# milestoneBased

Whitepaper

Abstract

The goal of this whitepaper is to provide an understanding of the milestoneBased (mB) platform and our vision to address long-standing issues faced by investors and early-stage startup companies, particularly those in the crypto space. We highlight how our platform can improve relationships and collaboration between stakeholders and provide greater process and capital efficiency for invested funds.

mB is building an innovative startup financing solution that leverages smart contracts and a Decentralized Autonomous Organization (DAO) to make funds management more efficient, flexible, standardized and secure for both investors and startup teams. The protocol's basic functions are simple:

1. Startups divide their roadmaps into milestones to be reviewed and approved by investors;
2. Investors choose a startup to allocate funds to which are then released either at the start of the milestone or as milestones are completed;
3. Stakeholders submit proposals relating to development via the milestoneBased DAO;
4. Stakeholders vote on proposals, including on whether a milestone has finished or needs to begin, and whether allocated funds should be unlocked;
5. If a milestone vote passes, the startup receives access to the funding allocated to it as per its withdrawal strategy.

The mB platform has other built-in functions to help investors and startups manage their portfolios as well as agreements designed to ensure best practices in communication and data-driven decision making.

For investors, risk is reduced by dividing invested capital into different stages. If a startup fails at an early stage, the capital assigned to later-stage milestones can be withdrawn safely, reducing potential losses. The milestone requirements themselves make it impossible for bad-natured founders to steal funds and waste investors' time.
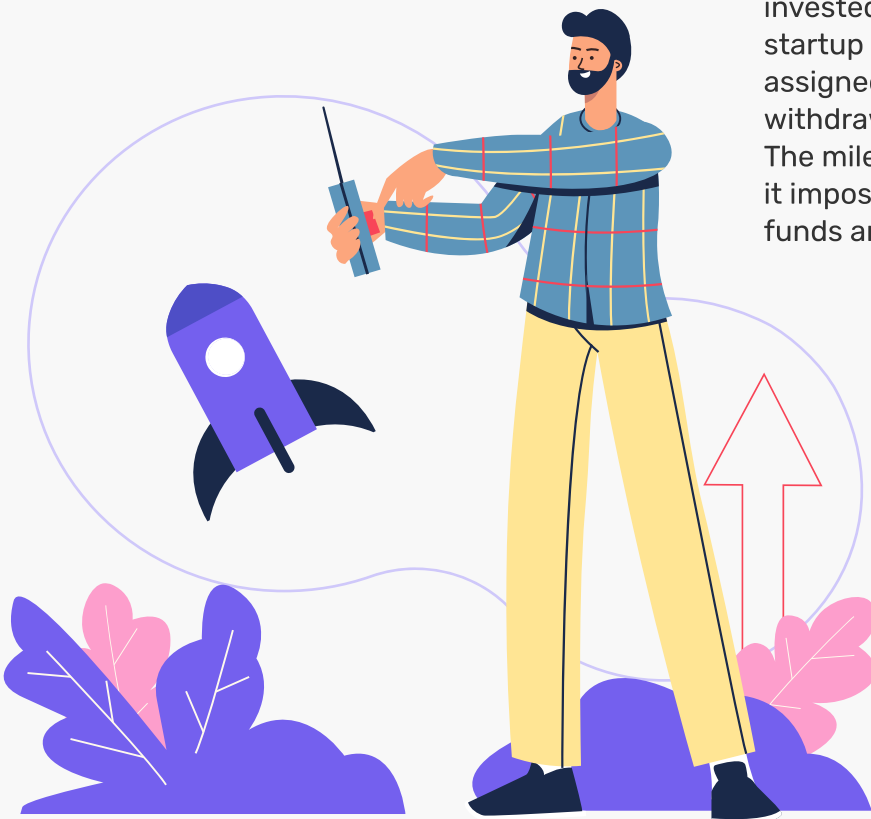
Investor portfolio management is also streamlined through mB. Instead of having disconnected databases managing different projects, investors can now find their entire portfolio in one single location. The ability to display your portfolio publicly also helps investors build their public image as value-add contributors.

For founders, investors can be given increased confidence in your idea thanks to smart contract escrow. This makes fundraising easier and ensures that your project is sustainably funded throughout its development while simultaneously limiting cash flow risks.

milestoneBased's native crypto token, MILE, increases the utility of the protocol by rewarding participants and opening up new funding pathways for startups through Decentralized Finance (DeFi) models such as staking rewards and yield farming. The token also unlocks premium services and facilitates buybacks, which benefits holders as well as the broader mB ecosystem.

In this whitepaper we describe

Existing market size and trends

The current issues faced by startups and investors

Our solution

The technologies we use

The milestoneBased platform interface

The use and benefits of the MILE token

Our development plan

Our team, advisors and partners

Introduction

VC funding is growing at an incredible rate: in Q1 2021 alone a record $127 billion was invested by VCs, an incredible 94% increase year over year[1]. The number of deals has also been on the rise, increasing by nearly 71% between 2013 and 2019 before contracting slightly in 2020 due to macroeconomic challenges brought about by the global pandemic[2]. Data on global VC funding paints a similar picture: funding increased five times over a seven-year period to peak at $228 billion in 2020[3], with 2021's close eclipsing this already astounding leap.

The industries targeted by VCs also appear to be changing, with crypto and blockchain markets of particular interest. A huge uptick in funding in the first half of 2021 indicates the broadening of the investor base: the first half of 2021 saw blockchain and crypto investments grow by more than 200% compared to the previous year[4]. A decrease in the number of deals while deal investment value doubled[5] also suggests the market is maturing.

Both traditional and crypto VCs alike are performing exceptionally well. According to PitchBook, VC has outperformed every asset class over the last few years6. As opportunities become more accessible to solo VCs, and as new financial paradigms begin to erase the geographical barriers that had previously restricted investment opportunities, VC investing appears to be benefiting the most.

But this growth is also tied to a fundamental change in the nature of VC funding. Breaking down the stages where deals occur reveals a doubling of late-stage deals, a 50% increase in early-stage investments and almost no increase in seed investments between 2013 and 2020[7]. Even though the amount of money entering each stage has also increased over this period[8], VC investors appear to be getting involved at later stages.

(1) Crunchbase News, 'Global Venture Funding Hits All-Time Record High $125B In Q1 2021', April 7, 2021

(2) KMPG, 'Venture Pulse Q4 2020', January 20, 2021

(3) Ibid

(4) KPMG, 'Pulse of Fintech H1'21', August 2021

(5) Ibid

(6) Pitchbook, 'VC fund performance continues to stand out in early 2021 returns', October 21, 2021

(7) KMPG, 'Venture Pulse Q4 2020', January 20, 2021

(8) Ibid

While the traditional and crypto VC landscape is undergoing fundamental changes, a new type of investor class is emerging. As crypto markets are generally deregulated, small investors are now finding the opportunity to participate in early-stage investments. These individuals often don't quite fit the traditional description of a solo VC, but their financial contributions perform in much the same way.

All this growth presents new challenges, but also incredible opportunities. New technology is enabling capital flow in ways previously unimaginable, and crypto VCs and investors are poised to benefit the most from the emergence of new, exciting markets. However, for this growth to be sustainable, fundamental changes in the way we invest need to be made—current inefficiencies will ultimately stifle investment unless a new standard is found.

