Voi Build Grant Application

DexGo_Build Grant Application_20250306

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CUUCNSMLH454MM37SO5LJW4WZJBZW7L5IZHJKSRTBDXDUB7OQR5EWQTWME

Discord Username:

https://discord.gg/Wb9j7eGA

X Profile:

https://x.com/dexgo_official

Project Title (what is the name of your project)?

DexGo_Build Grant Application_20250306

Did you receive a Product Design Grant through Voi to support in developing a product blueprint for this project.

No

Product Blueprint?

A Product Blueprint is required to apply for a Build Grant, regardless of whether or not you applied for a Product Design Grant from Voi. Please include all the relevant links to your Product Blueprint here. Please include the link to your Clickable Prototype.

DexGo_Build Grant Product Blueprint Submission_20250306

Project Overview:

DexGo is an innovative platform that combines gamification and navigation, allowing users to explore unique routes and experiences. Developed by DexStudios, this application offers interactive features such as personalized route creation, search, and usage, enhancing user engagement through a game-like approach. Our mission is to improve user experience while promoting Web3, decentralization, and the implementation of DAOs in real-world applications.

Technical Approach:

Users will be able to plan and navigate personalized routes with intuitive mapping tools, waypoints, and real-time guidance. To enhance engagement, we will integrate gamification elements such as achievements, leaderboards, and rewards, encouraging exploration and interaction. Additionally, Web3 and blockchain integration will ensure security and transparency through decentralized identity verification and smart contracts, enabling users to retain control over their data.

Technical Specifications:

To foster a sense of community, we will introduce DAO (Decentralized Autonomous Organization) features, allowing users to participate in discussions and influence platform development. The platform will be developed using React Native for a smooth mobile experience, Node.js with Express for back-end operations, and MongoDB for efficient data management. Blockchain elements will be implemented using Ethereum or similar networks.

Budget:

Original:

https://docs.google.com/spreadsheets/d/10VqM43GNVSXIqhXST9aL8KDCs6Oy5XoN4CQaggmEGtA/edit?usp=sharing

Voi Copy:

Financial model DEX Studios

Milestone Tracker & Token Allocation Plan:

Milestone 1 Implement and deploy smart contract

Estimated duration: 1 month

FTE: 1

Costs: 4,638,218 VOI - prepaid

We will provide both inline documentation of the code and a basic tutorial that explains how a user can interact with smart contracts directly

We will create and deploy smart contracts main game contract and NFT contract

Milestone 2 Integration

Estimated Duration: 1 month

FTE: 1

Costs: 4,638,218 VOI

This integration stage adds smart contracts and wallet integration into the dexGO game web version. Users will be allowed to connect wallets, buy NFTs, do rest in game logic.

Milestone 3 Post launch marketing phase 1

Estimated Duration: 1 month

FTE: 4

Costs: 4,638,218 VOI

We will announce and marketing in social channels:

https://x.com/dexgo_official
https://discord.com/channels/917719985399418920/1013039389506535434

Use Galxe and other marketing channels with massive incentivise marketing we will reach 20k+ in transactions with 10k+ UAW per month
Completion criteria (also includes complete Milestone 1 and 2):
- 2.5K Game transactions per week
- 2.5K UAW

Milestone 4 Post launch marketing phase 2
Estimated Duration: 1 month
FTE: 4
Costs: 4,638,218 VOI
We will announce and marketing in social channels:
https://x.com/dexgo_official
https://discord.com/channels/917719985399418920/1013039389506535434

Use Galxe and other marketing channels with massive incentivise marketing we will reach 30k+ in transactions with 20k+ UAW per month
Completion criteria:
- 5K Game transactions per week
- 5K UAW

Milestone 5 Post launch marketing phase 3
Estimated Duration: 1 month
FTE: 4
Costs: 4,638,218 VOI
We will announce and marketing in social channels:
Completion criteria:
- 10K Game transactions per week
- 10K UAW

https://x.com/dexgo_official
https://discord.com/channels/917719985399418920/1013039389506535434

Use Galxe and other marketing channels with massive incentivise marketing we will reach 30k+ in transactions with 20k+ UAW per month

Milestone 6 Post launch marketing phase 4
Estimated Duration: 1 month
FTE: 4
Costs: 4,638,218 VOI
We will announce and marketing in social channels:
https://x.com/dexgo_official
https://discord.com/channels/917719985399418920/1013039389506535434

Use Galxe and other marketing channels with massive incentivise marketing we will reach 50k+ in transactions with 30k+ UAW per month

Milestone Manager & Token Release Request:

N/A

Open Source Requirement:

Describe how your project will comply with the open source standards required by Voi. Identify which open source standard you will be using from Voi's list of acceptable open source standards (Voi has a list of acceptable open source standards currently being developed).

Do you envision any challenges in terms of compliance? What licenses if any are required. Refer here for a list of recommended and supported licenses.

Format: Open Source Standard - Description of compliance - Additional concerns or information

We will open source contracts and put them on github.

Impact Assessment:

Now that you have had time to ideate and build out a prototype, what is the anticipated impact of your project? Has it changed at all from the drafting of the blueprint?

The anticipated impact of DexGo remains significant as we focus on enhancing user experiences through gamification and innovative routing solutions. Since the drafting of our product blueprint, our vision has evolved to better align with user feedback and emerging trends within the Web3 space. We aim to foster a vibrant community that not only engages users in interactive navigational experiences but also encourages the integration of decentralized technologies and DAO concepts.

