directed towards the ecosystem, benefiting the blockchain community, the individuals involved in building on, using, and securing the network.



Seamless Implementation

The solution lies in providing mainstream users with a seamless and user-friendly approach to accessing applications and services, without requiring them to possess deep knowledge or concern about the underlying blockchain technology.

Mainstream users aspire to effortlessly harness the advantages offered by Web3, without encountering barriers, the need for extensive technical understanding, or heightened risk exposure.

From the perspective of mainstream users, these benefits should be perceived as nothing more than additional features seamlessly integrated within the application.

To cater to the needs of mainstream users, it is essential to shield them from the complexities and risks associated with the underlying technology. The key focus should be on delivering intuitive interfaces that align with their expectations, ensuring a positive and streamlined user experience when interacting with applications. Users should be spared unnecessary complexity or undue risk exposure.

Industry-Specific Focus

To address the issue of overextension, networks need to adopt a focused approach to the markets they serve within their ecosystem.

By doing so, they can establish themselves as the premier solution for customers within those markets, offering specialized and superior solutions compared to generic networks that lack focus and can only address a subset of customer needs.

This targeted strategy enables networks to quickly gain market share over competitors pursuing a more scattered approach. Moreover, this focus allows networks to align their ecosystem, including projects, builders, and developers, towards solving specific problems faced by mainstream customers.

By uniting the entire ecosystem and providing incentives, networks can leverage network effects and facilitate ecosystem growth, thereby maximizing the benefits derived from an expanding user base.

Product

A cohesive ecosystem underpinned by a new implementation of a battle tested best in class blockchain with enhanced UX. Voi ensures fair ownership distribution, prioritizes a familiar experience, and targets a market with an immediate need that can be met.



Proven Technologies

Voi will not be reinventing the wheel when it comes to the technology that underpins the entire ecosystem which will be the Voi Network.

For this reason we had conducted analysis of the best in production open source blockchain technologies. The conclusion was that [Algorand](#) was by far the most superior.

Algorand

Voi has selected the architecture of Algorand as the foundation for its blockchain infrastructure, acknowledging its unique value proposition and robust, forward-thinking design. This decision aligns perfectly with Voi's vision.

Founded by Silvio Micali, the revered 'grandfather of cryptography', Turing Award Winner, and MIT professor, Algorand stands as a testament to robustness and innovation, rooted in cutting-edge cryptography and the pinnacle of technological advancement.

A distinctive feature of Algorand is its inherent interoperability, architected to support co-chains via state-proof decentralized bridging. This design is fundamental for Voi's ecosystem, providing the adaptability necessary for seamless interaction with multiple chains including Algorand and other AVMs. This feature enables it to outperform other blockchain solutions like Cosmos, which relies heavily on inter-blockchain communication for interoperability.

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The reliability of Algorand is further underscored by the fact it has processed over 1 billion transactions with zero downtime. With its capacity to handle 6K transactions per second at a cost at the time of writing of only \$0.00016 each, Algorand showcases remarkable scalability and cost-effectiveness—factors that influenced Voi's decision to pick the AVM for our new network.

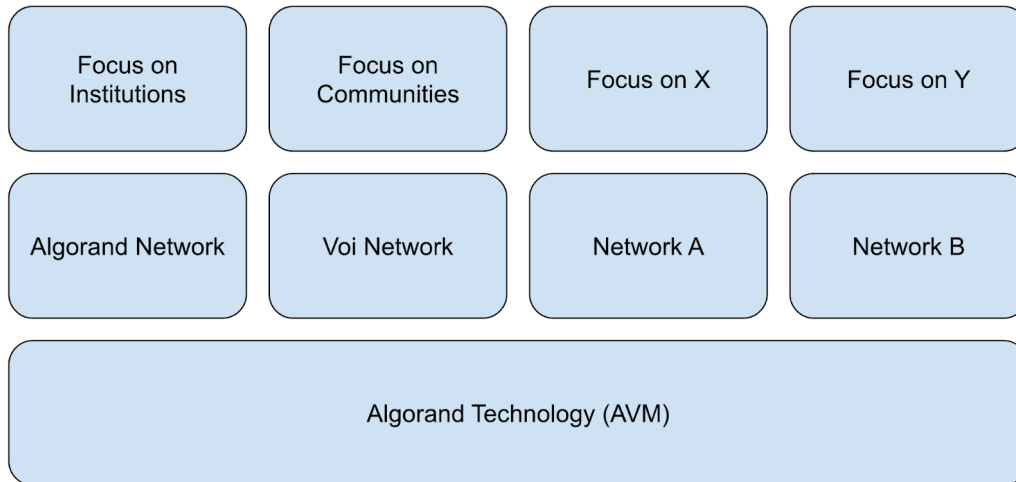
The Algorand Virtual Machine (AVM), Algorand's core protocol, provides the ideal foundation for Voi's infrastructure. Its swift, secure, and scalable transaction capabilities ensure decentralization, with a consensus algorithm that leverages Byzantine Agreement and a verifiable random function (VRF) to prevent control by a minority of large stakeholders.

Recognizing Algorand's position as a preferred layer 1 platform for institutions and government entities, Voi intends to expand the AVM's applications and utility, thus fortifying the AVM ecosystem as a whole and attracting more developers. Voi's efforts aim to enhance the broader acceptance and adoption of AVM technology.



Voi's aspiration to foster the proliferation of the AVM concept resonates with the successful deployment of multiple AVMs. The adoption of this innovative technology paves the way for greater exposure, increased developer engagement, diverse projects, an expanded user base, heightened investment, and a broader spectrum of education in the field.

In sum, Algorand's advanced features, robustness, and potential for scalability offer the perfect blueprint for Voi to grow, innovate, and cater to its communities. This mutually beneficial relationship sets the stage for a promising future, contributing to the broader adoption of blockchain, enhanced developer engagement, and continued innovation.



Fair Ownership Distribution

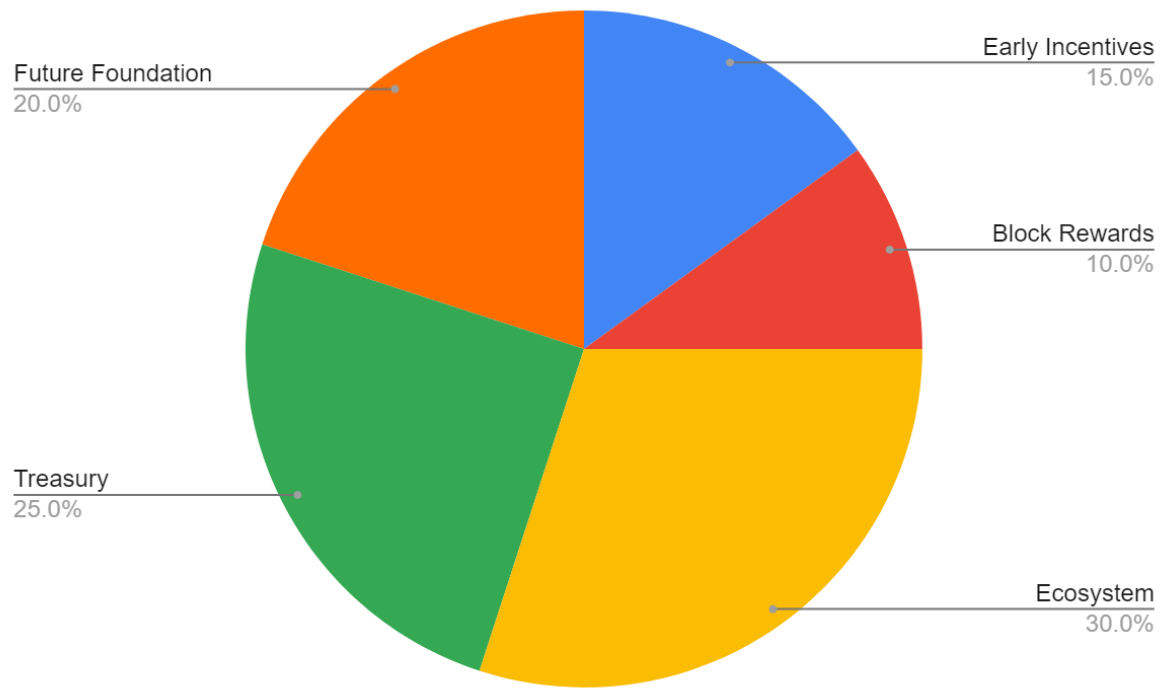
Voi's economic design is engineered for long-term, sustainable network growth, with a full resource distribution plan spanning 20 years. This mitigates severe inflation, protecting users and stakeholders' interests.