To improve ROI on invested assets, funds need to significantly boost their number of annual investments. VCs are also investing later, but the size of each round continues to grow. Although early-stage deals haven't increased in number, the amount of capital invested has more than doubled since 2013. Today the median raise for a company prior to Series A sits at an astounding $3.3 million[9], and subsequent rounds are increasing as well. But this is a double-edged sword: while increased capital provides incredible opportunity and demonstrates market confidence, such large funding rounds put extra pressure on all players in the deal. VCs demand more oversight on their investments, and founders feel pressure to move quickly and cut corners.

Problems

Capital inefficiency

- Investors are locking up more money at later stages, reducing their expected returns.
- Startups are struggling to maintain cash flow through development due to poor allocation management, causing them to stall or fail.
- Overfunded early rounds are causing startups to waste money on unnecessary extras, while large investments expose investors to increased risk if something goes wrong.

(9) The Economist, 'The bright new age of venture capital', November 27, 2021.

This funding doesn't appear overnight either—founders regularly spend between six months and a year securing funds[10]. Cash flow presents its own issues for many startups, with a reported 82% slowing down their own development due to a lack of liquid capital[11]. Yet according to a report from CBInsights, 29% of startups wouldn't be running out of cash if it were properly distributed[12]. The money is finding its way to the right places, but it's coming in at the wrong time.

Part of the cash flow issues faced by startups can be attributed to founders poorly managing their teams. High staff costs, fancy perks and even offices themselves are unnecessary overheads according to Forbes[13], yet with such large early rounds, founders are often tempted into frivolous spending. If funding were more widely distributed, founders would likely feel pressured into considering more sustainable expenditure.

The increase in the number of late-stage deals is likely attributable to optimized risk management on the behalf of investors. 21.9% of startups fail in their first year, and 90% of startups fail at some stage[14] — coming in later might give some investors the peace of mind that others had hopped on the boat before them. But this brings its own challenges. For starters, coming in at a later stage is less profitable than entering earlier. For the startups themselves, cash flow problems often appear early. So when investors eventually provide more capital in the final rounds, it can prove too little too late even for the most promising ideas.

Process inefficiency

- Investors are currently spending significant time and effort supervising their portfolios that could otherwise be used to hunt for new opportunities.
- A lack of data makes controlling KPIs difficult.
- In globally distributed markets, startups struggle to find the right investors for their projects and closing deals can take months.

(10)   Forbes, 'How Long It Takes To Raise Capital For A Startup', January 3, 2019

(11)   Preferred CFO, 'Cash Flow: The Reason 82% of Small Businesses Fail', June 8, 2020

(12)   CoxToday, 'How Struggling Businesses Can Rebound After Running Out of Money', June 4, 2020

(13)   Forbes, '14 Unnecessary Startup Expenses Wasting Hard-Earned Money', December 16, 2019

(14)   Investopedia, 'How Many Startups Fail and Why?', November 9, 2020

Today's investors range from individuals to large VCs and banks. Time spent finding new deals, vetting founders, performing due diligence, attending to board work, and undertaking other 'maintenance' tasks steals time away from collaborative efforts with projects already under management. Startups need guidance just as much as capital, and as it stands less profitable tasks are taking the focus away from more profitable duties such as guidance and deal hunting.

Part of this inefficiency is consequential to an insufficient amount of the data required to effectively manage KPI performance and check founder accountability. Investors of all types need to be able to quickly make decisions and drop underperforming startups from their portfolios while still ensuring that their investments are secure and their risks are minimized.

These inefficiencies also impact startups. Due to process inefficiencies in the global market, finding the right investors can take months, and closing deals months more. Time wasted finding investors inhibits growth and can diminish a startup's chances at success.

Startup founders have ideas that investors believe in, but often lack the business experience to start and grow a project. Runaway costs and missed milestones due to mismanagement stifle the process of turning these great ideas into profitable businesses. VCs and advisors are currently ill-equipped to collaborate on these fronts and much-needed advice often arrives too late. The problem of inefficient collaboration also extends into scaling; key advice on when and how to scale is often absent to founders when they need it most.

Part of this collaboration problem stems from a startup's need to manage the varying expectations of multiple investors. Settling on a direction or making changes to an idea or strategy can prove arduous simply because collaboration and agreement are required between investors. Ensuring that all stakeholders are happy and assuring them that decisions are made fairly is currently a tedious procedure.

Ineffective collaboration

- Many startups fail to follow best practices in business and investor management, often leading to missed milestones and runaway costs.
- Founders are often inexperienced with scaling and require more support than they currently receive.
- Managing and collaborating between multiple startups and investors is a fine art, and currently requires skills many startups lack.

Why these problems matter

The challenges faced by developing projects and their backers are all too real for those who experience them every single day: founders, their teams, VCs, and solo investors alike. These problems lead to decreased productivity, stalls in development and, ultimately, time and money lost. But even if a project makes it through its development and launches to the public, the problems that emerged during these early rounds can haunt them long into the future.

For most retail investors, seed and private rounds seem distant and almost irrelevant. The challenges faced by projects and their backers during development become an afterthought as soon as a project launches. There is a tendency to believe that a public sale creates a clean slate from which a token can climb or fall at the will of the market at the time, disconnected from its past. This belief is false.

In many cases, the only thing stopping early investors from closing their positions as soon as a token is launched is the vesting that is routinely attached to their allocations. When the time for unlocking comes around, these investors sell heavily into the market, creating downwards pressure on tokens. And this is largely to be expected – with so much uncertainty, and with such large amounts of capital locked up in projects, it's natural for a cautious investor to try and lock in profits as soon as they can.

This problem related to sell pressure impacts all market participants, as it stays with a project long after their public listing. Early investors need to have confidence in the long-term viability of their investments to prevent them from exiting their positions. If not, other investors and ultimately the project itself will continue to suffer from these legacy challenges faced during development and the presale stages.

