

Adel's Ecosystem

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Abstract

Adel is a technology incubator for blockchain innovation. Our community collaborates on ideas and uses the AdelWiki™ and AdelChat™ to collectively create business plans. Founders vote on projects and can become profit participants when they are launched. Expertise within the community brings mentoring, learning, and employment opportunities. Successful projects are re-invested for further growth or issued as rewards to funding participants. Adel is blockchain agnostic and harnesses the features of any open-ledger platform to showcase its potential. Our mission is to incubate projects that will positively change the world. Join today and Start Something Great.

Adel is a community where every Founder is connected through ADL coin participation and voting. We are passionate about creating a robust platform for blockchain innovation. In this paper, we outline how the community can interact with Adel as well as activities surrounding project submission, approvals and operations and fund allocations to approved projects and reward distribution to Supporters and Founders.

Architecting the Ecosystem



Creating the Foundation

Adel is a cryptocurrency system and global community that is self-sustaining and operates within its own macroeconomic ecosystem. This ecosystem will maintain its fiat independence through the use of the Adelphoi¹ cryptocurrency coin.

Our goal is to find balance between a healthy ecosystem where innovation and collaboration can flourish, while maintaining a best effort approach to legal compliance and future legislation. Adel is trail-blazing blockchain startups into mainstream economics. We seek to build a path that is safe, ethical, and principled. It is our mission to create a strong and stable incubator for blockchain innovation and build projects that will change the future.



The Adel ecosystem will consist of three phases. Phase one will build the community portion of the ecosystem by creating the community portal. Phase two will focus on the crowd-funding and the legal structure

necessary to launch projects. Phase three will focus on launching, operating and managing projects and converting them into successful enterprises that will benefit the entire community.

Phase I ▲ Community

Adel has built the foundation of the community during this phase, including the website, key marketing materials, the Adel Portal, corporate branding guidelines. These materials showcase of the unique features of the Adel ecosystem. This phase establishes the structure of the Adel Board, as well as the team who will be instrumental in building Adel's foundation. This consists of marketing specialists, blockchain developers, and cryptocurrency experts.

The following materials and applications have been released during this phase:

- ▲ The **homepage** introduced Adel to the cryptocurrency community and the world at large. It also outlines Adel's core values. This white paper has also been created to describe our unique approach to community-based projects, policies, procedures, and underlying technologies and philosophies that fuel our ecosystem.
- ▲ The **Adel Portal** is used to view all of the community's activities. It includes detailed guidelines for idea submissions, incubation (AdelWiki™) and discussion (AdelChat™).
- ▲ The status of each participant's details are displayed in their profile together with their ADL balance. Participants can also add their skills matrix to their profile to better identify their expertise to the project leadership.
- ▲ The **Incubation module** will be the social media platform using third-party services where community Founders can discuss projects and direct their questions to the admins who will evaluate ideas, and develop business plans, before they are submitted to the community incubation, as well as participate on the AdelChat™ to discuss ongoing projects with the community.

Phase II ▲ Funding & Legal Framework

The following materials and applications will be released in this Phase:

- ▲ The **Voting Module** will be created for community Founders to vote on key project decisions.

- ▲ The initial deployment of the **Funding Module** will allow community Founders to easily participate in a project's execution.
- ▲ The **Project Details** will contain detailed information on the progressive operations of each project. Postings and overall content will be owned by the project admins.
- ▲ A **Market Module** will be used to post job descriptions, and for Founders to submit their resume to any available position. This module will also list products and services that are available from any project, with favorable conditions for community Founders.

This phase will further establish the foundation for Adel project submission, approval, marketing, and ongoing operations. Projects involving technological innovation can have either a global or regional reach. This may entail Business to Business (B2B), Business to Consumer (B2C), or even Business to Government (B2G) environments. Projects will be funded with the funds raised through crowdfunding within the Portal or externally as necessary to raise the essential seed funds to successfully run an enterprise.