To expedite scale within the first five years, Voi will distribute the ecosystem stake during this period. Subsequently, the newly formed foundations will gradually receive their 5% allocations over the following decade.

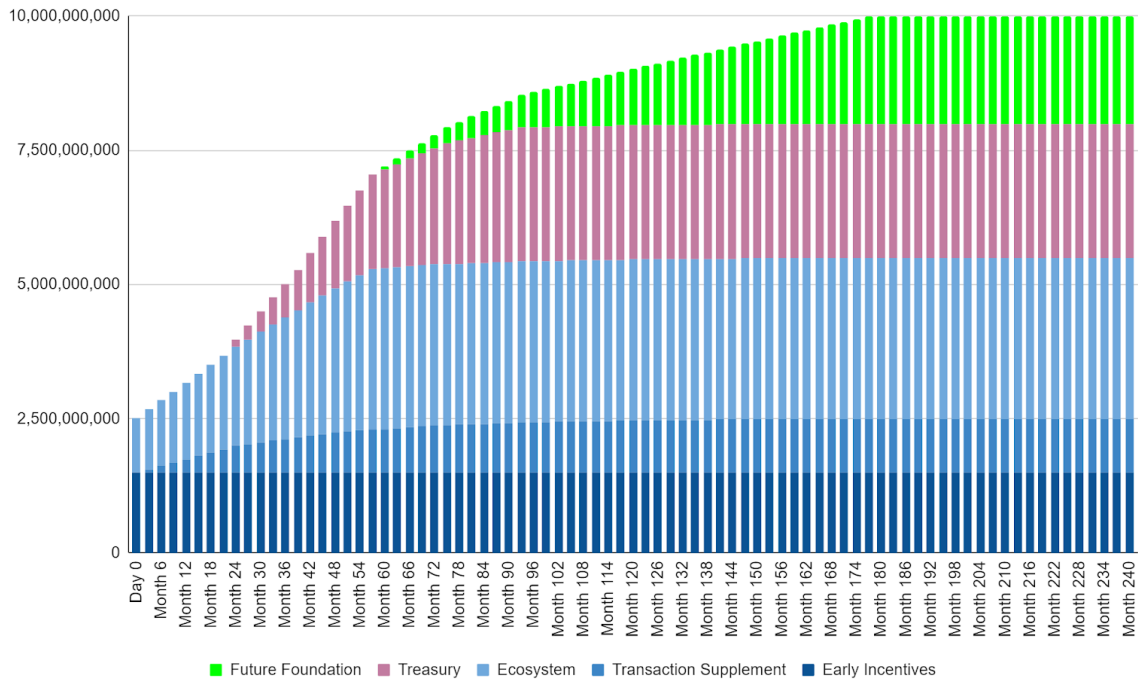
To swiftly bootstrap the network and later counteract inflation, early incentives are front-loaded and entirely allocated within the first 18 months.

Block rewards, meanwhile, are to be fully allocated over the 20-year span. This ensures that node operators can sustain themselves purely from block creation rewards and network security contributions until the network becomes self-sustaining on fees alone.

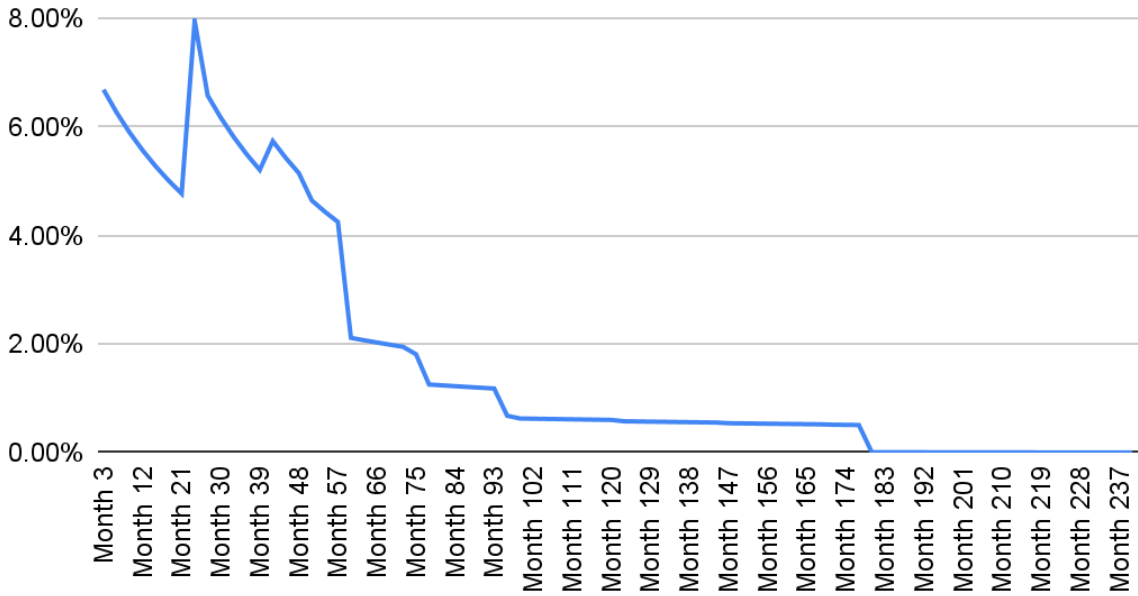
Consequently, Voi ensures that 75% of network ownership directly benefits users in various ways, demonstrating its commitment to user-focused growth and long-term network stability.



Sector	Allocation (% - Quantity)	Lock Up (Months)	Vest (Months)
Early Incentives	15%	0	18
Block Rewards	10%	0	240
Ecosystem	30%	0	60
Future Foundations	20%	60	120
Treasury	25%	24	36



Quarterly Inflation





Pre-Web3 Experience

In the journey towards mainstream adoption of Web3 technologies, the user experience (UX) is a crucial bridge that connects the familiar world of Web2 with the revolutionary prospects of Web3. Voi is committed to making this bridge as smooth as possible.

A key aspect of our approach at Voi is the concept of invisibility - making the blockchain operate behind the scenes, unseen but fully functional. This is not about reinventing the UX, but rather about employing blockchain technology in a way that it complements and enhances the user's existing digital interactions, without causing any disruptions.

Our primary goal is to provide the tools that make Web3 invisible. These tools, accessible in a familiar Web2 manner, allow for an intuitive implementation and integration of Web3 technologies into the existing digital infrastructure. By ensuring that users interact with these tools in ways that they're already accustomed to, we're not only maintaining but also enriching the current user flows.

This strategy ensures that users, even without any prior knowledge or experience with blockchain technology, can benefit from the transformational power of Web3. They get to leverage enhanced security, true decentralization, and personal data ownership, all the while interacting with a system that feels familiar and user-friendly.

Furthermore, our approach allows for a more streamlined integration process for existing applications looking to incorporate Web3 features. By providing tools that allow for a familiar Web2-like implementation, we're ensuring that these applications can seamlessly transition into the world of Web3 without compromising their established user flows or UX expectations.