milestoneBased

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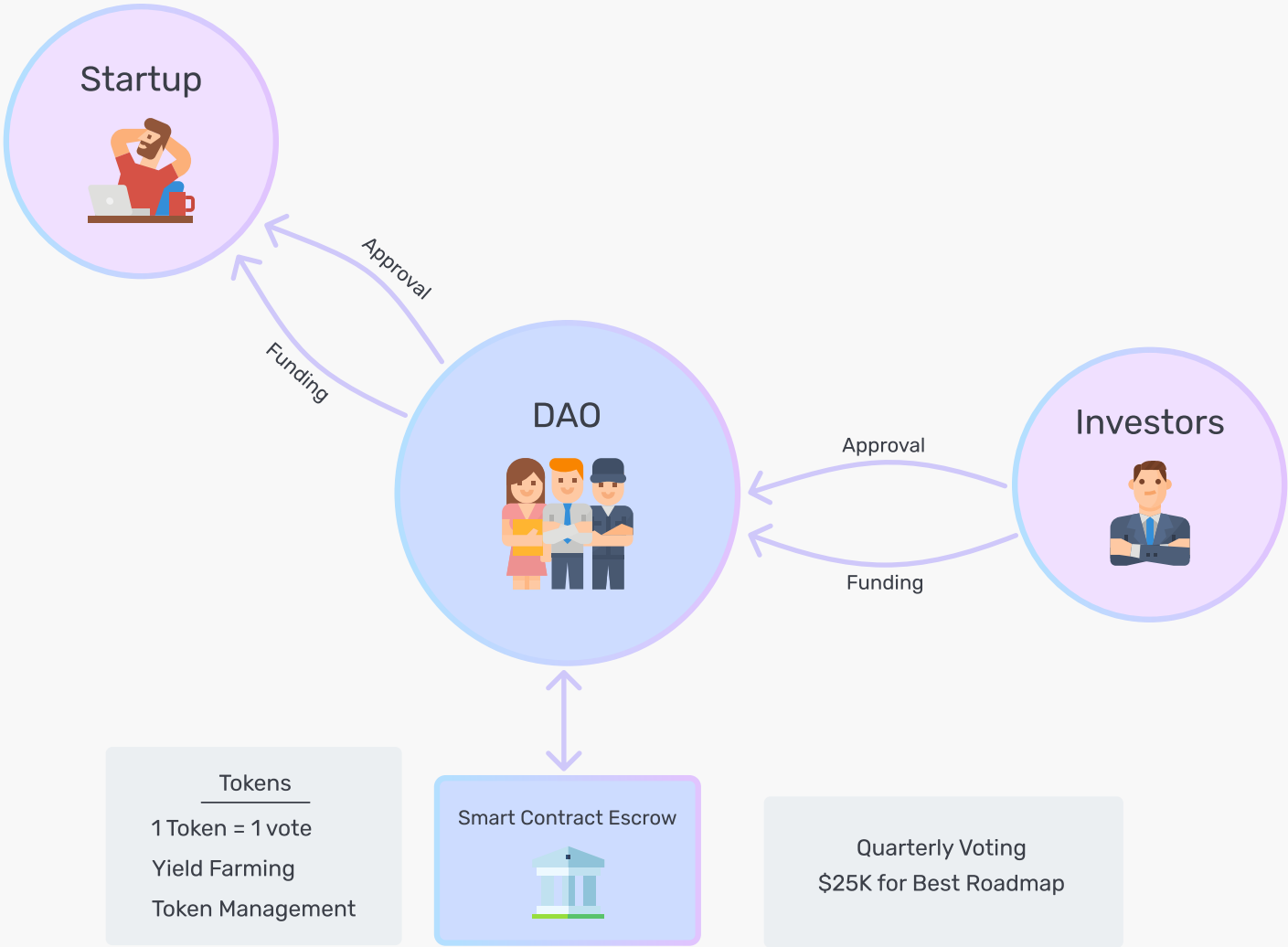
The mB platform has other built-in functions to help investors and startups manage their portfolios as well as agreements designed to ensure best practices in communication and data-driven decision making.

For investors, risk is reduced by dividing invested capital into different stages. If a startup fails at an early stage, the capital assigned to later-stage milestones can be returned safely, reducing potential losses. Startups wanting to deviate from their roadmap must also submit changes to investors for voting, increasing startup accountability and streamlining investor portfolio management. As investors can also propose changes to a roadmap, it's possible to redirect projects that are heading in the wrong direction.

For founders, funding pitches are strengthened by the security given by trustless smart contract escrow. This makes fundraising easier and ensures that your project is sustainably funded throughout its development while simultaneously limiting cash flow risks.

For all market participants, ongoing sell pressure is reduced. As early investors have confidence in a project's roadmap, can influence decisions and can see where they can add value and offer advice, they're more likely to grow closer to a project and remain involved in the long term.

Startup

Approval

Funding

DAO

Approval

Funding

Investors

Tokens

1 Token = 1 vote

Yield Farming

Token Management

Smart Contract Escrow

Quarterly Voting
$25K for Best Roadmap

Protocol overview graphic

Funding model

Traditionally, after an investor enters a deal and invests capital in a startup at an early stage, the only thing they can do is wait. Oversight is difficult, and review processes on an early-stage investment aren't practical as the amount of time needed to conduct them makes them redundant. As it stands, critical problems with startups are usually detected too late for an effective solution to be found.

$2.2M
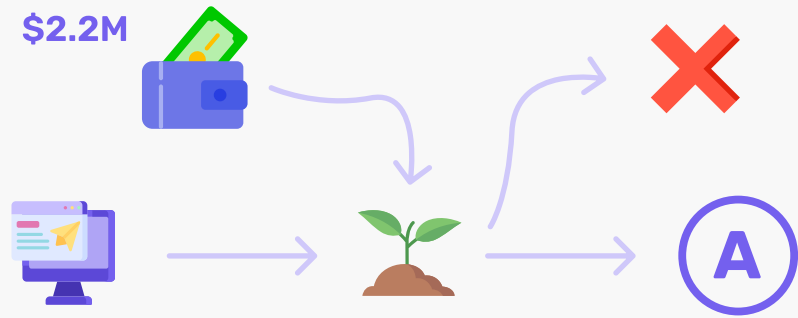
The traditional funding model: capital is invested all at once and usually lost if the startup fails.

The mB funding model instead streamlines early-stage funding capital in a secure and reliable way. Our protocol breaks a whole Seed stage tranche into milestones, delivering superior capital efficiency for investors: rather than giving away all your capital at once, startups are instead paid for their incremental progress.

This funding model keeps founders committed to their milestones and KPIs, without which funds can't be released. And if a startup does fail during its development, the funds associated with later milestones are released back to investors. Combined, this encourages greater development efficiency while protecting investors from potential losses.

