LAUNCHPAD 2.0

The Next Big Move for Blockchain

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The Next Big Move for Blockchain

Leaders in the world of blockchain, like Vitalik Buterin, have repeatedly stated that the biggest need the space currently has is entrepreneurs. Creative builders that can imagine new ventures by leveraging the unique properties of blockchain.

The theory laid out in this paper, has the potential to bring an avalanche of entrepreneurs from all kinds of industries and at the same time help blockchain to go mainstream. There is a crypto-only precursor to this model that is commonly known as "Launchpad". Launchpad 2.0 will open up this blockchain fueled model to all kinds of consumer brands thus creating the most efficient startup environment the world has ever seen.

Background

Blockchain, Bitcoin, Ethereum, smart contracts, several new L1 chains, side chains and L2s, De-Fi, DAOs, tokenization, NFTs.

A lot has happened in the 13 years since Satoshi Nakamoto released the white paper that became Bitcoin, and started this tech fueled revolution.

The list above is a 30,000 ft snapshot on the evolution of the space called Crypto, Metaverse, Web3, blockchain and more. And although vastly different in nature, these evolutionary manifestations based on the blockchain technology all have common denominators of significant potency outside of the actual technology itself.

The infrastructure of the L1 blockchains such as Bitcoin, Ethereum, Solana, Avalance, Algorand etc has become the backbone of several new innovations. They now host a large number of ventures and projects that utilize the underlying infrastructure for all, or parts, of their business.

NEW FINANCIAL PRIMITIVES
The invention of token standards on the blockchain, fungible and non-fungible, is a glossed over but very significant innovation for global trade.

Financial primitives lets the world conduct trade through standards that are universally agreed upon. The invention of traditional financial primitives such as stocks and bonds changed the world of trade in a massive way over the last centuries. The innovation pace has accelerated exponentially since the first stocks were issued. Just look at what the financial industry has been able to build on top of the primitives stocks and bonds over the last few decades.

Crypto token standards are a new kind of financial primitive. Meaning that the token standards are universally accepted as a financial standard. These token standards are extremely versatile, they can for example be utilized to issue new stand-alone tokens or to tokenize a variety of assets ranging from art to real estate.

USDC is a fairly simple and good example of what the ERC-20 financial primitive token standard has the ability to do. These tokens are collateralized and pegged to US dollars. Globally and instantly transferable, and settled across several different blockchains.

The fact that these primitives are also inherently digital and global gives the world of financial primitives on blockchain an explosive potential, of which we have already seen a series of eye opening examples.

De-Fi (Decentralized Finance) is built on top of these new financial primitives and has in the span of just a couple of years pointed out a new frontier for the financial industry.

"De-Fi summer" (the summer of 2020) saw ventures such as Uniswap, Curve and Sushiswap bring the concept Automated Market Maker (AMM) to the world, while borrow and lending protocols like Yearn, Aave and Compound opened up the possibility for yield and credit for users.

"De-Fi 2.0" took these concepts a step further with the successes of ventures and protocols such as Olympus DAO, Rari Capital and Fei bringing even more sophisticated De-Fi mechanisms and products to the market.

The crypto native trading platforms Mango Markets, Orca, DyDx to name a few, are also operating on top of these new financial and digital primitives.

NFTs (Non Fungible Tokens) are a different kind of financial primitive. Aside from the purely technical aspects, NFTs have a different set of opportunities that comes with the function of distributing royalties for sales and, maybe more importantly, they can hold creative digital manifestations such as images, video or audio. This opens up for complex and deep sto-

rytelling as well as transparent and efficient rewards distribution, built into the financial primitive itself.

COMPOSABILITY

Composability is another important and powerful concept that builds on the new financial and digital primitives that these token standards represent. A platform is considered composable if its existing resources can be used as building blocks and programmed into higher order applications.

In the world of blockchain developers can build on top of shared infrastructure without running the risk of the lower level dependencies being removed. This not only increases the innovation pace exponentially, it also allows anyone to build on top of anything.