At Voi, we firmly believe that blockchain is a tool designed to work in the background, enhancing user experience and adding value without causing disruption or confusion. By focusing on this, we aim to pave the way for the mainstream adoption of Web3, attracting and retaining users, and encouraging interaction with the powerful features that this new digital era offers.

VoilD

VoilD, a groundbreaking innovation by Voi and is engineered to achieve a pivotal goal: to make blockchain invisible and seamless for users, removing all the hurdles typically associated with onboarding to a blockchain-based system. By offering an ecosystem-wide identity and personal asset management solution, while also facilitating community-specific identities and assets, VoilD is all set to make the transformative power of Web3 accessible to everyone.

At the heart of VoilD is a non-custodial approach for managing user assets, achieved by harnessing unique capabilities of Algorand, including Logic Signatures and Rekeying. These functionalities ensure secure, seamless, and permissioned transactions. They allow users to interact with the system without realizing that they are creating a wallet or signing a transaction.



Thus, users don't need to be exposed to these complex concepts, ensuring blockchain remains invisible and user experience remains high.

Further enhancing the user experience, VoiID provides the option to remove the need for users to sign every or any transaction, depending on their preferences. This strategy not only helps users retain total control and ownership of their assets but also facilitates dynamic and interactive transactions within the ecosystem.

In an effort to make the process even more streamlined, VoiID also allows users the flexibility to maintain a unified, ecosystem-wide account or opt for a community-specific account across different applications. This feature, akin to federated logins like "Sign In With Google," offers a user experience tailored to individual preferences, bringing the convenience of Web2 to the decentralized Web3.

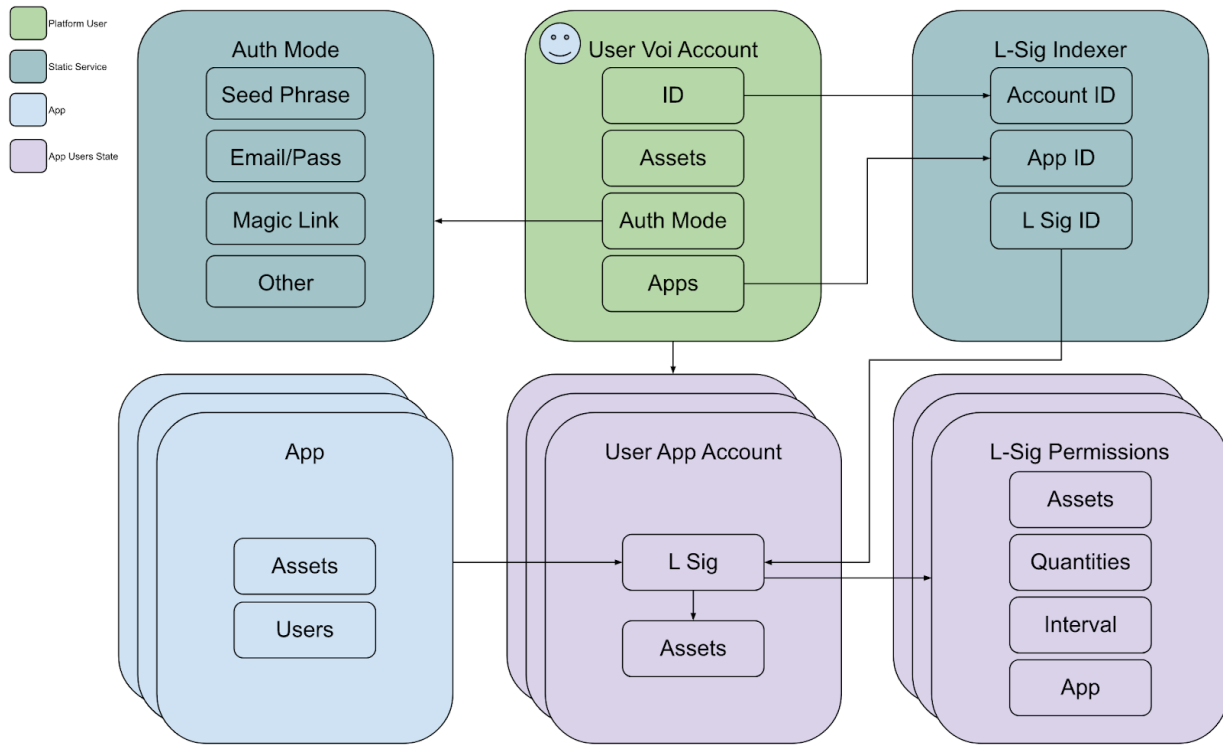
VoiID adopts familiar authentication methods, such as email and password, removing barriers to entry, and making navigation through the system a breeze for users. It also allows users to swap their authentication methods whenever they want, providing them with greater flexibility and control over their digital experience.

Beyond these core functionalities, VoiID enables communities to issue unique digital assets, such as titles, badges, accolades, or measures of reputation to their members. These assets become tangible and entirely owned by the members, adding an extra layer of verifiability, identity and security. This boosts user engagement, nurtures community spirit, and acknowledges individual contributions or status.

Empowering users with control over their digital identities and assets is a crucial aspect of VoiID. Users can decide how their data is used, and even potentially monetize it, advancing the ethos of digital decentralization.

While ensuring a user-friendly experience, VoiID also serves a bigger purpose within the Voi ecosystem. It acts as the linchpin connecting the diverse applications, ensuring that user data and assets are secure, manageable, and readily accessible. The robust functionalities of VoiID facilitate a smooth transition into the world of Web3, making blockchain technology more approachable and primed for mainstream adoption.

VoiID fosters trust and stimulates user engagement within the ecosystem. Its influence extends beyond just the individual user experience, significantly contributing to Voi's broader objective of fostering a vibrant, community-centric Web3 platform. By prioritizing user needs and accessibility, VoiID is poised to revolutionize the digital frontier by ushering in mainstream adoption of Web3.



Market with Immediate Need

The markets that third-party applications within the Voi ecosystem intend to serve, particularly the community infrastructure market, is vast, fragmented, and ripe for blockchain disruption. It's crucial that we consider the widespread issues within these markets to create the ideal environment for our internal community to thrive, positioning them to adeptly tackle their customers' problems.

As of now, there are 7.88 billion people worldwide, each part of multiple communities. The membership sub-sector alone holds a market value of \$408.46M, while community loyalty management ascends to \$5.57B. With these sectors poised for continued growth, the community infrastructure market's demand for solutions like Voi's ecosystem is set to increase in parallel.

Problem

The community tech stack is [fragmented](#) and does not share a common foundation.

Lack of Interoperability

Communities are facing an increasing problem with the lack of [interoperability](#) among the various platforms and tools they use.



Their data, which is spread across multiple platforms, results in a significant visibility gap making it difficult to track important metrics or aggregate member data. This issue hampers the ability of community managers to understand the health of their communities at the individual member level, and often makes tracking crucial community metrics an overwhelming task.

This [lack of data visibility](#) extends to brands and enterprises, who find it difficult to measure a return on investment or demonstrate the value of their built communities.

In short, this [lack of interoperability](#) and data fragmentation diminishes the ability of communities to operate effectively, and for brands and enterprises to showcase their value.

Lack Of Ownership

Communities often rely on third-party applications for their operations, but these platforms [own or have licenses](#) to the communities data and assets and store them in their own silos.

This fragmentation leads to a feeling of [not having full ownership](#) over the communities or the data they generate. It often seems as if third-party companies, operating within their individual data "walled gardens," have more control over the community data than the community members themselves.

In essence, community builders often feel they lack true ownership of their communities, as crucial community data is owned by the third-party tools they use and is inaccessible or unable to be combined across applications.

This disconnect can increase the risk of lock-in with those that do own the data, limit the sense of community, and hinder its potential growth.