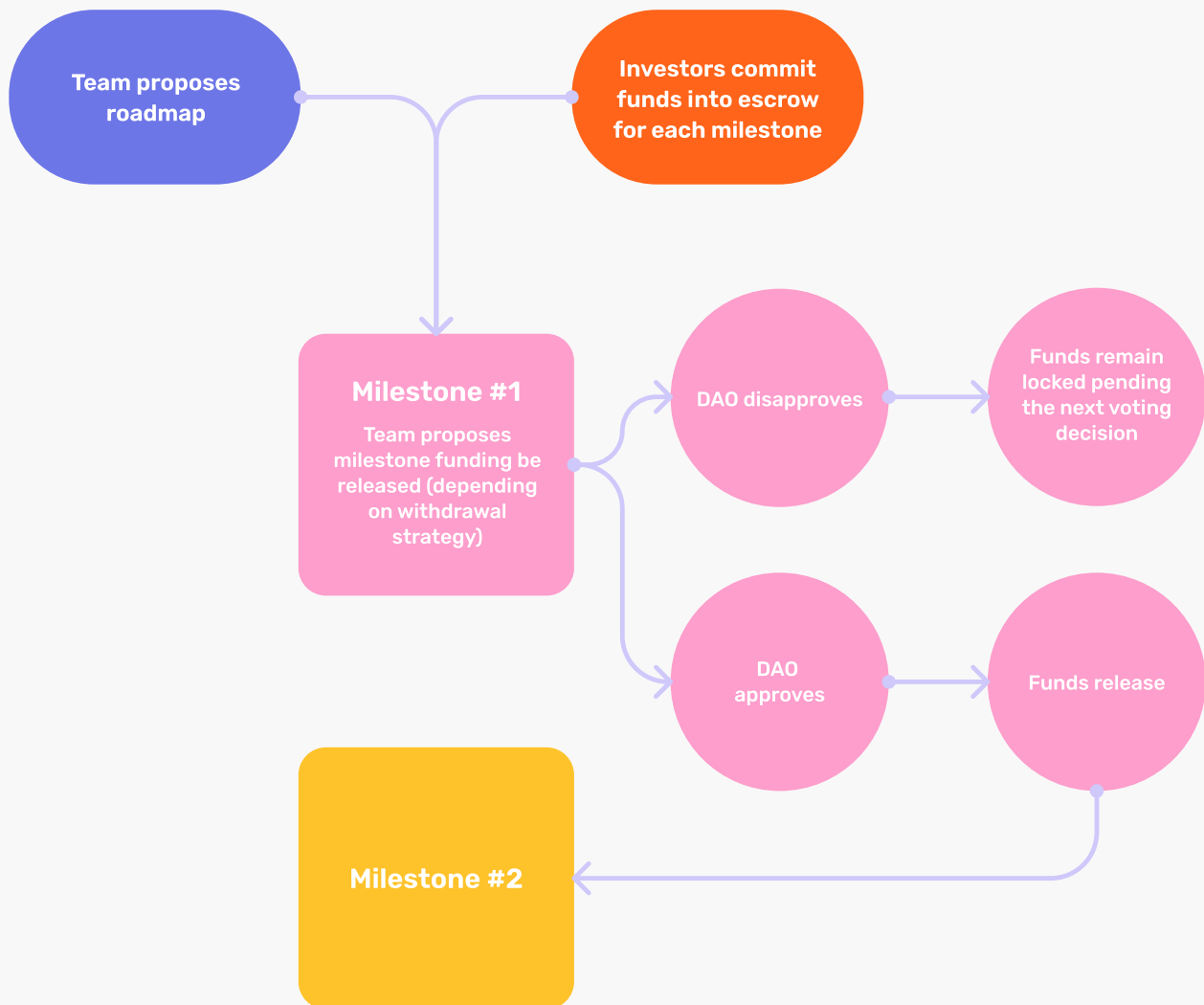$400K $900K $900K   Potential savings

#1   #2   #3
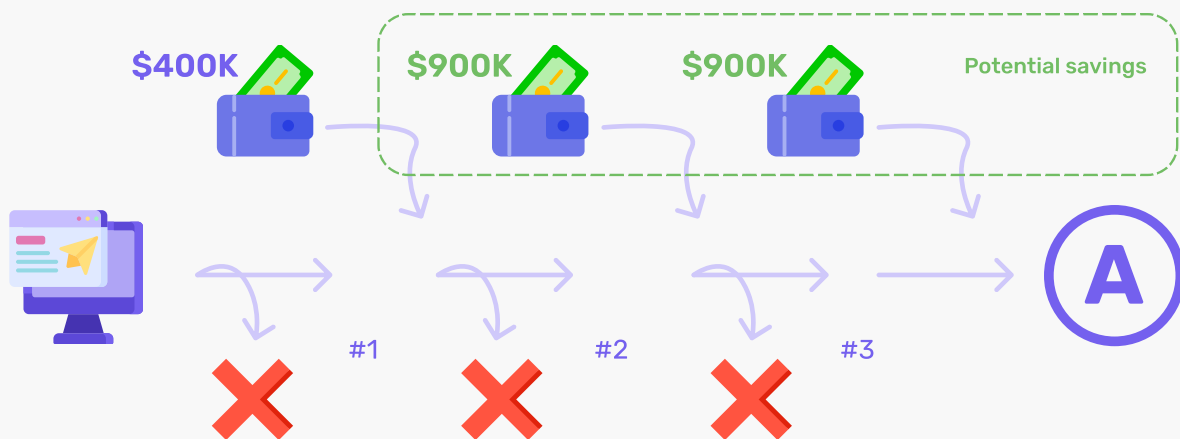
The milestoneBased funding model: capital is split up and tied to the delivery of key milestones, so if the startup fails or the milestones aren't met the remaining capital is returned to investors.

Smart contract escrow

As milestoneBased is built on the blockchain, all agreements are written into smart contracts which execute trustlessly. Changes to these agreements, including proposals on the completion of milestones, are handled by the mB DAO. This process guarantees transparency and ensures fair outcomes for all parties.

These smart contracts act as escrow accounts for all funds. In this way, the startup team is assured that the entire financing round is distributed upon completion of key milestones, while investors are guaranteed that the work will be done lest their funding is returned. The nature of blockchain technology means that these contracts can't be tampered with, nor can they include backdoors hidden from either party. They are transparent, secure and provide the most efficient way of managing capital trustlessly.

Team proposes roadmap

Investors commit funds into escrow for each milestone

Milestone #1

Team proposes milestone funding be released (depending on withdrawal strategy)

DAO disapproves

Funds remain locked pending the next voting decision

DAO approves

Funds release

Milestone #2

Investors and founders agree on the roadmap, and investor funds are committed to escrow in a smart contract. Funds are released once milestones are completed and both founders and investors agree through the DAO.

Application description

milestoneBased is built from the ground up to be efficient, user-friendly and secure. Best-in-class technologies and a growing development team mean that the mB protocol can deploy with a full suite of features and that teams and founders alike can be confident in the protocol's security.

Among its many features, milestoneBased includes:
- Intuitive user interfaces
- Multi-asset crypto support
- Roadmap templates for faster project deployment
- Pipeline management
- Memos for more efficient communication
- Multi-chain support
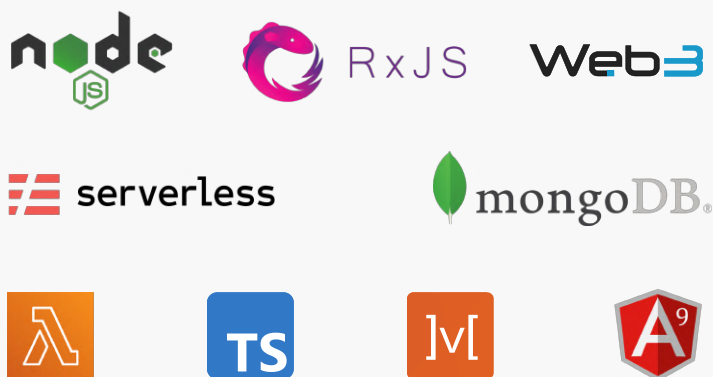
Protocol overview

milestoneBased is designed with two types of users in mind: **Startups** and **Investors**. Each has a different journey through the protocol, but both start at the same place — creating an account.

Investors

If a Firm is either fundraising or planning, users have the option to contact them to negotiate participation. Alternatively, they can create a new Firm themselves.