DECENTRALIZATION & DEMOCRATIZATION

Smart contracts and DAOs have brought the concept of Decentralization further along than just peer to peer payments. We have seen the rise of several new financial institutions started through smart contracts only.

Binance, the world's largest digital asset exchange, operated the first 18 months without even a bank account. All stakeholders opted to receive payments in BNB, their utility token, rather than traditional currency.

MakerDAO, the lending protocol behind the decentralized stable coin DAI, was one of the first decentralized platforms to utilize fully on-chain governance.

While decentralization is a topic of philosophical and technical debate, there is no debate about the fact that blockchain constantly finds new ways to further democratization. Fractionalized (through tokenization) investments in real estate, art, wine, ventures and much more have been enabled to anyone with a crypto wallet throughout a series of L1 blockchains and the Dapps built on top of them.

Even democratization within the world of blockchain has been enabled in several layers, led by the world of NFT collectibles. The huge success of Crypto Punks

has priced out a large number of interested buyers. Fractional.art took the opportunity to tokenize a basket of Crypto Punks. Thus furthering access and increasing liquidity in the Crypto Punks market.

In the world of blockchain it seems that as soon as something becomes valuable - a way to create greater access, and liquidity for, the asset is immediately solved by someone in the community and executed by fairly simplistic coding and smart contracts in new wrappings. As we will find out, Launchpad 2.0 builds on this concept.

TRUSTLESS & PERMISSIONLESS OPERATIONS FOR DAOS

The fact that intentions and actions around revenue allocation and governance, among other things, are coded and executed by a smart contract that also holds the funds is an absolute game changer. In a traditional enterprise environment the investor has to trust every aspect of an investable entity. While in the world of DAOs on blockchain, some (or all) of the trust in people can be eliminated by trusting the smart contract and the blockchain it resides on top of.

Fraudulent behavior is by no means eradicated just because of the blockchain, but thanks to the transparent nature of it, it's often easily spotted and the community around each entity is effectively turned into a watchdog organization with powerful tools to both find and prove any wrongdoing.

Being able to track if promises are kept in real time gives the founding team behind each venture clear rules and checkpoints to abide by. Soft promises and intentions, such as "roadmaps" and revenue splits, can easily be compared to what the smart contracts actually execute on chain.

As soon as something illogical surfaces, you can be sure that the community will make itself heard with questions, or worse.

It's somewhat of a paradox, but the trustless and permissionless nature of the blockchain has in turn created an environment where the founding teams are required to clearly communicate, and keep soft and

uncoded promises compared to a traditional startup. The process of releasing and sticking to a roadmap for their project is a good example. The investor community will keep a close eye on what promises are made, fulfilled or broken on a human level, while the smart contracts will keep track of the transactional aspects.

The transparent nature of blockchain where all transactions are public in real time also inspires to more reliable behavior across the board.

SIMPLIFICATION

In a traditional world, starting a new venture is a bureaucratic, and costly, endeavor. To enable people to invest in a newly started venture is even more complicated and costly. And although SAFE notes and other legal "inventions" have made it easier, the simplicity of starting and making a venture investible on blockchain is nothing short of a revolution.

For the individual investor the shift that blockchain has started, could be said to be even more seismic. Individuals who don't have access to syndicates or investor pools are limited to investing in post-IPO companies.

The fact that you are required to be an accredited investor to be able to invest in private enterprises, limits the opportunities even further.

Blockchain technology changes that. Anyone is now able to invest in blockchain native ventures as soon as they issue a token (fungible or not) on the market. Founders open up their venture to investors as early as they want. They just need to convey their ideas and ambitions in a clear way, connect it to a token sale, and they're off to the races.

BORDERLESS CAPITAL & LABOR FORMATION

Blockchain is borderless. Which means that anyone can be sat anywhere in the world and invest in ventures founded anywhere. All you need is an internet connection and a crypto wallet.

The rise of play-to-earn games is a manifestation of this, where players from all over the world come together to play and trade seamlessly. Each player is by

definition an investor in the game, no matter how big or small their contribution is, or where they are located.