High Cost

The fragmentation of community tools leads to [increases in the number of solutions](#) that communities require while causing increased costs and inefficiencies. These expensive tools often don't integrate well with each other, which leads to inconsistencies in member experiences and increased friction.

Community managers and admins, tasked with managing these [various tools](#), often face productivity loss due to constant context-switching. This fragmented landscape also leads to an increase in manual operations, often involving spreadsheets and other makeshift solutions to bridge the gaps between tools.

These makeshift solutions not only increase the workload but also the potential for errors and discrepancies. This all ends up impacting the overall community experience and places unnecessary burdens on community leaders.



Proposal

Communities need affordable, specialized tools that share a unified base, promoting modularity and flexibility. Empowering communities by transferring ownership of their data and assets sparks organic growth and fosters a dynamic environment. The Voi ecosystem has been specifically designed to address the identified problems and provide the perfect environment for the 3rd party applications to leverage Voi so they can solve more specific problems that communities face.

Shared Infrastructure

Voi's shared infrastructure forms a robust core for the community ecosystem, acting as a central hub for data and interactions. This unified backbone supports a variety of specialized applications each addressing distinct community needs, thus eradicating data fragmentation and boosting visibility.

Within this ecosystem, each application embodies the principle of shared infrastructure for fluid data and asset management across the platform. This interoperable, cost-effective alternative to disjointed systems ensures data and asset coherence and accessibility.

Voi's ecosystem adopts a modular approach. Instead of a one-size-fits-all model, it allows for the integration or replacement of tools as communities evolve, thereby preventing solution lock-in. This fosters scalability, dynamism, and adaptability, ensuring the toolset grows with the community.

The community ecosystem is essentially a collection of specialized applications sitting on top of a shared infrastructure. It provides communities with tailored tools, enhancing efficiency and user experience, while also supporting their continual growth and engagement. Voi's solution revolutionizes community interaction and data management, offering a cohesive and flexible approach to community development.

Tokenization

Voi embraces tokenization's potential in boosting community and member ownership. Our product integrates this approach, placing data and assets on-chain to offer members direct control over their resources.

With Voi, community builders aren't reliant on third-party tools, but can instead exert greater ownership. This breaks down 'walled gardens', liberating data and assets from being held hostage by any specific platform, and shifting power to community builders and members.

Voi's tokenization fosters a robust, autonomous, and unified community environment. By inspiring a sense of ownership, communities become more engaged and active, leading to healthier growth.



In our product design, ownership and control of community assets and data are emphasized. Incorporating tokenization principles, we enable communities and their members to become significant stakeholders in the digital realm. This not only bolsters security but also promotes active involvement and commitment.

In summary, Voi changes how communities interact with the digital world, instilling a sense of true ownership. This strengthens community ties and fosters a vibrant, participatory digital ecosystem.

Reduce Verification Costs

The Voi ecosystem utilizes blockchain to [streamline verification processes](#), reducing costs and enhancing operational efficiency for communities. Unlike traditional methods involving many intermediaries, Voi's blockchain-driven solution simplifies the process and directly benefits the community and its members.

Our product's blockchain component effectively addresses the high cost and complexity issues associated with traditional verification systems, providing an abstraction layer that offers enhanced security, transparency, and cost-efficiency.

Voi

Voi is a dynamic ecosystem supported by top-tier open-source technology, designed to be owned and operated by its users. They can effortlessly secure the network and will build the infrastructure and applications, fostering an environment of internal community-driven innovation.

The use of open-source technology not only reduces costs, risk, and time to market but also promotes more innovation further up the stack.

Voi's primary goal as an ecosystem is to address challenges faced by communities, utilizing blockchain as an efficient solution.

The user built applications within Voi, in conjunction with VoilD, directly solve problems for these communities. VoilD is an integral part of the ecosystem that serves as the unique identifier and signature delegator, facilitating interaction between the mainstream market and the ecosystem. The underlying blockchain, acting as a single source of truth, significantly reduces the costs of verification and enables true ownership of data and assets, with VoilD being central to this process by enabling mainstream application integration.

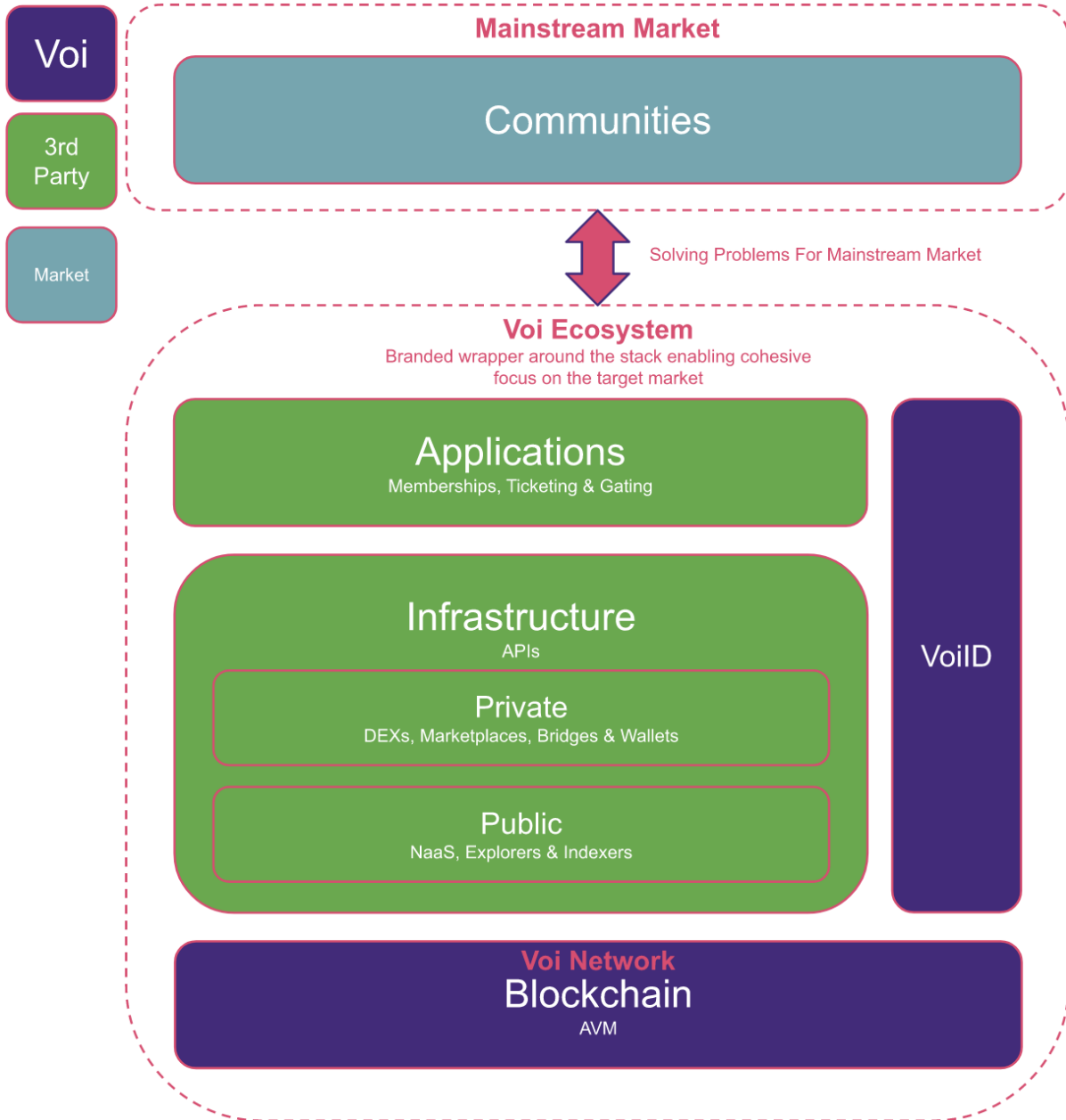
Over time, the ecosystem could potentially evolve into a marketplace of seamlessly interconnectable specialized apps, all built atop the user-owned and operated network and infrastructure.



