Rujira Builders' Paths

Project Type	1. Differentiated - Strategic	2. Value Additive to Core Apps	3. Differentiated - Out of Scope	4. Competing with Core Apps	5. Public Goods
Description	Projects offering something new, not available on any of the existing or planned core apps, and considered "strategic" by the Rujira Team. This means the team is keen to have the project joining the Rujira Alliance as a new core app, with revenue going to RUJI stakers.	Projects building on top of existing core apps. Provides value-added services to users by enabling advanced features or simplifying complex processes. Those projects increase economic activity on top of core apps and are very welcome to launch as independents on the App Layer.	Projects offering something new, not available on any of the existing core apps, and considered "non-strategic" or "out of scope" by the Rujira Team. This means the projects won't be joining the Rujira Alliance, but are welcome to launch as independents.	Projects doing something similar to any of the Rujira core apps or existing projects. We want to offer a coherent ecosystem and look to avoid duplicates as much as possible, so we won't be entertaining such projects, at least in the early days. You might still be able to deploy at a later stage when the criteria will be relaxed.	Projects that do not directly generate economic activity/revenue, but are perceived as net positive for the ecosystem. This includes things like tooling, analytics and education.
Funding	Projects interested in joining the Rujira Alliance will need to submit a funding proposal (incl. Presentation of the project, economic model, team, key milestones & timeline, and proposed initial grant). The initial grant will be paid in RUJI, in several instalments based on milestone completions. The amount shouldn't be too material. Long term upside for builders will come from being eligible to receive a share of the Builders Incentive Pool that will be distributed periodically based on revenue contribution.	Operates as an independent business on the App Layer, with its own sustainable economic model. Therefore, a token launch makes sense (or follow-on offerings for projects who already have a token), using the tools provided by RUJI Ventures. Won't be eligible for a grant or a share of the Builders Incentive Pool, but might receive an investment (in RUJI or USDC) from the Rujira Venture Fund (subject to due diligence). Audit costs at the project's own charge, except for existing Kujira projects that are migrating.	Operates as an independent business on the App Layer, with its own sustainable economic model. Therefore, a token launch makes sense, using the tools provided by RUJI Ventures. Won't be eligible for a grant or a share of the Builders Incentive Pool, but might receive an investment (in RUJI or USDC) from the Rujira Venture Fund (subject to due diligence). Audit costs are at the project's own charge.	Probably not relevant since the project won't be launching on Rujira, but can still use RUJI Ventures to launch a token, raise capital and automatically get the token listed on RUJI Trade.	Projects contributing to Rujira public goods can submit a grant proposal (incl. Presentation of the project, economic model if any, team, key milestones & timeline, and proposed grant). The grant amount will ultimately be at the discretion of the Rujira Grant & Investment Committee (RGIC). The grant will be paid in RUJI, in several instalments based on milestone completions. Public goods projects are encouraged to try to find a sustainable source of funding.
Grant	✔	❌	❌	❌	✔
Audit Costs	✔	(only covered for existing Kujira projects)	❌	❌	✔ (if relevant)
Builders Incentive	✔	❌	❌	❌	❌
Token Launch	❌	✔	✔	✔	❌
RVF Investment	❌	✔	✔	❌	❌
Typical Range	Initial grant: $2-30k + BIP share	Up to 1:1 match with capital raised on RUJI Launchpad up to $100k cap.	Up to 0.5:1 match with capital raised on RUJI Launchpad up to $50k cap.	NA	Case-by-case
Revenue Share	**50% of Revenue to RUJI stakers / 50% to TC Base Layer** Joining the Rujira Alliance means the project's revenue gets to be shared 50/50 between RUJI stakers and TC Base Layer. By joining the Alliance, builders get to receive a smaller slice of a much bigger pie while significantly reducing their risk since staking their RUJI means they will receive a share of the cash flows from all the core apps. Builders will increase their share of the pie overtime based on the success of their own project relative to the rest of the ecosystem.	**Keep 100% of revenue.** Building on top of Rujira core apps means that the projects are already paying fees to RUJI stakers and TC Base Layer (e.g. AutoRujira autobidder pays RUJI Liquidations fee; Nami Saving vault pays RUJI Lending fees; MantaDAO LPs pay RUJI Trade fees, etc.). Therefore the projects get to keep 100% of their revenue, they don't have to pay the Base Layer twice for security.	**Keep 50% of Revenue / Send 50% to TC Base Layer** Operating as an independent business means projects can keep 50% of their revenue. However, just like Rujira core apps, they get to share 50% with TC Base Layer to pay for security. In exchange, they get access to TC deep liquidity and omnichain capabilities, TC and Rujira large and engaged community, and all the developer friendly toolings available on Rujira. No revenue share with Rujira but no hand-holding by the Rujira team.	**Keep 50% of Revenue / Send 50% to TC Base Layer** In the event a competing project was launched on Rujira, it would need to comply with the 50% revenue split with TC Base Layer. No revenue share with Rujira but no hand-holding by the Rujira team.	**Keep 100% of revenue (if any)** Some public good projects might be able to come up with a sustainable revenue model (e.g. Rujira Academy promoting new token launches on RUJI Ventures). In such cases, they are encouraged to pursue economic sustainability and get to keep 100% of the revenue they make.
Rujira UI Integration	Projects joining the Alliance will have to integrate directly in the main Rujira UI using the Rujira components' library.	Projects have their own UI and are free to use Rujira UI components if they want to stay on theme. Projects can make PRs to integrate some of their features directly into Rujira UI (e.g. AutoRujira could add the ability to deploy a custom grid bot strategy in a few clicks directly from RUJI Trade UI; Nami could add one-click deposit in its Saving vault directly from RUJI Pools UI, etc.).	Projects have their own UI and are free to use Rujira UI components if they want to stay on theme.	Projects have their own UI.	Defined on a case-by-case basis.
Teams in pipeline	Kujira, Levana, Fuzion, RUJI Index, RUJI Games	AutoRujira, Liquidy (f.k.a. MantaDAO), Redacted	CoralP2P, Clan Games	–	Station, DAODAO, RUJI Analytics, RUJI Leagues