The power of borderless capital formation can't be overstated. Founders can connect to future investors all over the world through a Twitter account, a [Discord](#) server and a [Telegram](#) chat. If the idea, ambition and execution is good enough - they will be able to form a community of investors and early adopters from all corners of the world - instantly.

The same applies to labor. Many blockchain native projects have found collaborators, employees and partners through the same network as they find investors and customers. The borderless community aspect enables free trade, free investment and free movement of labor with very limited bureaucracy, and with an almost complete disregard of geographical borders or limitations.

Where We Are and Where We Are Going

The innovation and adoption of the concepts laid out above has created billions of investment capital across thousands of ventures already launched through these measures. This concept is known in the blockchain community as "Launchpad".

Up until today, the types of companies that have started in this new environment have been mainly blockchain tech, financial services, and gaming.

De-Fi ventures and protocols are a typical manifestation of this. Uniswap, Aave and Compound to name a few that were early on. Rari Capital, [Serum](#), and OlympusDAO are more contemporary examples.

The NFT boom of 2021 enabled a different kind of community driven venture to launch. [Bored Apes Yacht Club](#) is a great example of this, where what began as a set of 10,000 NFTs of Bored Apes minted on the Ethereum blockchain, has now become an embryo of a full blown Web3 consumer brand. A physical members club in Miami, a virtual Metaverse

lounge in [Sandbox](#), an apparel partnership with Adidas, and a gaming partnership with [Animoca](#) have all been announced and are a part of an evolving and elaborate roadmap.

BAYC is an example of how something that started as a pure blockchain play now is on the verge to turn into a IRL-metaverse hybrid based venture. Many are sure to follow.

The question is (as always in this space) what happens next?

Throughout the blockchain community of DAOs, NFTs, tokenization etc there is this curiosity from the people in the space about when brands will wake up to the new world and start to enter in full force. We've already seen some brands such as Adidas and Visa do small moves to claim a stake. We have also seen established streetwear brand [The Hundreds](#), launch a successful NFT series.

Many traditional companies are looking for an entry point into the world of blockchain and it is sure to come. There is, however, already a path for consumer goods brands to navigate their way onto the chain, before they even exist.

The Next Big Step for Blockchain

Ventures built on big ideas with ambitions in any consumer goods or services category, starting out as a blockchain native venture will soon stop being an outlier and start becoming the norm.

Blockchain has the ability to give founder teams a series of tools, opportunities and efficiencies when it comes to some of the most challenging aspects of starting a new business.

Namely initial fundraising, go-to-market, community building and kickstarting an ambassador program. In this paper we'll take a look on how this can be enabled globally for almost any venture - all at once.

INTRODUCING LAUNCHPAD 2.0

The Future of Startups

Launchpad 2.0 is a conceptualization of a series of blockchain native technical innovations and ideas that come together to create the most efficient start-up environment the world has ever seen.

Imagine a world where a founder can get instant market feedback on their venture idea, connect to early adopters, fans or even ambassadors. Form a global community online, and raise seed capital without legal costs and bureaucracy to start executing on the venture.

Now imagine that all that is needed to accomplish the above is to bring the idea, parts of the execution plan and the initial offering to the Web3 community to evaluate the merits, while at the same time offering them to invest in it through an NFT sale.

ON LAUNCHPAD 2.0 EVERYONE IS AN INVESTOR
Individuals from all over the world are rapidly becoming accredited investors. Entry to the stock market has been democratized through mutual funds and later ETFs. Low cost marketplaces such as E-trade to Robin Hood and apps like Stash have further expanded access to investing. Syndicates are popping up globally to offer accredited investors exposure to high growth pre-IPO start-ups.

Angel investing has exploded over the last decade. Platforms such as AngelList and Republic for example, have millions of active users.

Crowdfunding rules are being loosened and platforms like Kickstarter and GoFundMe have pointed out a future where more and more people see themselves as investors.

With blockchain and tokenization this movement increases in an explosive fashion. All that is needed to be an early stage investor today is a crypto wallet. Web3 marketplaces such as Uniswap or centralized custodians like Coinbase offer early stage investments in any number of the thousands of Dapps being built on a growing number on L1 and L2 chains.