By implementing user-generated routes and the gamification of exploration, we believe DexGo can transform how individuals interact with their environments, leading to deeper engagement and meaningful connections. This approach not only enhances personal experiences but also supports the wider adoption of Web3 technologies, providing a unique platform for users to explore new opportunities and communities.

In summary, while our core mission remains consistent, our impact perspective has expanded to incorporate a stronger emphasis on community building and the integration of decentralized applications, reflecting our commitment to innovation in the ever-evolving digital landscape.

Risk Assessment:

Identify potential risks and challenges for development and launch along with proposed mitigation strategies.

Format: Risk - Impact - Mitigation Strategy

Risk: Market Competition
Impact: High (Increased difficulty in gaining market share and attracting users)
Mitigation Strategy: Conduct thorough market analysis to identify competitors' strengths and weaknesses, and develop unique selling propositions that differentiate DexGo. Implement aggressive marketing strategies and leverage partnerships within the gaming and blockchain communities to increase visibility.

Risk: User Retention Challenges
Impact: Medium (Low user engagement affecting long-term success)
Mitigation Strategy: Implement continuous user feedback loops to adapt and improve the app based on user preferences. Enhance features related to gamification to maintain engagement, and create loyalty programs that incentivize continued use of the platform.

Risk: Regulatory Compliance Issues
Impact: High (Legal challenges that can halt operations or require costly adjustments)
Mitigation Strategy: Stay informed of regulatory changes in the blockchain and gaming sectors by engaging legal experts. Develop compliance strategies from the outset to ensure all aspects of the application adhere to relevant regulations.

Risk: Team Resource Constraints
Impact: Medium (Hindering development pace and quality)
Mitigation Strategy: Build a flexible team structure that can scale up or down based on project needs. Consider outsourcing specific tasks to seasoned professionals in areas where additional expertise is required, ensuring the core team can focus on strategic areas.

Risk: Limited User Awareness
Impact: Medium (Slow initial adoption and growth)
Mitigation Strategy: Prioritize a targeted marketing campaign across social media

platforms and engage influencers in the blockchain and gaming communities to amplify reach. Utilize content marketing to educate potential users about the unique features and benefits of DexGo.

Regulatory Compliance:

Outline any legal or regulatory requirements the project must adhere to and how these will be addressed.

As DexGo operates within the realms of gamification, navigation, and blockchain technologies, there are several legal and regulatory requirements that need to be considered:

1. Data Protection and Privacy: DexGo must comply with data protection regulations such as the General Data Protection Regulation (GDPR) in the EU and the California Consumer Privacy Act (CCPA) in the U.S. This includes implementing measures to ensure user consent for data collection and providing options for data access and deletion.

Approach: We will establish clear privacy policies, ensure adherence to user consent protocols, and implement robust data security measures to protect user information.

2. Blockchain Compliance: Legal frameworks regarding the use of blockchain technology and cryptocurrencies vary by jurisdiction. DexGo will need to comply with local laws regarding the issuance and management of tokens, particularly if they are classified as securities.

Approach: We will conduct thorough legal reviews with experts to ascertain the regulatory status of our tokens and ensure compliance with all relevant regulations in jurisdictions where we operate.

3. Intellectual Property: Protecting the intellectual property created during the development of DexGo is crucial. This includes trademarks for branding and copyrights

for the software and content.

Approach: We will file for appropriate trademarks and ensure all software and content developed is copyrighted to protect against unauthorized use.

4. Licensing: Depending on the functionalities of the app, DexGo may require specific licenses to operate, especially if it implements features that navigate transportation or leisure services.

Approach: We will assess the need for any operational licenses and obtain them as required before launching any service that may fall under regulatory scrutiny.

5. Consumer Protection Laws: Compliance with consumer protection laws to ensure transparency and fairness in our offerings will be essential to maintain trust and avoid legal pitfalls.

Approach: We will develop a user-friendly interface that clearly outlines the terms and conditions, as well as the rights and responsibilities of users.

By proactively addressing these legal and regulatory requirements, DexGo aims to mitigate risks and establish a compliant operational framework that fosters user confidence and supports our long-term mission.

Sustainability Plan:

Describe how the project will be maintained and supported long-term, especially if the team is not involved in the long-term management of the project.

The long-term maintenance and support of the DexGo project will be ensured through several strategic initiatives. Firstly, we plan to establish a robust governance model that incorporates Community and DAO involvement. This framework will allow users to actively participate in decision-making processes, fostering a sense of ownership and engagement.

Human Resources: (Max 100 words)

Describe your team's human resources and skill set. If you will be soliciting support from a development team please provide background information on what aspect of development you will be using them for and if you have identified a development agency (email voi.grants@voi.network) if you need support finding a reputable company or team.

https://docs.openbisea.com/dexgo-white-paper/dexgo-basic/team

Pitch Deck:

https://docs.google.com/presentation/d/1hMu5Q1A5hMA8W8xXF_oB5Sbw8qeLSKRI5luZAvxkuec/edit?usp=sharing

https://vimeo.com/933655388

Additional Info:

The user engagement strategy includes launching incentives for early adopters, integration with popular DeFi products, marketing campaigns, partnerships with key players in the ecosystem and educational content for new users.

Did you submit your product bluprint, pitch deck (with recorded pitch) and all supporting documentation (milestone tracker/token allocation plan and milestone manager/token request plan) to voi.grants@voi.network?

List of supporting documentation that should be provided over email:

- Product Blueprint

-Clickable Prototoype from Design Phase Grant

-Pitch Deck

-Pitch Recording

-Milestone Tracker & Token Allocation Plan

-Milestone Manager & Token Release Request

No