To facilitate funding, Adel is exploring the option to issue shares called Adelshares (ADS). If or when a new legal entity is registered, participants will be offered the opportunity to purchase a stake in a project using various methods, one of which will be the ADS token. Further details will be provided in the Adel Charter that will explain Phase II in more detail.

Phase III ▲ Projects

Adel will focus on expansion and other improvements that are in line with Adel's core values during this phase. Adel will select the most qualified representatives and management from its community to participate in the portfolio of projects that have been launched.

Maintaining Integrity

The following guidelines represent Adel's philosophy regarding the operation of its community and projects. This philosophy ensures consistency across the Adel ecosystem, as well as within blockchain's wider ideology and principles.



Decentralized

Our philosophy is global, so it applies to all levels of management and all geographic locations. We expect partners who are acting on our behalf to also adhere to equally high standards. We will continue to seek out business partners that share our beliefs. In addition, the Adel Board has a special responsibility to lead with integrity in ways that reflect positively on Adel's overall project.

- ▲ **International** ▲ Adel is a decentralized global ecosystem, proudly employing team and serving customers all over the world. Our **Community Terms & Conditions** applies to all participants of the Adel Portal. It embraces diversity and respects cultural differences.
- ▲ **Community** ▲ All community users must follow our policies and ethical principles in the acceptance of our **Community T&Cs** upon registration.

Safeguards

Adel will endeavor to programmatically minimize or otherwise remove the possibility of individuals manipulating the ecosystem to their advantage and compromising the integrity of the Adel community and its projects.

- ▲ **Trust is Not Assumed** ▲ The community will be able to audit the platform and projects, as well as create applications that can programmatically audit activities.
- ▲ **Restrictions** ▲ Once an idea has been approved by the Portal Admin, only Founders and the idea's Innovator can participate in its incubation.
- ▲ **Safeguards** ▲ To avoid voting manipulation, results will only be available after the voting deadline. In addition, voting weight will be established at the time of the voting deadline. This way, voters trading their Adelphoi during the voting window will not have any voting influence since their vote will only be weighted at the date and time of when the voting window has closed. Also, it will not limit new community Founders who have joined during the voting window and wish to vote on a specific project.
- ▲ **Blacklist** ▲ A blacklist of community users will be managed in the Portal. In cases of suspected fraud or manipulation of the voting system. Those community participants who violate the Community T&Cs will be added to the blacklist, resulting in future voting restrictions and other limitations in their community activities.

Efficient

- ▲ **Mitigating Trusted Third Parties** ▲ In environments, such as healthcare, insurance, IT security, banking, and others where user data is concerned, some data protection, and privacy compliance will be necessary. For these projects, encryption, data anonymization, and other technical solutions will be utilized to meet regulatory requirements.
- ▲ **Mitigating Intermediaries** ▲ Adel supports minimum transaction fees as part of the Ardor platform architecture. Adel will minimize the need for "middle men" in order to simplify the platform architecture where possible and minimize unnecessary transaction fees or **skimming** methods.

Open Source

Where possible, systems will be free of proprietary solutions such as patents and other forms of intellectual property protection. The overall business processes and structures will be transparent to community Founders.

Distributed

The Adel Board will act as a curator by providing leadership and filtering projects that violate Adel's Philosophy. Adel's **admins** will also provide guidance, options and suggestions. Admins will also evaluate and approve ideas and project business plans, as well as participate in forums to discuss projects with the community.

- ▲ **Mitigating Single Point of Failures** ▲ Adel supports a distributed system architecture with high availability and redundancy where a **Cost versus Risk** balance is justifiable.

Private

Adel will be designed from the ground up to prevent external parties from collusion, fraud, extortion, or the manipulation of Adel and its community. Adel will continue to protect its community from activities that violate its Community T&Cs.