The difference between this point of entry and the likes of Kickstarter, is that here investors receive an actual financial and digital primitive with rights that are tradable, instead of a loose promise of being shipped the first product or a souvenir. It's night and day.

AVANT GARDE ART HAS SHOWN US THE WAY YET AGAIN
As with many big human land-winnings, avant garde art has been first to occupy the space with commercial interests being sure to follow. In this case it was the rise of the NFT collectibles and art communities. Crypto Punks, the first valuable collectible series on Ethereum stands out as a pioneer, but was quickly

followed by Bored Apes Yacht Club, [Cool Cats](#) and many more. Each of these projects are Launchpad ventures, even though they started as art projects.

These groundbreaking projects have together shown the way to Launchpad 2.0. Now it's time for the commercial interests to follow suit.

The Building Blocks of Launchpad 2.0

NON FUNGIBLE TOKENS AND DAOS
The only obstacle for any startup in the world to utilize Launchpad 2.0 is understanding of the concept. The rest is basic coding together with clear communication around the offering and vision.
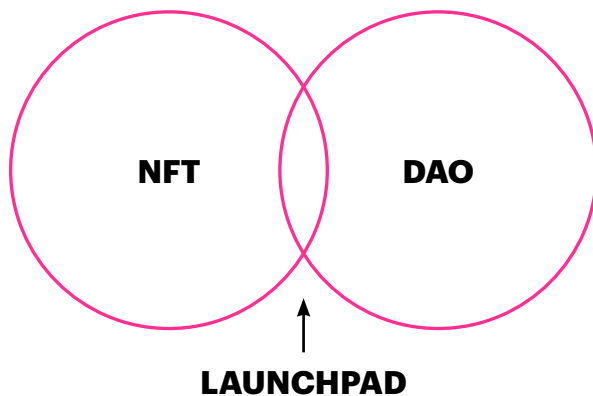
The two major building blocks are NFTs and DAOs. These two inventions are powerful in isolation, together they become the foundation of Launchpad 2.0. An NFT sale to raise the initial funds, and a DAO to organize and track them. NFT + DAO represents the most powerful business launch model in history.

The flexibility in size, price and utility for a first round of NFTs will enable startup ventures of any size or ambition to take their first steps on Launchpad 2.0.

Raise an initial smaller amount to get to the next immediate milestone, or raise a larger round connected to bigger promises in your roadmap. In the world of

Launchpad 2.0 the offering can be as flexible as your imagination, reinforcing the trends of higher resolution fundraising in general for start-ups.

How Does It Work?

OVERVIEW
Although flexible, there are some steps that are given to get going. Formulate an idea, present the initial parts of it on a website, shared deck or demo, spread the word online (for example through Twitter, Discord or Telegram) and announce the upcoming token sale.

The NFT sale should be connected to an embryo of the Roadmap, usually with promises of progress made through a step-ladder model where each step requires a certain percentage of your NFT offering being sold.

At 100% sold, it is usually a good idea to reveal a more detailed Roadmap and to form a DAO on chain with specific governance rules and rights given to the newly minted token holders.

A successful initial NFT sale can be said to be the Launchpad 2.0 equivalent of closing a Pre-Seed or Seed series round of funding.

FUNDRAISING, MARKET DISCOVERY, COMMUNITY BUILDING & AMBASSADOR PROGRAM - ALL BROUGHT TOGETHER
Starting with a NFT sale is way more powerful than traditional fundraising. As the whole concept of blockchain, and that of Launchpad 2.0, is borderless and can connect to the entire online world, any Launchpad 2.0 venture's offering is directed to the entire online population on the planet.

As the global investor market is of such a scale, any idea that holds water can find an initial community even if it's an idea directed to a narrow niche. This means that an initial community will be held together by a specific interest in the venture at hand, which in turn is what go to market and market-fit is largely about.

Raising funds and gaining product market fit at the same time as a community is formed around the new venture, is nothing short of wildly explosive.

For decades investors have been grilling entrepreneurs in pitch meetings on why their idea has a product market fit, where their whitespace is, and who their initial customers might be.