The interaction between communities and these applications, facilitated by VoiID, can vary. Some communities might directly interact with the applications, while others might integrate Voi applications into their own products or solutions.

For instance, consider an application being a ticketing platform. Communities might create events and sell tickets directly on the application. In contrast, organizations with a community built around them might implement this ticketing system within their own products, allowing their users to purchase tickets directly, all connected through VoiID.

Ultimately, it's vital for the applications to remain flexible and adaptive to cater to and solve problems for communities of varying sizes and structures. Voi, with the unique contribution of VoiID, is focused on meeting these communities' needs, fostering a more engaged and active ecosystem.



Communities

Communities form the lifeblood of the Voi ecosystem. These encompass diverse groups from all over the globe, both physical and digital. Our purpose-driven design tailors to their specific needs, fostering engagement and promoting shared value. These communities bring unique experiences, perspectives, and challenges to the table. By focusing on them, we can ensure that the ecosystem continues to evolve and adapt to meet their emerging needs and opportunities.



Voi Ecosystem

The Voi ecosystem is an aggregate of all components under a unified brand that aims to solve problems faced by various communities. This ecosystem goes beyond just a technological stack - it's a symbiotic environment where different elements coexist and mutually contribute towards a shared purpose. The ecosystem brings together cutting-edge open-source technology, user-owned infrastructure, community-centric applications, and unique tools like VoilD to deliver value, reduce friction, and empower communities.

Applications

These are innovative solutions built by 3rd parties within the Voi ecosystem that directly cater to communities and their members. Applications leverage the tools and infrastructure within the ecosystem to provide superior, efficient, and tailored solutions as compared to those built on legacy systems. These applications are not only problem solvers but also value creators, enriching the ecosystem and contributing to its growth and evolution.

Infrastructure

The infrastructure layer within the Voi ecosystem comprises projects built by 3rd parties that leverage the underlying blockchain technology and extend its capabilities. These projects, such as DEXs, Bridges & Explorers, offer additional services that can be utilized by the applications to provide enhanced offerings to communities. The infrastructure layer is also accessible to users that are comfortable interacting with the complexities of blockchain, power users, and is critical for supporting and sustaining the robustness of the entire ecosystem.

Private

These infrastructure projects are fully for-profit ventures, providing high-demand services within the ecosystem. Built on sound business models, they contribute to the economy of the Voi ecosystem. Despite being primarily profit-oriented, they align with the ethos of the Voi ecosystem by contributing to the efficiency and richness of the offerings within it.

Public

Public projects within the infrastructure layer of the Voi ecosystem are typically not-for-profit, challenging to monetize, or need only one instance to exist. Despite these constraints, these projects are critical, in-demand, and significantly reduce friction within the ecosystem. They may require subsidization to remain operational but play a pivotal role in maintaining the balance and health of the ecosystem.

Blockchain

At the foundation of the Voi ecosystem lies the Voi Network, a user-owned blockchain that underpins every interaction within the ecosystem. It provides the necessary trust, transparency,



and security for applications higher up in the stack. This underlying blockchain also enables the decentralization and self-governance that make the Voi ecosystem a truly revolutionary concept.

VoilD

VoilD is the linchpin that enables applications to truly abstract away from the complexities of the blockchain, making it invisible when serving their customers, the communities. It's a unique service that streamlines user interaction with the ecosystem, eliminates the typical hurdles associated with blockchain usage, and enhances the user experience significantly. By making the blockchain invisible and enhancing user experience, VoilD contributes directly to Voi's goal of bringing the benefits of Web3 to mainstream audiences.

Go To Market

Voi's Go To Market (GTM) strategy is centered around achieving three pivotal outcomes:

Network: Bootstrap the network and ensure that it remains sustainable for the long term.

Ecosystem: Reach a critical mass of infrastructure, applications and communities.

Slice: Reduce time to market by rapidly deploying a thin slice of infrastructure and applications that solve the problems for at least 1 type of community.

Ultimately, Voi's GTM strategy aims to kickstart the ecosystem and network and then let them gain momentum on their own. Once the ecosystem and network reach a critical mass, the flywheel will keep turning.

Network

Voi's Network strategy focuses on ensuring the secure, scalable operation of the underlying blockchain. The key to this lies in attracting node runners who can effectively secure the network. Three primary initiatives are designed to make this possible: the Node Bootstrap Program and Network as a Service (NaaS).

The Node Bootstrap Program incentivizes early adopters to secure the network by operating "participation nodes." Initially, the network aims for a distribution of 500 participation nodes and 50 relay nodes across 20-40 countries to ensure geographic dispersion. The aim of this program is to decentralize the Voi Network's operation, reducing reliance on investors or large stakeholders and offering individuals and entities the opportunity to own a critical piece of decentralized infrastructure. Early node runners are equipped with the necessary resources to write new blocks, earning rewards in the process.

NaaS complements the Node Bootstrap Program by expanding the potential node runner market. It makes running nodes more accessible, fostering a larger, more robust environment that can secure the network more effectively.



Finally, the Block Reward Program supplements transaction fees by rewarding node operators over a 20-year span, with the amount of rewards halved every 2 years. This additional incentive ensures that the network remains fully decentralized and secure, providing ample rewards to those who help secure the network.

Ecosystem

The Ecosystem Strategy of Voi aims to rapidly grow the ecosystem, focusing on building out a thriving blockchain community, establishing infrastructure, and launching applications. The aim is to create an environment conducive to growth and innovation.

Internal Community Development

Community development will be central to Voi's ecosystem strategy. Voi acknowledges the importance of not only acquiring direct users but also facilitating the establishment of project communities within the ecosystem. Special attention will be given to NFT projects, supporting both new and existing initiatives by providing an ecosystem tailored to their needs to ensure that the community of Voi is built on a strong foundation.

Bridging and Cross-Chain Operability

Cross-chain operability is another key element in Voi's strategy. A foundation-led grant program will be set up to stimulate the creation of decentralized bridges that facilitate the transfer of on-chain assets between different blockchain networks. By attracting projects from chains that are not focusing on supporting NFT projects and their communities, Voi will tap into a vast pool of potential users and developers.

Developer Tooling

Developers are indeed the backbone of the Voi ecosystem, constructing innovative solutions by leveraging Voi's framework to create applications tailored for users. To ensure they can quickly initiate building on Voi, the platform employs a suite of tools and resources specifically designed for efficient blockchain development.

Primarily, we integrate [AlgoKit](#) into our toolset. As a highly regarded tool, AlgoKit is favored within the Algorand community for developing smart contracts on the Algorand blockchain. It equips developers with the capabilities to design, test, and deploy Algorand smart contracts within a matter of minutes. This capability significantly reduces turnaround time and bolsters efficiency. By facilitating an easy setup of AlgoKit, Voi aids developers in kickstarting their application development, thus fostering a richer and more dynamic ecosystem.

Additionally, we also embrace [Reach](#), a comprehensive Web3 builder ecosystem. Reach employs a high-level language tailored for writing safe and efficient contracts, supplemented by a wealth of educational resources. These offerings ensure a seamless onboarding experience



for developers. Moreover, Reach's expansive and active developer community serves as a valuable asset for Voi. This collaboration allows for the swift and proficient deployment of projects on Voi without the need to rewrite smart contracts.

By providing developers with these potent tools, Voi aims to create an integrated, seamless, and productive environment for application development. This approach not only catalyzes the production of solutions within the Voi ecosystem, but all AVMs. This cultivates a developer-friendly culture, inspiring more developers to contribute to Voi's growth and innovation.