Setting up a Firm is as simple as confirming an email and filling in the required details. Once a Firm is created, users are granted powerful tools they can use to manage their portfolios. For example, the Pipeline interface allows users to quickly view which stage their deals are at, ensuring that they never fall behind on a follow-up or miss an investment opportunity. Our Memos feature lets users create public notes which can be assigned to other users or projects, allowing them to effectively share and communicate their thoughts.
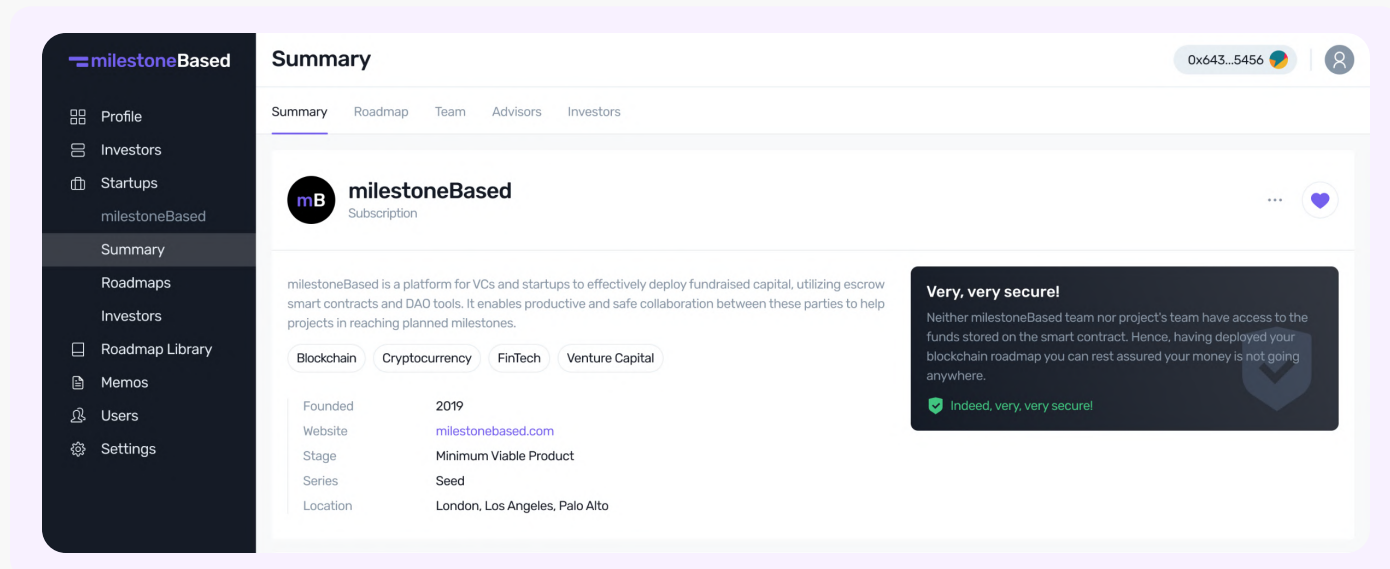
Startups

Startups begin by creating a Project. This action will open an interface where founders can fill in important details about their project, including the Stage, Series and any documentation important to investors. Tags, teams and advisors can also be added alongside the all-important roadmap.

There are two types of roadmaps available to startups: Regular Roadmaps and Blockchain Roadmaps. Selecting a regular roadmap allows you to add your roadmap to your project without any of the additional milestone funding goals available on mB. This is perfect for startups that aren't interested in blockchain solutions for their funding, but still want to attract the attention of mB's investors. Once this option is selected, simply create your roadmap using the mB interface and save it to your profile for investors to inspect.

Selecting a Blockchain Roadmap unlocks the features that set mB apart. This roadmap is saved on the blockchain and is only editable via the mB DAO voting mechanism. Creating a blockchain roadmap also means launching the smart contracts which support mB's escrow system, as well as the milestone-based capital release. After opting to launch a Blockchain Roadmap, users can then select their desired funding currency and begin roadmapping.

Creating a roadmap in milestoneBased is simple: add a name, choose a type and assign a budget. The interface allows you to connect milestones in various ways to indicate their sequencing visually, making it easy to describe which processes follow which, and which milestones should be completed first. This draft roadmap can be shared with teams and advisors, allowing it to be perfected before committing it to the blockchain.

Founders can also choose roadmap templates from the Roadmap Library. These are customizable roadmaps taken from successful startups and businesses which suggest certain steps on the road to project deployment. These are particularly useful for fresh startups looking for some guidance on the best pathway to follow.

Once founders are happy with their roadmap they can then deploy it to the blockchain. Founders should be certain with this decision as changes henceforth can only be implemented via governance procedures. Before deploying, founders must also specify the voting strategy which will be used for approving milestones or changing the roadmap.

Once this step is completed, the roadmap can be shared with potential investors meaning all that's left for founders to do is focus on what they do best—building their ideas.
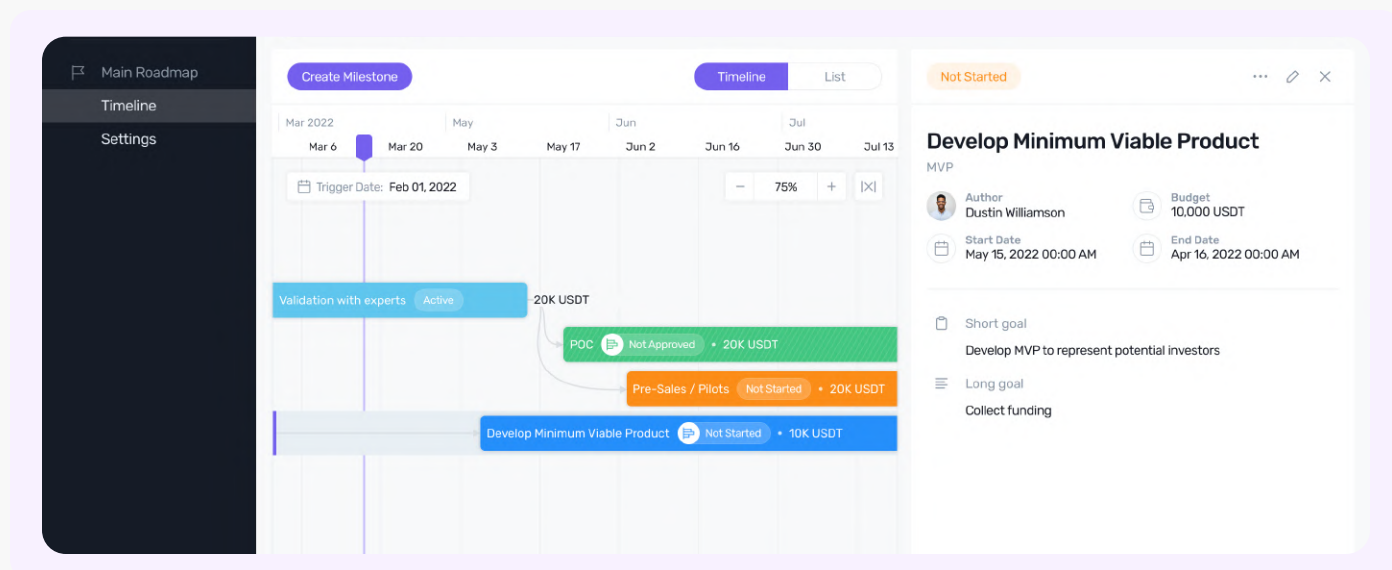
Proposals

Proposals allow changes to roadmaps—they're the key function of the DAO, and the only way to get milestones altered or approved once a roadmap is deployed. They can be initiated by both founders and investors, but participation requires voting rights represented in tokens.