Big parts of the funds raised have historically been earmarked for marketing, community, and loyalty program building to get the world out of your new product or service.

On Launchpad 2.0 your community, early adopters and investors are all one and the same. The holders of your NFT are also the first members of an already built in "loyalty program" and everyone in the community is one tweet from becoming a brand ambassador for the newly started venture.

Last but not least, almost all focus and the majority of resources can now go to further development, recruiting and communication with an already formed audience. And as we have seen, part of the recruiting process can efficiently be done within the new formed community on Twitter or in Discord.

CLEAR PATH FOR GO-TO-MARKET AND FUTURE LAUNCHES
The revolutionary advantages of Launchpad 2.0 doesn't stop there. At every step of the development process there is a community eagerly waiting to try your product or service and provide feedback. Through DAO governance they might have even been involved in the decision making process and sure to tell everyone they know about the upcoming public launch.

The concept of a series of unique NFTs has the potential to add to the storytelling aspect of the venture. A picture is worth a thousand words, and if thousands of fans are using the NFT as their digital avatar on social media the ripple effect can be substantial.

For future products or added features the community of holders also functions as a perfect testing ground for years to come. On top of that they can also be invited to be involved in new ideas, or even provide new ideas through DAO proposals.

The Advantages of NFTs

PROOF OF OWNERSHIP AND STORYTELLING COMBINED
The advantages you gain through an NFT sale, as opposed to an IDO, are several. The tokenomics are way more straightforward and simple for a series of 100 to 10,000 NFTs than for a full token offering. Your initial NFT mint offering can even be a fraction of the full NFT series to keep everything simple and manageable to start.

But the biggest advantage is that you can build your story into the NFT itself. NFTs can be loaded with any kind of digital art - images, moving imagery, and even sound.

Storytelling around startup ideas is usually a highly challenging task. What is the story? How can you make people interested in the story? How do you convey the story? How do you keep the storytelling alive and relevant moving forward? There is a reason that companies dish out large sums to design agencies and communication consultants - storytelling is hard and expensive.

In the world of NFTs the story can tell itself over and over again if you get it right from the start. The story the NFT tells will also function as a megaphone for your community that believed in the project in the first place. They can now proudly boast about being an early supporter and community member all over social media by using the NFT as a profile picture for example. A stock certificate or a fungible token does not carry these inherent properties.

BUILT IN AND LIMITED (OR UNLIMITED) GOVERNANCE
The NFT can at the same time also function as a governance token for the newly formed DAO. The DAO itself can be granted initial governance over

certain parts of the project, while the majority of the decision making power remains with the founder team. Over time, more and more power can be shifted over to the community.

Inviting the community to control certain functions will not only keep the community engaged and emotionally invested. It will also provide the founder team with information about how the early adopters of the product or service want the product or service brought to market, as well as creating a true sense of ownership within the community. Thus blurring the lines between the classic silos of investors, community, ambassadors, and customers.

Managing and Providing for The Community

The relationship between the community of token holders and the founding team is much more intimate than traditionally between investors, business owners and their customers.

This comes with challenges as well as opportunities. Where founders traditionally often have worked in isolation for long stretches before it's time to go to market, in the world of Launchpad 2.0 the community will be very close to the business from the start.

This requires community management on a different level. While new tools for community connections are sure to arrive in the future, there are already several powerful concepts and tools ready to use.

COMMUNITY AND DIGITAL TOOLS
Discord, Telegram and Twitter are some of the most commonly used platforms for keeping the community informed and engaged.

The vastly increased connections to current and future customers and investors requires a lot of attention, but the upside it presents to well run ventures will be extremely potent in terms of anything from

market research, sales and customer service - or for more funding when it's time to scale.

THE ROADMAP
A standard set by the crypto and NFT projects launched on chain, the roadmap is a powerful tool that basically functions as a lite business plan and pitch deck. The initial NFT sale should have a high level use of funds attached to it, usually with specific steps to be taken at certain levels of sold tokens. At 100% sold, there is usually a promise to reveal the venture's first detailed roadmap.