Incentive Programs

Incentives are an essential part of Voi's go-to-market strategy. Voi will implement several incentive programs, carefully designed to promote desired outcomes and support the ecosystem's rapid growth. Incentives will focus on encouraging bridging of assets, bootstrapping liquidity, and fostering user engagement.

To ensure the integrity of these programs, Voi will design them to be non-exploitable and geared towards encouraging the right actions. For instance, instead of directly incentivizing asset bridging, Voi will incentivize the provision of liquidity for bridged assets.

Grants and Subsidization

Voi will bootstrap its ecosystem by providing grants and subsidies for crucial infrastructure and applications. A significant portion of the network's stake will be reserved for this purpose, ensuring that projects have sufficient funds to realize their vision and contribute to the network's success. The grant application process will be fast, transparent, and outcome-oriented, providing equal opportunities for all projects and emphasizing the importance of open-source code.

Support & Consulting

Voi will provide access to resources for fundraising, legal, or regulatory issues, adding an additional layer of support for projects in its ecosystem. By facilitating knowledge sharing and providing expert guidance, Voi will help projects navigate potential challenges, enabling them to focus on their core tasks and contribute to the ecosystem's growth.

Slice

This strategy centers around swiftly delivering valuable, unique solutions to community-specific problems. Operating like a complimentary business development arm, Voi forms partnerships with communities to gain a deep understanding of their challenges and brings these issues to the attention of our ecosystem of builders and users.



This method ensures that we acknowledge the unique issues each community faces, promoting the development of customized solutions that directly cater to their needs. By doing so, we avoid the trap of creating broad, one-size-fits-all tools that might not effectively solve these distinct problems.

As an example of this approach, we have recently collaborated with a gym chain to craft a bespoke membership solution. This real-world challenge was brought to our community, stimulating the development of suitable user built infrastructure and applications. This process reassures builders of the demand for their solutions before they start developing, fostering confidence and driving innovation.

Fundamentally, our strategy is designed to minimize time-to-market by quickly deploying comprehensive solutions that resolve specific problems for real customers. While it initially serves as a flexible, short-term plan, it harbors the potential to evolve into a lasting service, depending on its sustained value to the ecosystem. This problem-solving focus shapes the growth of the ecosystem, attracting more communities and encouraging wider growth.

For the efficient execution of our go-to-market strategy, we aim to secure numerous strategic partnerships across various verticals. We have already established launch partnerships in the following areas:

- NFT Projects
- NFT Marketplaces
- NFT Launchpads
- DAO Tooling
- Wallets
- DEXs
- DEX Aggregators
- Lending Platforms
- Bridges
- Developer Tooling & Education
- Nodes As A Service
- Explorers
- Indexers
- Public Node Endpoints
- Membership Platforms

Voi Foundation

The objective of Voi is to create a network that is entirely owned and governed by its users. However, to facilitate the initial stages of growth, a temporary foundation will be established. This Voi Foundation will play a critical role in managing resources, guiding decision-making, and ensuring the network gains a robust user base for long-term success. It will be crucial in



maintaining momentum and ensuring the network's agility during its early stages when strategic flexibility is most critical.

Voi recognizes the essential value of decentralization inherent in blockchain technology but acknowledges the challenges it presents for rapid development and decision-making. Therefore, Voi has opted for a model that marries the best of both worlds: an initial, centralized foundation to guide the initial growth phase, followed by an automated, network-triggered transition to decentralized governance.

This transition will be marked by the dissolution of the original Voi Foundation and the establishment of "The Future Foundations" – a coalition of four separate foundations, each controlling 5% of Voi's market cap to be deployed over a decade. This transition is designed to occur only after the network has achieved a critical mass of users and has demonstrated self-sustainability, expected at least four years from inception.

The creation of The Future Foundations signifies the network's readiness for increased decentralization and is triggered by releasing the final 20% of the network's resources. This step ensures that Voi continues to evolve towards real decentralization while maintaining its growth momentum. The planned balance of efficient centralized management and ultimate decentralized governance represents Voi's innovative approach to achieving a truly user-owned network.

Future Governance

Through these four distinct but complementary foundations, Voi intends to ensure its network's continuous growth and evolution while advancing towards complete decentralization.

Consumer Foundation

Mission: Serving Consumers

The Consumer Foundation's primary role is to drive the network's growth and user acquisition, fostering partnerships, applications, and user communities for mainstream adoption. It will actively engage in marketing activities, collaborate with exchanges, wallets, and consumer applications to enhance the user experience.

Developers Foundation

Mission: Chain maintenance and developer experience

The Developers Foundation will concentrate on the technological upkeep of the chain, ensuring that Voi remains a robust and adaptable platform. It also aims to nurture a conducive environment for developers, focusing on attracting and retaining talent within the ecosystem.



Ecosystem Foundation

Mission: Project retention and support

This Foundation is committed to supporting and retaining projects built on Voi, particularly grant recipients. It will provide a range of resources, from financial aid to marketing support, aiming to create a nurturing platform for projects to thrive.

Community DAO Foundation

Mission: Community Decided

This foundation is a purely community-driven entity, operating as an on-chain DAO treasury managed by network owners. The community will identify areas needing support within the Voi ecosystem, and this foundation will work to address these issues. It allows community members to propose and vote on the distribution of treasury funds.

Roadmap

The initial roadmap of Voi will guide us up to the start of next year and will be focused on prioritizing the execution of the go to market strategies in order to bootstrap the network and ecosystem.

3 Months

- MVP Node as a Service: Delivering a minimal viable product for easy and affordable node deployment.
- Mainnet Launch: Going live with our main network for secure and efficient blockchain transactions.

6 Months

- Infrastructure Projects Deployment: Rolling out key infrastructure developments to enhance network functionality.
- VoilD Launch: Introducing VoilD to the market.
- Bridge to Algorand: Establishing an interoperability bridge to the Algorand blockchain for seamless asset transfers.

9 Months

- Deploy Incentive Programs: Unveiling programs designed to incentivize and engage our user base.
- Bridge to Ethereum: Implementing a bridge to Ethereum, opening up our network to the expansive Ethereum ecosystem.



- Applications Deployment: Priority ecosystem applications deployed and usable by communities.

12 Months

- Deploy Grants Program: Launching a grants program to support projects and innovations on our platform.



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Appendix

Background

Definitions

It is important for us to set definitions that have already been used and will continue to be used throughout the document to remove ambiguity.

Voi Network: The underlying blockchain that projects within the ecosystem will leverage as a piece of infrastructure to build on top of.

Infrastructure: The necessary public and private infrastructure built on top of the blockchain to serve the needs of applications and direct users of the network.

Applications: These are projects to be built on top of Voi's infrastructure that will directly solve problems, meet the needs of communities around the world. This is not to be confused with projects that are focused on the community and direct users of the Voi network. For example, these could be projects focused on providing ticketing services directly to communities. Voi and the necessary infrastructure enables these projects to solve problems.

Ecosystem: An interconnected set of services delivered by a single brand that enables users to fulfill a wide range of needs in one integrated experience. The Voi ecosystem is made up of the blockchain network, infrastructure and applications.

Voi Ecosystem: The user built and owned ecosystem consisting of multiple projects (infrastructure & applications) that are solving problems for physical and digital communities around the world.

