



Early access to the latest projects launching on the Neo blockchain

Planathon Submission

5th June 2021

INTRODUCTION

Initial dex offerings or IDO's provide a mechanism to connect investors with new blockchain projects. For investors it provides an opportunity to allocate funds at the ground floor during a project's launch when both risk and reward are at their highest. For new projects it provides the opportunity to raise capital and bootstrap liquidity for newly minted tokens.

The success of [PolkaStarter](#) and [SolStarter](#) have proved product market fit and we propose a similar platform for NEO.

The project will be tightly integrated with the Flamingo DEX either directly as a module on the Flamingo UI or as an independent website and project. Our team is currently considering an application to manage Flamingo Finance and this serves as a first step towards that goal.

NEOSTARTER will become the gateway to the latest projects launching on the NEO blockchain. Providing a complete launch package including liquidity management, token creation, marketing services and a seed audience of potential investors for teams building on NEO.

TECH

NEOSTARTER will use liquidity pools on Flamingo DEX. Initial liquidity will be provided in the form of a token pair with the newly minted asset on one side and a base asset on the other. The base asset could be NEO, FLM or NEOS (the native **NEOSTARTER** token).

Staking incentives will be agreed with the launching team to create favourable market conditions to bootstrap liquidity. An investor will be able to purchase tokens from the initial liquidity pool then use those tokens to provide liquidity, staking the LP tokens to gain an APY reward.

An automated trading bot will be required to manage pricing and liquidity levels. This will ensure early adopters get the best rates, sufficient liquidity for big orders and optimal liquidity extraction in the base asset for the team launching the new project.

TIMELINE

June 2021 – Create a basic UI front-end including:

- New project listing application
- Email collection form for early access
- Explainer introduction video
- Product features and benefits section
- Template for new project listings

July 2021 – Gain seed funding from Hackathon (closes July 12th)

- Build team KPIs and OKRs with defined tracking
- Acquire neostarter.com domain
- Setup Host server, SSL, load balancer etc.
- Create a token contract
- Run an internal test campaign
- Create a marketing plan for the August launch
- Develop programmatic trading app for Flamingo
- Design and publish front-end module
- Partner with independent due diligence partners for project evaluation
- Build social channels and regularly release content to build engagement and SEO (Google lifting crypto ad ban in August which may spike cost)

August 2021 – Launch the website and initial campaign for the NEOS token

- Launch marketing campaigns, partnerships and paid press releases
- Complete build and integrate front end with Flamingo DEX
- Launch apps on Play and App stores (if can get sign-off)
- Pitch **NEOSTARTER** and the NEOS token to crypto native investment funds to offer pre-launch deals in exchange for providing initial liquidity
- Build tier capability into token contracts to encourage initial liquidity for both institutional and retail early project investors
- Scout NEO ecosystem and development channels to build pipeline of listing partners
- Launch listing application process for third party project launches on the platform

- Release third party project launch pages with due diligence analytics, project information and independent reports by due diligence partners alongside NEOS team evaluation

September 2021 – Close NEOS launch and analyse market and website data

- Optimise trading bot to fine tune liquidity management parameters
- Release analytics pages, tracking performance of launched projects on the platform
- Integrate Coingecko API to track all NEO ecosystem projects with analytics page to provide key
- Publish details of upcoming project launches for investor evaluation

October 2021 – Launch second project for a 3rd party listing and further build pipeline of projects

- Update website front end and marketing materials
- Refine and optimise website and marketing campaigns
- Publish due diligence documents

November 2021 – Enhance tracking and analytics for internal and project team

- Set up conversion rate optimisation tests to improve site performance
- Sign trade agreements with partner services such as marketing and security auditors
- Launch hackathon in partnership with NEO foundation, encouraging projects to focus on gaps in the NEO ecosystem and further build pipeline of projects whilst scouting talent

December 2021 – Launch third project for a 3rd party

- Enable ETF style tokenised product providing broad exposure to a basket of tokens that have launched on the **NEOSTARTER** platform
- Provide value through pre-launch allocations such as airdrop capability for projects that want wide distribution

TEAM

The team have worked together on a number of projects such as JSEcoin which became the number one blockchain browser mining company in the world in 2019, prior to the crypto winter. At its peak the project had over 100k users and a network of 20k+ websites utilising the suite of mining, advertising and e-commerce tools.

The team has experience across the full tech stack with expertise in UI, backend, smart contracts, business development, analytics, investments, customer service and success, running small enterprises and large complex teams in some of the largest organisations in the world across finance and technology sectors.

With many years experience across the blockchain sector the team have previously built partnerships with some of the most successful projects in the blockchain and FinTech world in the form of [Chainlink](#) and [Avalog](#).

Matthew Vallis

Over 10 years experience across the finance industry, including finance business partnering and within the CEO's office at a FTSE 100 bank. As a CAIA charterholder Matt is passionate investment professional specialising in alternative assets and emerging technologies.

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John Sim

Innovator and user experience guru with over 20 years of experience developing on the web. John is passionate about coffee and UX. Expert with modern front end JS Frameworks.

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James Bachini

A full stack developer with previous experience in blockchain technologies and performance marketing. Experience with Solidity and Solana smart contract development. Has previously written trading bots for centralised and decentralised exchanges.

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