Active   2d : 16h : 24m   ✕

TOP Priority for approving
Approve Milestone • 12,554,602

Develop Minimum Viable Product
MVP

Author
Dustin Williamson

Budget
10,000 USDT

Start Date
May 15, 2022 00:00 AM

End Date
Apr 16, 2022 00:00 AM

Go to the milestone ›

Short goal

Develop MVP to represent potential investors

Long goal

Collect funding

Approve this Milestone? ⓘ

✓ Yes, create and approve — 78%

◯ No, do not create — 22%

Submit Vote

Milestone status	Description
not approved	Proposals allow changes to roadmaps—they're the key function of the DAO, and the only way to get milestones altered or approved once a roadmap is deployed. They can be initiated by both founders and investors, but participation requires voting rights represented in tokens.
not started	approved, start date is in the future
active	approved, the milestone has been started, end date is in the future
finished	approved, the milestone has ended
suspended	approved, has been started and stopped by "Stop Milestone" proposal voted successfully

Milestone and Proposal Statuses

Proposal status	Description
creating	the proposal is created and pending the confirmation of creation transaction on the blockchain
pending	will be used later when timelockBeforeVoting – delay applied for discussions/decision making/other required actions – is enabled
failed	will be added later when we apply the flow of showing the process of proposal creation (for the case of failed proposal creation transaction)
active	proposal voting is active, community is able to vote
passed	proposal voting has reached quorum and the majority voted for "yes" option

Proposal status	Description
rejected	proposal voting has reached quorum and the majority voted for "no" option an equal number of votes for all options (maxVotingPowerOption method returns 'false') consensus power (quorum) or consensus voters (the minimum number of voters - to be added later) are not enough
executed	"Passed" proposal has been executed and changes proposed were applied
expired	time allocated for execution of "Passed" proposal is over (execution is allowed for 7 days since the moment voting ends)

Funding overview

Deployed on BSC: 0xa5ee...8587 | Fund Roadmap | **3,000,000 USDT** Budget | **2,593,122 USDT** Funded | **1,507,774 USDT** Available | **242,920 USDT** Locked | **842,428 USDT** Withdrawn

Above every milestoneBased roadmap is a funding overview bar, allowing projects and investors alike to track the funding progress of any project at a glance.

Budget: The total amount the project would like to raise through the platform, calculated as the sum of all milestones. Achieving funding to this point is the goal of any project, as it's the amount of tokens needed to execute all milestones.

Funded: The total amount of tokens sent to the roadmap contract. This is effectively the total amount raised through the mB platform.

Withdrawn: The total number of tokens withdrawn from all milestones. These are the funds the project has removed from mB to fund their activities.

Available: The amount of unlocked tokens that haven't been withdrawn. As milestones are finished, the amount available increases. Any withdrawn tokens are subtracted from this total.

Locked: The total amount of tokens that are still locked behind unfinished milestones.
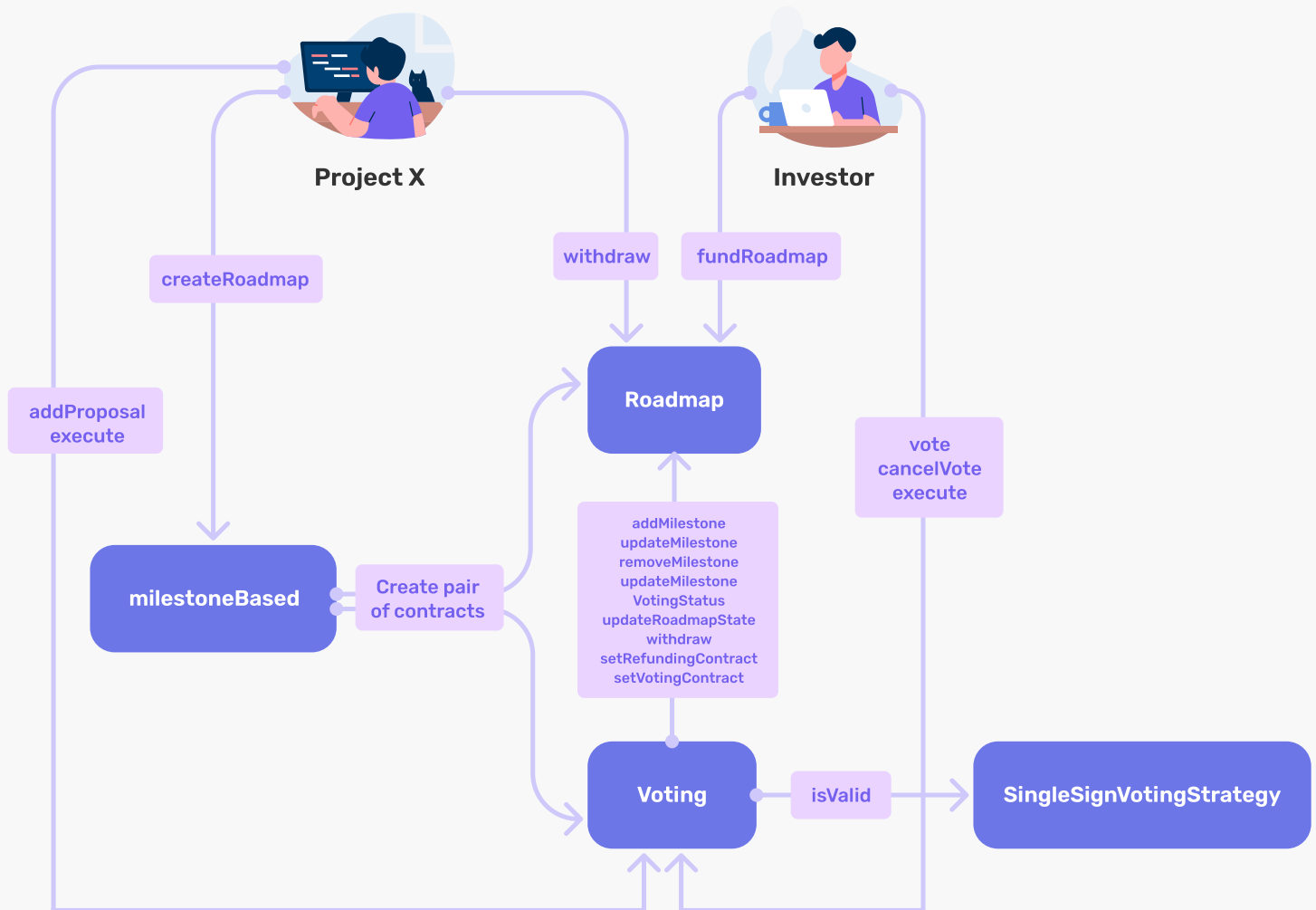
An overview of milestoneBased smart contract interactions. Startups and Investors engage with the DAO to approve or change milestones, and funds held in escrow are only released once approved.

MILE Token

milestoneBased is powered by the MILE token, our native crypto asset. Our tokenomics are designed to bring utility to the token and return value to holders, all while ensuring the fundamental transparency of the platform.

In line with core mission to increase transparency, streamline development and reduce sell pressure, we've opted to release mILE without a private or pre-sale round.

Instead, we've developed a new way to launch tokens called a **Power Launch**. The Power Launch will see tokens equally available to everyone genuinely interested in seeing the platform succeed in the long run.

What is a Power Launch?

There are no private sales, no pre-sales and no artificial split of pricing in our Power Launch. All token holders are equal and treated fairly in the spirit of a DAO. We give power to the community on an equal basis starting from the very beginning: the only thing we ask is for you to add some value to our mission.

This value could be anything, from a valuable partnership that can extend our platform utility or a connection to a like-minded influencer willing to communicate our opportunity and strategy for better milestone management to the world. Anything that makes the project intentions and vision even stronger counts.