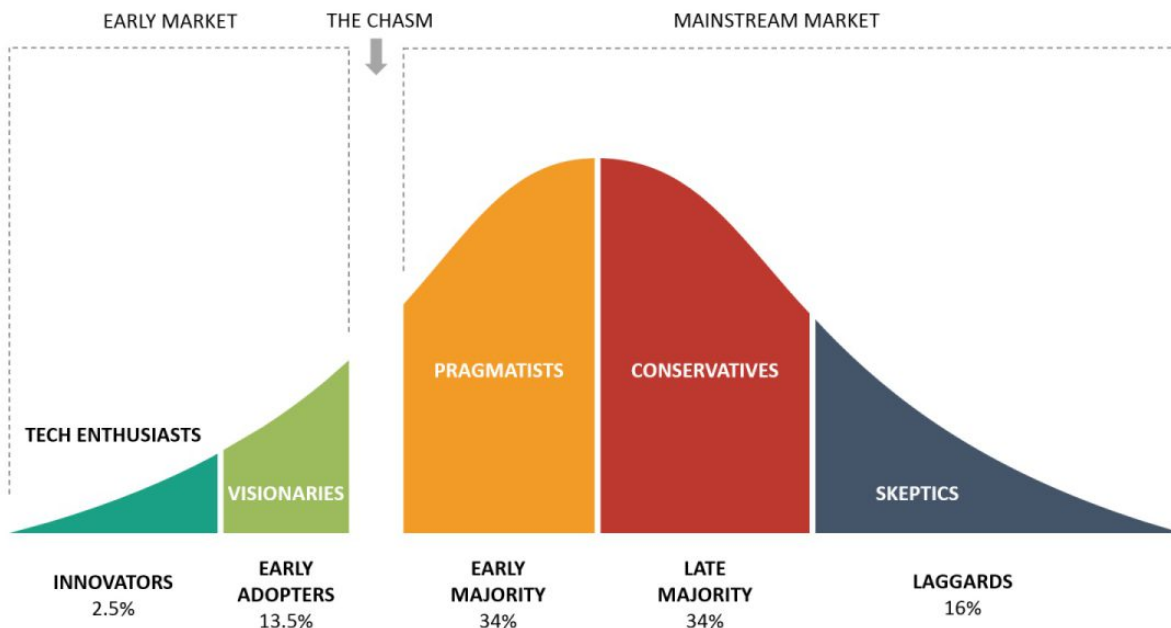
Blockchain Communities: This is the community of the underlying chain of the ecosystem. Users, builders and projects that directly interact with the network who will be building out the necessary infrastructure and applications of the ecosystem.

Communities: The communities that make up the market that the Voi Ecosystem, and so the applications of the ecosystem are targeting and serving.

Voi: The brand, shorthand to refer to the entire ecosystem. In Italian it is the plural of "You" (You All).

Users

In order to remove ambiguity let us explore the different users within the blockchain space and where they fit into the Voi ecosystem.



At the time this was written, the direct users and builders on blockchains fall within the innovators and the early adopters sections. These are the users that secure the network, provide liquidity, build infrastructure and create the projects that solve problems for mainstream users. They are sometimes referred to as the “blockchain community”.

Communities are quickly becoming ubiquitous with blockchains. It is [widely accepted](#) that for chains and even the projects that build on top of them, a strong community base is critical for their success.

Beyond the obvious network effect flywheel that communities start turning, they are what drive growth, awareness, adoption and engagement of any chain or project.

The community is a blockchain’s primordial soup from which developers, enthusiasts and liquidity providers emerge.

These are the users that the Voi network is solving a problem for and are the ones that would interact with and build out the infrastructure as well as the applications on the underlying blockchain in order to create the ecosystem.

Targeting these particular users is critical for any blockchain as well as any infrastructure project right now, but the magic lies in being able to cross “The Chasm” to achieve mainstream adoption.

The mainstream market is made up of the early majority, late majority and the laggards.



It is these users that the Voi ecosystem will be targeting via the 3rd party applications. The applications will act as an interface between the ecosystem and the mainstream market by completely abstracting away the blockchain and providing the relevant services to the ecosystems target market.

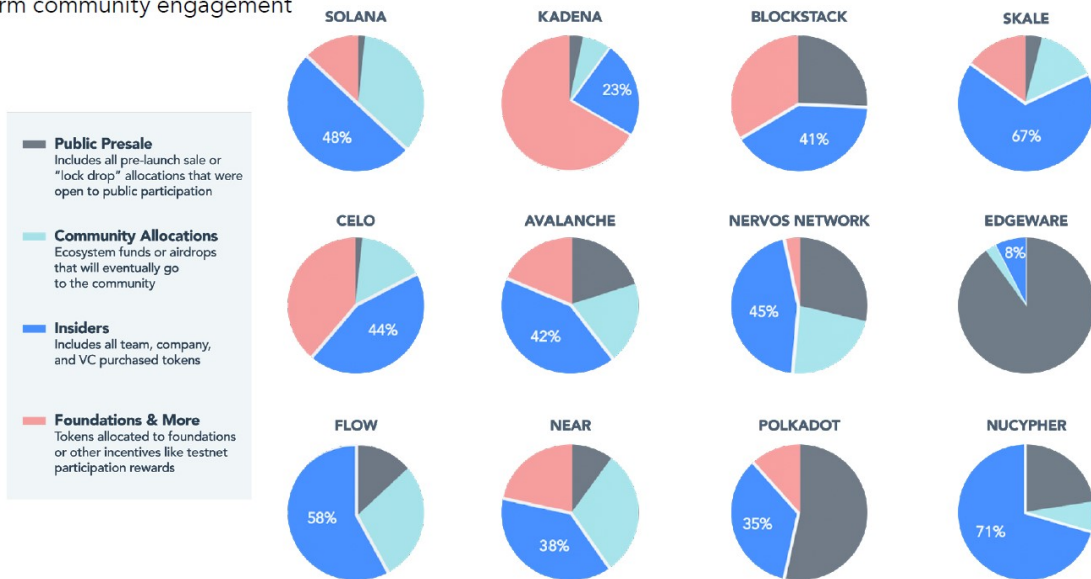
In summary, Voi Network is targeting the early market, while the applications will enable the Voi ecosystem to target the mainstream market.

Initial Network Ownership



Pre-Launch Token Allocation Dedicated to Insiders vs. the Community

Distributing network capital and power more equitably at launch should enhance long-term community engagement

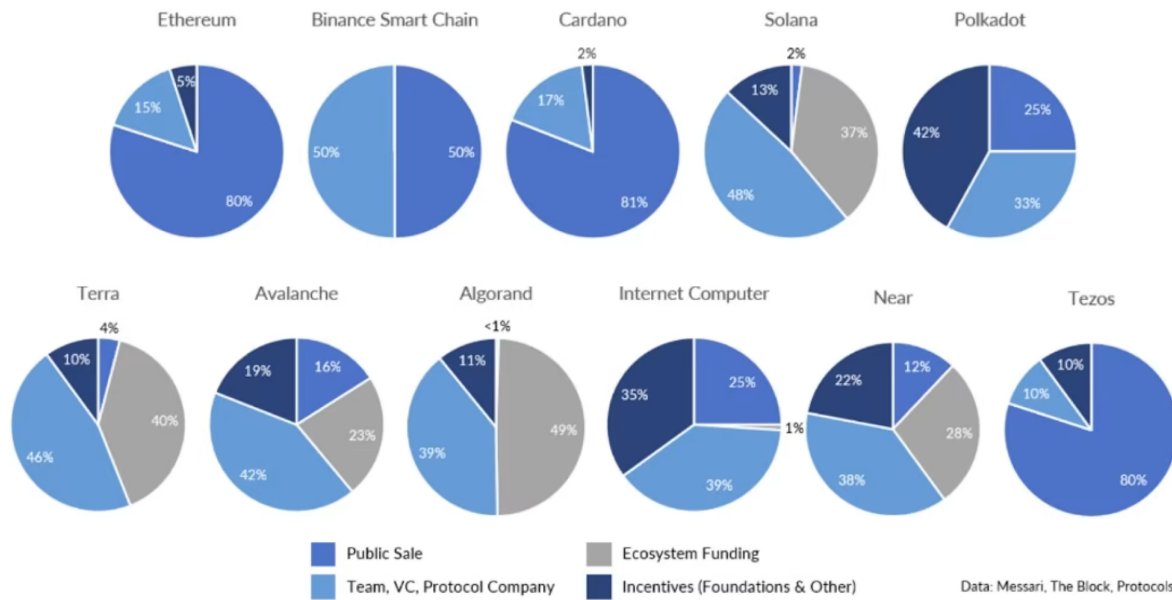


As of Oct 8, 2020 • Notes: Approx. amounts for some • Source: Messari, CoinList, Various blogs