- ▲ **Mitigating Violation of Privacy** ▲ The Adel community, will maintain privacy of its clients, partners and Founders, while meeting regulatory compliance to Anti-Money Laundering (AML), Counter-Terrorism Financing (CTF) and Know your Customer (KYC).

Principled

Adel will use its ethical principles as a decision filter, to guide our strategy. We will turn down any business that is illegal, unethical or otherwise violates our philosophy.

- ▲ **Partnerships** ▲ We expect all of our business partners to hold themselves to an equally high standard. We choose partnerships that share our values and high standards regarding legal and ethical business practices. We won't let anyone damage our

reputation or our brand by acting illegally or unethically in Adel's name.

Ethical & Moral

Integrity is one of Adel's most important values. At Adel, we are dedicated to delivering a secure and trustworthy platform for community Founders so they can safely participate in the ecosystem. It's important that the actions we take as leaders of the community deliver on that goal. Adel's team will contribute their time and expertise to continually manage and improve the ecosystem.

Adel is committed to helping our community succeed by operating morally and ethically in accordance with any applicable laws and regulations. Adel believes that in adhering to these principles we not only protect the Adel brand, community, and its Founders, but also serve to protect the integrity of blockchain as a brand, and the innovative projects that will be introduced to society.

Protecting the Ecosystem

Integrity is one of Adel's most important values. At Adel, we are dedicated to delivering a secure and trustworthy platform for community Founders so they can safely participate in the ecosystem. It is important that the actions we take as leaders of the community deliver on that goal. Adel's team will contribute their time and expertise to continually manage and improve the ecosystem. We are committed to helping our community succeed by operating legally and ethically in accordance to any applicable laws and regulations. Adel believes that in adhering to these principles we not only protect the Adel brand, community and its participants, but also serve to protect the integrity of "blockchain as a brand", as well as innovative projects that will be introduced to society and leverage this new technology.

Risks



- ▲ **Collusion** ▲ While it is impossible to fully remove the chance of unethical collusion, Adel will mitigate this risk. For example, any suspected collusion or other nefarious behavior will result in the community participant being blacklisted. Supporters that collude to damage Adel in any way only serve to damage themselves as they also have a vested interest in the community's success.
- ▲ **Fraud** ▲ Steps will be taken with project leaders and team to ensure that all projects are carried out efficiently, legally, and profitably. However, the risk of Founders behaving fraudulently still exists. For this reason, Community Terms & Conditions have been established. A certain level of trust is necessary within the community in order to approve, launch, and operate projects. This is especially true since every action is not on the blockchain.
- ▲ **Manipulation** ▲ Voting fraud and manipulation will be mitigated by only revealing voting results after the voting window has closed. In addition, only Founders (with a minimum amount of 32000 ADL) will be invited to incubate and discuss ideas, as well as vote on projects,

based on the proportional weight of Adelphoi they hold. This will prevent circumvention from parties creating multiple accounts in order to sway the community vote.

- ▲ **Abuse** ▲ Administrators will maintain order to prevent spammers from taking over a discussion for specific projects or in the Adel community's general discussion area. These admins will be selected in terms of their incentive to keep their respective forum discussions free from spammers, as well as their ability to do so. If an abuse of power has been demonstrated by the admin, then the issue will be reviewed in order to determine an appropriate course of action.
- ▲ **Money Laundering** ▲ This refers to money is accumulated through illegal means and flows into socio-economically productive industries. Adel's philosophy follows regulatory compliance of **Anti-Money Laundering (AML)**, and ensures that community participants adhere to these procedures. It is of the utmost importance that the team, the community, and the Adel brand are protected.
- ▲ **Market Making** ▲ Adel will not be involved in market making or pump and dump schemes.
- ▲ **Terrorism Financing** ▲ Adel's compliance to AML will mitigate risk to **Counter-Terrorism Financing (CTF)** by requiring all Founders of the community to be identified through AML guidelines. The exchange of financial information under CTF rules ensures the protection of the Adel ecosystem and assists law enforcement in their fight against terrorism.