The roadmap functions as a combined pitch deck, business plan and investor update mechanism all at once.

The roadmap will help both you and your community in the complicated tasks of setting and managing expectations. The roadmap can be short, medium or long term, or all of the above.

It's important to have a clear path for the venture post token sale with tangible steps that the community can keep track of and hold the founder teams responsible for.

A clear map that is diligently kept updated will create a solid foundation in the relationship between the founder team and the community. Fulfill the revealed roadmap and the community will most likely support you in the next steps.

Launchpad 2.0 Can Complement Traditional Equity Sales

Regardless of how the fundraising is started, through a traditional equity sale first, or through an NFT sale, the two approaches can easily be carried out in lockstep.

Traditional incorporation and equity sale can be done before entering Launchpad 2.0, or be added at a later stage.

Having completed an initial equity sale before entering the Launchpad 2.0 can even be an advantage as the idea and concept can be vetted and supported by a small group of initial investors ahead of time.

On the other hand, starting on Launchpad 2.0 can be a cost effective and efficient way to evaluate the ideas' merit with the community before going through the legal hurdles and obligations of setting up and managing a corporation.

Launchpad 2.0 Hooks Into Other Growing Trends

Even though ventures that start on Launchpad 2.0 are of a unique breed, they do tie in to several powerful trends that have been championed by the start-up community and investors for years.

FAIL FAST
This tech native trend that over the last few years have been a more and more worn out buzzword is indeed a very powerful approach. It saves everyone involved, from entrepreneurs to investors to customers, both time and capital.

Each step and iteration, from building the first bit of twitter following, to selling your first NFTs, is a potential roadblock that has to be overcome for the project to keep moving forward. On Launchpad 2.0 you can't not adapt a Fail Fast mentality.

BUILD IN PUBLIC
Just like Fail Fast, Build in Public has become something that contemporary entrepreneurs, investors and customers have started to find more and more compelling. On the Launchpad 2.0, everything happens in public. Each token sold is sold in public, each digital update, sneak peak, product reveal and news tidbit from the founders all happens online, or even on chain. Several crypto native ventures have decided

to open up even their internal discord channels for their token holders to view and engage. On Launchpad 2.0 you can't not be building in public.

TRANSPARENCY
Closely attached to Build in Public is financial transparency. Depending on the nature of the fundraising much or all of the financial transactions will be completely transparent as they happen on chain. The transactions that go through the DAO will even be executed through pre-set rules that have been transparent since the formation of the DAO and the setup of the smart contracts. On Launchpad 2.0 you can't not be transparent.

POST LAUNCH

When a venture on the Launchpad 2.0 has taken off, and has started the journey towards the moon, there is a fresh set of funding, a community of investors that are fans of the project, and a lot of work to be done.

Aside from the venture's journey through development, launch, recruiting etc, there are a lot of interesting roads opening up for the venture and the investor community alike.

Flexible Path to Additional Financing

Multiple paths for additional fundraising are now open. Depending on results from the initial NFT sale, how secondary market sales are doing and the execution of the first part of the roadmap, there are some key considerations while navigating forward in the financing strategy map.

NFTs have a built in potential for recurring royalty for projects that manages to create a broader interest for the NFT through the commission generated by secondary sales. Which means that if the NFT project is successful over time, the team has the potential to get rewarded by the secondary market sales, enabling another revenue stream for the venture.

This is made possible because of the fact that an NFT is a creative asset as much as a financial asset. Storytelling is built into the asset and if done right, it gives the NFT a collectible value to the community. Each sale on the secondary market generates a small royalty fee that goes back to the original issuer.

This can work as another incentive for the founders to over deliver on the project and their venture. If the NFTs are coveted, it could create a revenue stream that can either extend the runway and accelerate growth of the project.

SUBSEQUENT TOKEN SALES

Depending on the strategy and level of success from the first round, there are several paths to choose from. The alternatives range from a second NFT sale that follows the first one to a full token offering, an IDO.