Initial Token Supply Allocation

Source: Galaxy Digital Research



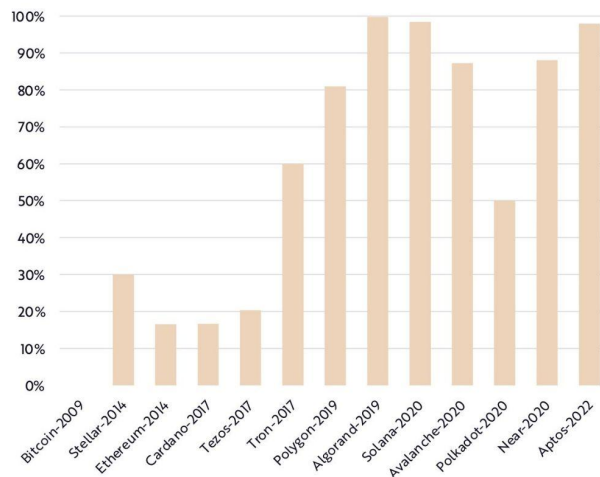
True Decentralization Is More Difficult For New Networks

On layer 1 blockchains, the percentage of token supply allocated to insiders—founding teams, private investors, and privately controlled foundations and ecosystem funds—has been increasing.

Since 2017, founders have been increasing war chests to compete with incumbents, and venture capital has been investing aggressively in base layer protocols. Additionally, regulatory concerns have hindered the Initial Coin Offering as an open distribution model.

Consequently, new networks cannot claim they are sufficiently decentralized on a token holder basis and could be susceptible to pressure by insiders.

Percent Of Supply Allocated To Insiders In Notable L1 Launches



Current Network Ownership

It is worth noting that these numbers on some chains may not take into consideration units of ownership that are still vesting and so are locked up, or even wallets that only contain dust, thus skewing the amount held by the top 1%.

This set of data is not what the distribution was at the TGE, but what the state is now.



All data is as of 1st April 2023 and would be subject to change going forward.

Bitcoin

Max Supply: 21,000,000

Supply in top 1% addresses: 17,238,457.44

Percentage of total supply held by the 1%: 89.09%

<https://messari.io/asset/bitcoin/metrics/supply>

>1% Circulating Supply Ownership: 1.29%

0.1% to 1% Circulating Supply Ownership: 9.63%

<0.1% Circulating Supply Ownership: 89.09%

<https://app.intotheblock.com/coin/BTC/deep-dive?group=ownership&chart=concentration>

Ethereum

Max Supply: 120,000,000

Supply in top 1% addresses: 116,480,984.93

Percentage of total supply held by the 1%: 97.07%

<https://messari.io/asset/ethereum/metrics/supply>

>1% Circulating Supply Ownership: 22.82%

0.1% to 1% Circulating Supply Ownership: 16.67%

<0.1% Circulating Supply Ownership: 60.51%

<https://app.intotheblock.com/coin/ETH/deep-dive?group=ownership&chart=concentration>

Ripple

Max Supply: 100,000,000,000

Supply in top 1% addresses: 92,909,829,064.13

Percentage of total supply held by the 1%: 92.91%

<https://messari.io/asset/xrp/metrics/supply>

Cardano

Max Supply: 45,000,000,000

Supply in top 1% addresses: 28,783,884,521.78

Percentage of total supply held by the 1%: 63.96%

<https://messari.io/asset/cardano/metrics/supply>



>1% Circulating Supply Ownership: 5.42%
0.1% to 1% Circulating Supply Ownership: 27.74%
<0.1% Circulating Supply Ownership: 66.85%

<https://app.intotheblock.com/coin/ADA/deep-dive?group=ownership&chart=concentration>

Algorand

Max Supply: 10,000,000,000.00
Supply in top 1% addresses: 9,954,123,754.34
Percentage of total supply held by the 1%: 99.54%

<https://messari.io/asset/algorand/metrics/supply>

>1% Circulating Supply Ownership: 29.73%
0.1% to 1% Circulating Supply Ownership: 47.14%
<0.1% Circulating Supply Ownership: 23.13%

<https://app.intotheblock.com/coin/ALGO/deep-dive?group=ownership&chart=concentration>

Litecoin

Max Supply: 84,000,000.00
Supply in top 1% addresses: 66,352,857.73
Percentage of total supply held by the 1%: 78.99%

<https://messari.io/asset/litecoin/metrics/supply>

>1% Circulating Supply Ownership: 15.98%
0.1% to 1% Circulating Supply Ownership: 33.33%
<0.1% Circulating Supply Ownership: 50.69%

<https://app.intotheblock.com/coin/LTC/deep-dive?group=ownership&chart=concentration>

Dogecoin

Max Supply: 140,000,000,000.00 (Inflationary so will increase)
Supply in top 1% addresses: 131,398,559,648.82
Percentage of total supply held by the 1%: 93.86%

<https://messari.io/asset/dogecoin/metrics/supply>

>1% Circulating Supply Ownership: 45.38%
0.1% to 1% Circulating Supply Ownership: 19.33%



<0.1% Circulating Supply Ownership: 35.28%

<https://app.intotheblock.com/coin/DOGE/deep-dive?group=ownership&chart=concentration>

NFTs Volumes

30 Day Volume	Sales USD	Transactions	Buyers	Sellers	Support Thesis
Ethereum	\$819,027,552	2060843	138686	146631	Builders, education, community
Solana	\$143,138,122	1529016	45375	51789	Tooling, Education, Payments
ImmutableX	\$15,244,941	522778	14423	12386	NFT, Gaming
Cardano	\$14,341,086	158660	11140	328	Enterprise
Polygon	\$9,792,031	470165	21213	38193	DeFi, NFT, Metaverse, Gaming, Enterprise
Flow	\$7,841,775	476230	26334	22751	Gaming, Infrastructure, DeFi, NFTs
BNB Chain	\$5,473,319	48723	6558	3166	
Algorand	\$797,362	40899	1680	1756	Institutions, Defi, Eco, Gaming, Impact, NFT



FAQs

Who are the potential customers for this product or service?

For Voi Network it is the internal blockchain community, the early adopters of the technology.

For Voi Ecosystem it is the mainstream users, physical & digital communities, that will be targeted via the 3rd party applications.

Who are the competitors in the market?

Identified community platforms are as follows:

- Spontivly
- Commsor
- Hivebrite
- Threado
- Common Room
- Channel Meter

How does the company plan to differentiate itself from the competition?

Competition in the space is too focused on creating their walled gardens around the data that they collect. Voi is taking a different approach by leveraging blockchain technology.

At Voi all the data is shared and accessible while being owned by the communities and their members. This ultimately leads to a better experience for the end users when interacting with any applications built on Voi.

Why can this not be done on another chain?

Voi is a user-driven ecosystem that concentrates on addressing the specific needs of its target market.

To effectively serve its market, Voi needs to incentivize users and projects within its ecosystem by enabling them to own the underlying network that powers it. This ownership creates a strong motivation for users to drive value and collaborate, fostering a cohesive approach to problem-solving.

By promoting collective ownership of the underlying network, Voi encourages users and builders to grow the ecosystem for the benefit of all. This empowers the users and projects that make up the ecosystem to serve as validators of the network, generating new blocks and ensuring its smooth operation.

Without this approach Voi would just be a centralized platform that uses blockchain technology as opposed to a builder owned ecosystem.



Focusing on a specific niche allows Voi to allocate its resources and time efficiently, as the ecosystem works together to solve real-world problems for its target market.