Security

- ▲ **Code of Conduct** ▲ The **Project Review Committee** will ensure that projects comply with Adel's Philosophy, which includes its ethical and integrity framework, together with the Adel Board. Where people are involved, some trust will always be necessary. Trust is inherent in the operational oversight of each idea and project. A level of trust is established with leaders, experts, and operational team, in order to successfully deliver on the project's goals. Community Founders will not be anonymous in an effort to mitigate risk. They will be required to reveal their identity when reaching Founder status in the community.
- ▲ **Leadership** ▲ Any breach of the Community T&Cs will be dealt with a review procedure conducted by an impartial team. The results of the procedure will determine the proper course of action. All reviews will be handled on a case-by-case basis while taking into consideration previous decisions made. In more serious cases, the board can decide

to suspend or remove a participant from the Adel Portal. All participants of the Adel Portal are required to adhere to the Community T&Cs.

- ▲ **Technology** ▲ The blockchain currently used by the Adel ecosystem is the Ethereum platform. Because of this, the security of projects and the ecosystem itself will be dependent on the security of various external blockchains that are utilized by the ecosystem. Adel will contribute resources to protect the integrity of the platform. Adel is also blockchain agnostic, meaning that any project developed in its ecosystem can reside on any blockchain platform.
- ▲ **Fiduciary** ▲ While Adel is working to eliminate the need for trusted third-party authorities, there are some cases where trust is necessary - especially with actions external to the ecosystem. This may include participants who have expert oversight in venture capital, as well as legal, operational, and technical expertise.
- ▲ **Know Your Customer, KYC** ▲ Project managers, the board, and team will demonstrate due diligence to the best of their abilities to ensure projects comply with legal and regulatory requirements. If further legal advice is required, the community will be solicited for their expertise and will have their credentials assessed. If none are available, then assistance outside of the community will be sought and brought in. Projects that do not satisfy legal and regulatory requirements will either be rejected or modified during the assessment process.
- ▲ **Legal & Regulatory** ▲ Adel will comply with legal requirements relating to cryptocurrency exchange, governance, trading and taxes. We will ensure regulatory compliance and the satisfaction of legal requirements in all markets where we operate. Therefore, any projects that do not meet these requirements will not be approved by the **Project Review Committee**. This ensures the integrity of the Adel ecosystem while also protecting the integrity of each Founder in the community.

Building an Incubator



Adel's leaders have a special mandate to lead with integrity and will take all steps necessary to ensure the entire team does the same. This requires a visible commitment to promoting conduct that is positive towards the development of the ecosystem and compliant with all legal requirements. Our actions will demonstrate our belief that profits never overshadow our principles.

- ▲ **Adel Services** ▲ This team will act in the best interest of Adel and its participants. We will work towards an ecosystem that will incubate the best ideas into successful projects.
- ▲ **Adel Community** ▲ A The community consists of Adel Services, Supporters, Founders and Innovators as described below.

Supporters

A Supporter is anyone who has a registered account in the Adel Portal and is holding any amount of Adelphoi (ADL).

Founders

A Supporter who holds a minimum of 32000 ADL will be invited to become an Adel community Founder. This ecosystem is fueled by the voting results of community Founders whose vote is weighted against the number of Adelphoi they hold. All participants in the community will have to identify themselves to meet minimum Anti-Money Laundering (AML), Counter-Terrorism Financing (CTF) and Know your Customer (KYC) requirements.

Every Adel community Founder is able to:

- ▲ Share their expertise and opinions in community projects.

- ▲ Participate in the Voting and Incubation.
- ▲ Participate in project funding.
- ▲ Follow the progress of projects and help improve on ideas.
- ▲ Receive rewards from project success.

Innovators

Supporters or Founders may submit an idea in the ecosystem. In this case, they become an Innovator and will receive a larger portion of the project's rewards.