A 2nd NFT sale has proven to be a successful way to increase the funding as well as grow the community by providing a lower entry point to the project. Some standout examples are Meetbits, released by Larvalabs and Mutant Apes, released by the Bored Ape Yacht Club. The 2nd NFT sale usually is combined with an airdrop to current holders to share the upside with the original investors.
Instead of a 2nd NFT sale, the venture might be ready to choose the path of an IDO to raise a larger amount with a more complex tokenomics.

As we have reviewed earlier: in theory the initial

NFT sale would be Launchpad 2.0's equivalent to a traditional "Pre-seed" or "Seed" round.

An IDO however, could be said to be Launchpad 2.0's equivalent to a "Series-A", or even an "IPO".

Depending on the trajectory of the business, the execution of the roadmap and overall grade of success, the founder team can navigate the future financial raises in a way to maximize the impact of the business.

Just like DeFi has democratized complex financial tools, giving individual retail traders a similar tool box as professional trading firms have access to, Launchpad 2.0 and token sales can give founders similar sophisticated financing tools as a post IPO company in the traditional world.

Flexible Path Towards Securitization

Utility and governance tokens are not financial securities in the eyes of the SEC. Tokens are a new distinct asset class which can represent various parts of an entity's economic structure. In theory, any part of the economic benefit can be shared with token holders. Tokens can also be used to form alignment with customers, vendors, users and other stakeholders.

Other fundraising tools that are not official financial securities has been around for a long time. Kickstarter and GoFundMe for example, have been around for many years. Kickstarter has raised over $6.2 billion across over 200,000 startups. In the case of crowdfunding sites, the investor is usually only compensated with a product or a promise of a product. The path towards realizing an equity security or revenue share is virtually nonexistent.

In the world of DAOs and tokens this path towards securitization is much clearer, at the same time as it is highly flexible for the venture. The venture can choose to keep the tokens (NFTs and tokens issued through an IDO) completely separate from equity

and other liabilities such as traditional stocks certificates and bond notes. Or the venture can take steps towards different forms of securitization.

Security tokens that represent a financial asset on chain, are already in existence together with compliance steps where the buyers of the security tokens go through a KYC process to acquire the tokens, similar to a stock or bond offering.

Instead of issuing a security token, the venture can decide to issue stocks directly to holders of governance or utility tokens. Again offering the holders of the tokens to go through a compliance and KYC process to be able to claim their shares.

This flexible path towards securitization is a huge advantage for the founders, and if the venture is successful there will be value for token holders of all classes regardless of securitization.

On the other side of the spectrum there might be a future where the securitization process and even stock markets and IPO processes could move on chain. In that scenario the path towards securitization will be even simpler than it is under the current state of affairs.

We could even see a world where post IPO companies would want to move all or some of their outstanding liabilities on chain. Or a situation when mature companies that have been around since before Web3 decide to do a token sale to bootstrap a new product or service. Time will tell.

CONCLUSION

We have proposed a new model for startups to not only fundraise, but to find their community, discover market fit, and go to market within the same model.

The Launchpad model has been used by crypto projects and ventures for years, we suggest that it's now time for the rest of startups to move onto the Launchpad 2.0 to utilize the powers of blockchain and Web3 to help them accomplish a series of critical steps for any ventures, laid out in the paragraph above.

This will at the same time help accelerate Web3 and blockchain technology to be embraced by the mainstream population. A chance to be an early investor in a new venture, and being able to proudly "wear the investment" through an NFT, is something we have seen being a powerful model in crypto ventures already.

There is no reason to believe that this will not work in the same way for ventures outside of crypto.

The process of Launchpad 2.0 can be boiled down to the following steps. The order of these steps are flexible and in some cases optional.

1. Conceptualize the venture idea, create presentation material and demo
2. Traditional Pre-Seed equity sale
3. NFT mint - Fundraising, storytelling, market fit, community building, loyalty program and ambassador program - all in one
4. DAO creation with flexible governance model deployed over time
5. Launch
6. IDO - A larger token sale with more sophisticated tokenomics to generate funding, align stakeholders, as well as ongoing value creation for token holders
7. Flexible path to securitization
8. WAGMI

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