How does aligning interests solve post-IDO sell pressure?

As milestoneBased is a roadmap management platform, DAO participants are able to see and understand execution progress on a startup's milestones, hence are more likely to hold than sell. Token holders have an opportunity to add value through voting, and also get a sense of clarity and shared vision with the startup's goals.

Investor funds allocated to a startup's milestones are stored securely via an escrow smart contract without anyone having direct fund access. Token holders can be assured startup teams will not run off with the funds, while being more likely to support the startup's progress rather than sell at the first opportunity.

This principle is one of the main ways milestoneBased adds value to startups launching on our platform, and it's the same principle which underpins the Power Launch vision. By ensuring that our holders have a strong connection to the project, rather than just the profits they could realize, they're more likely to stay and contribute in the long term. Strong holders mean less sell pressure, which is what we want to achieve with our Power Launch.

Our goal is to collect interested people and wallet addresses (securely held) as a proof of intention during our pre-IDO.
Sign up now at www.milestoneBased.com.
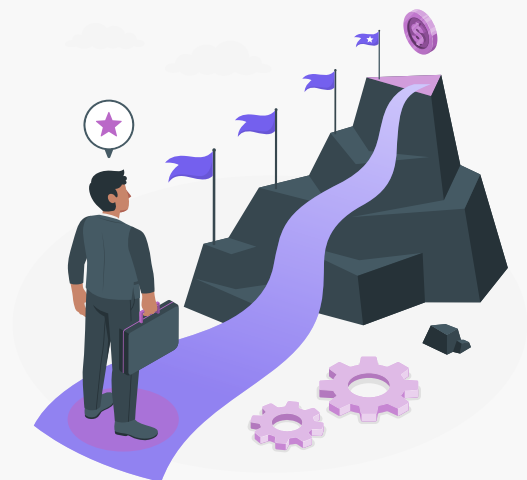
Token utility

Governance

MILE holders participate in platform governance. This is separate from the voting procedures on individual projects: MILE instead gives its holder the right to have say in the direction of the mB platform as a whole, including votes on development features, changes to fee structures and any other relevant proposals.

Fees

milestoneBased charges a commission for project deployment and funds withdrawal on each startup. These fees are payable in MILE or other tokens and are primarily reinvested in the ecosystem.

The fee amount depends on how projects decide to pay:

1. Fee if paid in MILE, 100% upfront: 0.6%
2. Fee if paid in MILE, half up front and the remainder on milestone withdrawals: 0.4%
3. Fee if paid in other tokens: 0.5% upfront, 0.5% on each withdrawal.

Project funding

A percentage of every startup should be funded using MILE. For example, a project looking to raise $1 million might need to have at least 10%, or $100,000, committed in equivalent MILE tokens. This creates organic demand and ensures a healthy token economy.

Yield farming and rewards

With DeFi, capital never has to be stagnant. Startups and investors alike are encouraged to keep their capital on mB until they need to withdraw it thanks to staking and yield farming rewards. These rewards are paid in MILE, allowing startups to even boost the size of their raise without additional fundraising.

Users also earn rewards for contributions to the mB ecosystem. These rewards could be for publishing useful memos, creating roadmap templates or supporting the milestoneBased community in other ways.

Membership tiers

Holding MILE unlocks additional benefits within the platform such as advanced features. These benefits also extend to early investors who hold their tokens—for example, early backers receive access to an AI-driven investment screening feature.

Buybacks

Up to 50% of ecosystem revenue will be used for regular token buybacks, creating positive price action and returning benefits to MILE holders.
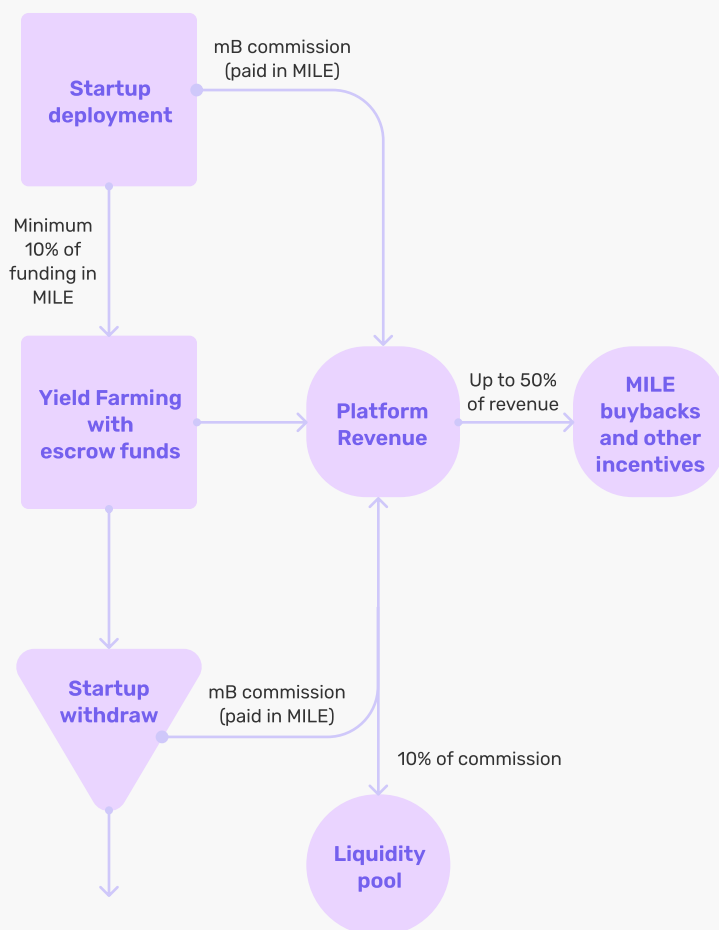
Tokenomics

The MILE tokenomics is designed to benefit holders while also promoting the long-term stability of the token.