Leadership

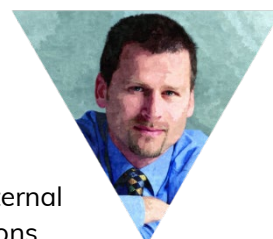
The board consists of top professionals, entrepreneurs, strategists and out-of-the-box thinkers. The board serves as the supervisory body for the protection of the entire community. The board also serves as an advisor to projects throughout their operation and supports the transparency of all transactions and processes.

▲ Research & Development ▲ Michal Vavrek ▲

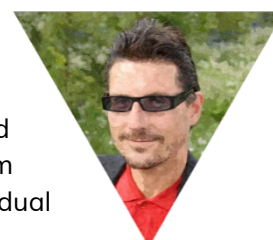
The R&D team will create, develop and enhance project ideas that will be submitted to the community for approval. The R&D team will also be responsible for submitting relevant documentation for project approval.



▲ Marketing & Strategy ▲ Gabriel Dusil ▲ This team will create and execute Adel ecosystem strategies for the community, as well as for individual projects. Activities will include both internal and external marketing strategies, communications, documentation, events, public relations, website design and copyediting.



▲ Legal & Operations ▲ Jan Lamser ▲ This team will ensure compliance with legal and regulatory requirements at national, regional and global levels for all community projects. The team will also be available to the community for individual projects within their respective jurisdictions.



Project Review Committee

The **Project Review Committee** (PRC) will guide and help the Adel R&D team and innovators to properly document projects for submission and approval. The team will consist of professional consultants to evaluate ideas and polish their business plans. Consulting from the PRC will reside within the framework of reviewing plans, numbers, projections, strategies and marketing. It will also help steer the project with the best strategy. The **Incubation module** will be utilized by all community Founders who wish to provide guidance. Furthermore, consulting from Adel's Board will focus on high-level strategy.

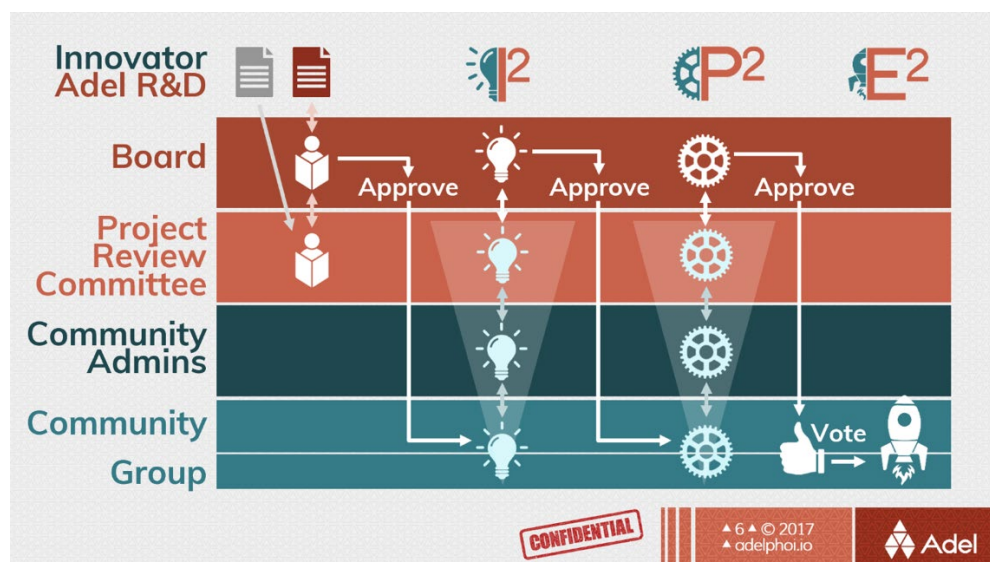
The PRC will have an ongoing relationship with admins and project teams in order to monitor, measure and evaluate key performance indicators (KPIs), cash flow, operations and overall strategy. Their role will be to provide guidance and monitor the project's progress on an ongoing basis. It would be up to the Innovator and project team to hire individuals for specific duties.

Admins

Admins (aka. Project Managers) are responsible for monitoring community projects by ensuring the highest level of efficiency in resource usage. They are tasked with the responsibility of guaranteeing results and that objectives continue moving towards completion. They are also responsible for reporting the status of projects, as well as other operational activities such as accounting, though this can be delegated by the Project Manager if deemed necessary.

Admins will be selected based on their expertise. Community Founders will be offered "first right of refusal" to participate in this capacity. Approval of the Project Manager, budget, timeline, milestones, business activities and developments will be confirmed by the Adel Board in order to protect the community. Funds will be released according to the developmental stages as outlined in the project's business plan (P2 stage). If projects need additional funding outside of the approved budget (as agreed upon by the voting process) then the community will be consulted.

Idea Incubation



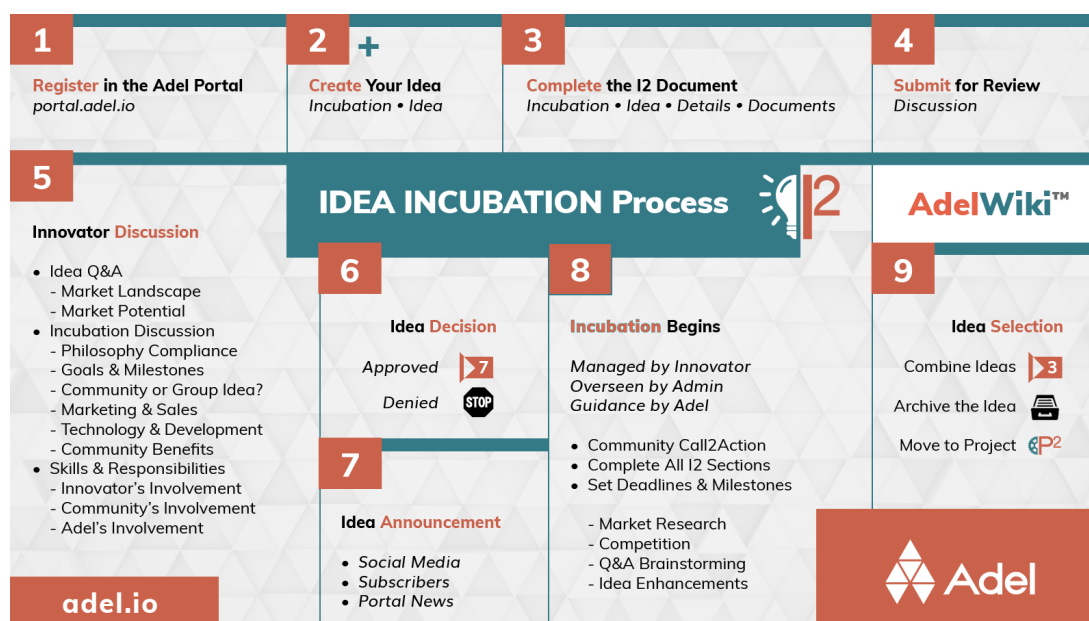
Ideas are created and prepared by either the Adel R&D team or submissions from community Founders, known as Innovators. These will mostly concentrate on blockchain projects that favor global reach and potential. When the proposal originates from the R&D team, the recipients of the rewards will always involve the entire community. Submissions will need to follow the following business planning guidelines to ensure an efficient and streamlined review of the idea:

- ▲ **Executive Summary** ▲ Presentation that summarizes the project for the **Project Review Committee** (e.g. PowerPoint).
- ▲ **Invention Overview** ▲ Product, solution, or service.
- ▲ **Marketing Strategy** ▲ Strategic, tactical and operational goals, market landscape overview, competitive analysis, and unique selling proposition (USP).
- ▲ **Sales Strategy** ▲ Strategic, tactical and operational goals, monetization possibilities, channels to market, regional focus, and vertical or horizontal market focus.
- ▲ **Capital Costs** ▲ Research and development, production, and launch costs for the first three years of operation.
- ▲ **Operational Costs** ▲ Teaming, expertise, operations and management, and a draft organization chart.