Total Token Supply	Initial Liquidity
100,000,000 MILE	75,000 USD

Market Cap @ TGE	Initial Token Price
75,000 USD	0.10 USD

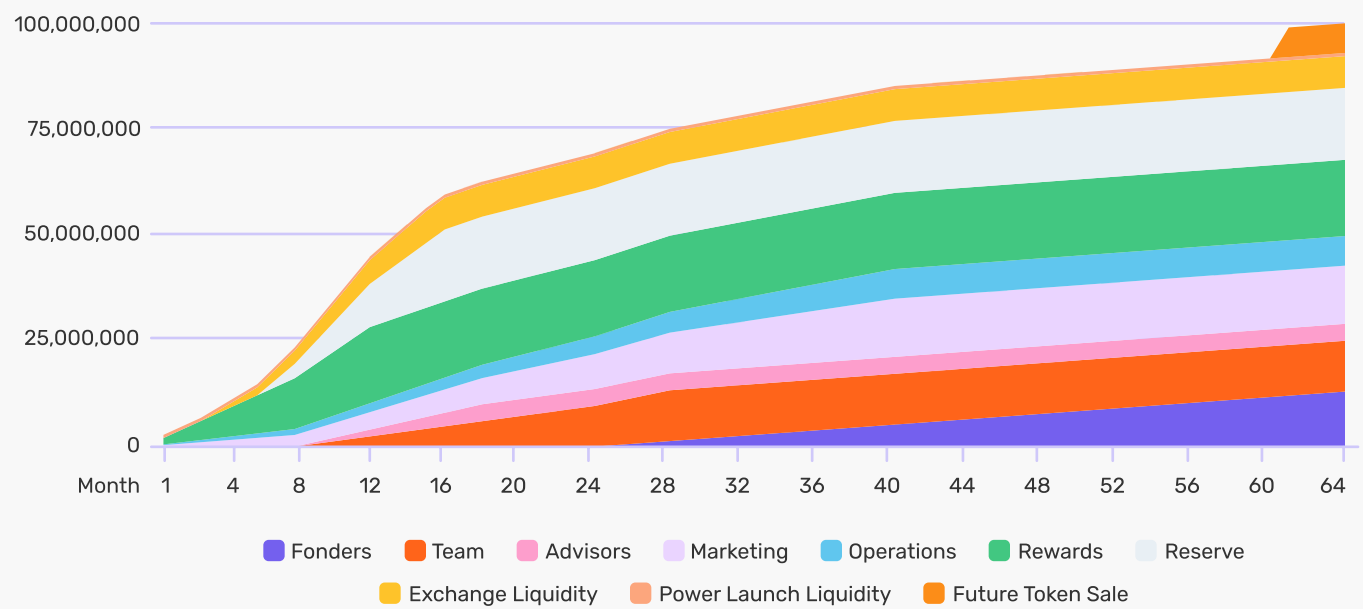| Category	Allocation	MILE Tokens	Lock Period	Vesting	Notes
Founders	13.00%	13,000,000	24 Months	40 Months	2.5% per Month starting Month 25
Team	12.00%	12,000,000	8 Months	20 Months	5% per Month starting Month 9
Advisors	4.00%	4,000,000	8 Months	10 Months	10% per Month starting Month 9
Marketing	13.75%	13,750,000		40 Months	2.5% per Month
Operations	7.00%	7,000,000		40 Months	2.5% per Month
Rewards	18.00%	18,000,000	7 Days	12 Months	8.33% per Month
Reserve	17.00%	17,000,000	6 Months	10 Months	10% per Month starting Month 7
Exchange Liquidity	7.50%	7,500,000	3 Months	12 Months	Future use for Exchange Listing, 8.33% per Month starting Month 4
Power Launch Liquidity	0.75%	750,000			Initial Liquidity added through Power Launch Process
Future Token Sale	7.00%	7,000,000	60 Months		This is reserved for future tokensale – 4 chunks
Total	**100.0%**	**100,000,000**			

Total Circulating Over Time – 64 months

Legend: Fonders, Team, Advisors, Marketing, Operations, Rewards, Reserve, Exchange Liquidity, Power Launch Liquidity, Future Token Sale

Roadmap

2018-2020
- Product design
- Development

Q2 2021
- Team formation
- Roadmap creation
- Marketing strategy development

Q3 2021
- Legal incorporation
- Demo Product v.1 polishing
- Documentation development
- Content Marketing

Q4 2021
- Security audit by Zokyo
- Voting and Withdrawal testing
- White paper development
- Roadmap deployed on BSC
- mb roadmap deployment on blockchain
- Beta Product Launch
- ~~First paying customer~~
- ~~Integrated marketing campaign~~

Q1 2022
- White paper publication
- Business development and VC relations
- IDO Launch/DEX listing
- Coingecko Listing
- CoinMarketCap listing
- ~~30 new customers~~
- ~~Token integration within the platform~~
- ~~First launchpad integration~~

Q2 2022
- Voting strategies update
- Introduction of the next blockchain
- Portfolio invitations on platform
- Grants for roadmaps campaign
- 30 new customers
- ~~CEX listing~~

Q3 2022
- Token utility integration design
- Business model set-up
- Grant context for roadmaps
- Security Audit by Vidma
- ~~Dedicated knowledge sharing hubs on mB~~
- ~~Streams function release~~

Q4 2022
- Community and platform marketing push
- Knowledge-sharing hubs design
- First 50 users on the platform
- Streams function release

Q1 2023
- Notifications
- Karma and tiers release
- Staking function
- Ambassadorship program

Q2 2023
- Messenger inside of the platform
- SAFT integration
- Integration with payment gateways
- Multichain

Q3 -Q4 2023
- KPI tracking beta
- 10 projects invested through milestoneBased
- Data-driven milestone releases
- VC/ Project interface improvement

2025
- AI investment vehicle
- Automatic module for companies registration

2026
- ZK proof sharing of traction data
- Capital matching of venture loans
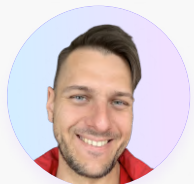
2027
- First free zone on Blockchain

Our Team and Partners

Executive Team

Our team bring their diverse expertise to milestoneBased, with specialists from technical, financial, marketing and legal backgrounds with over 45 years and more than 25 projects of cumulative experience in the sphere of DeFi and blockchain spheres.

Ian Arden
Leadership

Serial entrepreneur, CEO, Advisor, Developer. Ian has launched and built many companies including Applicature, SuperColony, and Mempool Ventures. He is advisor to multiple blockchain companies including Zokyo and heads the Arden Family Office.

Anna Boda
Executive Manager

Alumni Relations, Investor Relations. Anna is a specialist in building relationships with the investor community and has done this with multiple clients at Applicature, she has also built community relationships for an association.

Mykola Kovach
Head of Design

Lead Designer, UX/UI, Product Designer, Founder. Mykola as a background setting the bar for great design with companies like Applicature, Zokyo, Bridge Mutual and Letzgro.

Andriy Burmitskiy
Head of Technology

Software Engineer, Full-Stack Developer, Technology Lead. Andrii has extensive experience in automated services solutions and in all aspects of product development in blockchain.
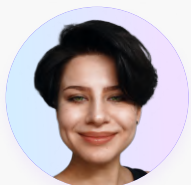
Vitalina Ostapchuk
Project Manager

Project Manager, Process Specialist. Vitalina makes sure the development team is coordinated and operations flow smoothly on the product side of getting new updates to market.

Iryna Baraban
Community Manager

Coordinator, Community & Social Media Specialist. Iryna makes sure the milestoneBased team is coordinated and our community gets the latest content.

Advisory Team
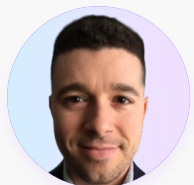
Ian Friend
Ferrum Network

Founder, Strategic Advisor, Lawyer. Ian is Founder and COO of blockchain firm Ferrum Network and is an advisor to many companies such as Revolve Games, Rocket Vault, and Poolz.

Artem Tokariev
408 Ventures

VC, Angel, Mentor, Board Member, Digital Marketing Expert. Artem is a Partner at 408 Ventures VC firm and has an extensive background in e-commerce and operations with various companies.
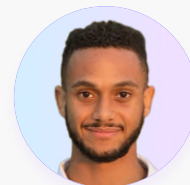
Stuart Tweedie
Silicon Valley Bank

Startup Banking, Founder, Family Office and Investment Professional. Stuart is a Senior Associate at Silicon Valley Bank with an extensive background as a consultant and advisor in digital assets.

Our Partners and Early Customers

mempool ventures

Applicature

FERRUM NETWORK

SVC SKYVISION CAPITAL

SUPER:COLONY

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