In order to stimulate new ideas, the **Project Review Committee** will manage an idea incubator where all Founders of the community can enhance their business plans. The R&D team will also be a source of ideas as a service to the community.

if the Innovator would like their idea to be community led, then it will be treated as a **Community Idea or Project** (see Figure below). However, if they wish to maintain confidentiality of their idea, then it will become a **Group Idea or Project**, whereby the Innovator can personally select Founders who will help with the incubation process.

Idea Incubation Process



Ideas are first prepared and submitted in the portal for evaluation by the Innovator. The Adel Admin will then decide whether the idea is suitable for community incubation.

▲ **Submission & Review** ▲ This step will include a question and answer stage with the submitter, as well as any necessary requests for further details to green-light the idea for incubation. A presentation of the idea may be necessary. This step is important in order to eliminate ideas that could potentially damage the Adel brand, as well as the values that both the Adel community and Adel philosophy represent.

- ▲ **Approve & Improve** ▲ Once an idea is accepted by the **Admin**, it will be released to the community for discussion and incubation. The **Incubation module (aka. AdelWiki™)** is available for comments, suggestions, and improvements.
- ▲ **Opportunity & Expertise** ▲ Specialized positions may be necessary to complete the idea documentation. Opportunities to participate will be available to all community Founders who want to be involved.
- ▲ **Business Planning** ▲ Once idea incubation is completed (I2 stage), then it becomes an official “project” and moves to the project planning stage (P2). Here the process of discussion and incubation continues in the preparation of the project’s business plan.
- ▲ **Launch & Operations** ▲ When a project’s business plan has been completed and approved by the Admin and PRC, the execution plan for each project will be created jointly by the Innovator of the project and the Project Review Committee. Budgets, milestones, timelines and deadlines, and progress and achievement markers will be reported to the entire community in the **Project Details**. In special cases, the community may decide to start or further fund a large-scale project by using traditional institutional financing. Project plans will be created and updated on an ongoing basis depending on project evolution, cash flow availability, and project operations.
- ▲ **Rewards** ▲ Once a project is successful and reaches its targets, or if the project is exited to an external party, then the distribution of rewards will be divided among all Founders based on the proportion of their crowdfunding participation.

Voting

Community Founders will participate in voting on major decisions that affect the community, the approval of projects, and additional funds required for an approved project. Community Founders also have the option to offer their skills in the operation or execution of a project.

- ▲ **Voting Weight** ▲ The weight of community votes will be directly proportionate to the amount of ADL coins that the Founders have in their account at the end of the voting deadline.
- ▲ **Voting Statistics** ▲ The board will exercise management oversight by having visibility into voting statistics during active voting. This oversight will include (but not be limited to) voters who have the

highest percentage of voting influence. Statistics will also show the percentage of voters compared to the total Founder count.

- ▲ **Voting Majority** ▲ Adel will calculate how many Adelphoi are in the hands of each Founder in order to establish their voting weight. The voting tally is based on the percentage of total voters weighed against the Adelphoi tokens Founders hold and not on the number of voters.
- ▲ **Voting Results** ▲ The final tally will not be visible until voting is completed. All votes will be added to Adel's voting blockchain in a batch process at the end of the vote. This will prevent any potential attackers from trying to manipulate the outcome.

Projects

Adel structures its projects into two main pillars: a) projects introduced by Adel's Research & Development team (**Adel R&D**), and b) submissions from community Founders, called "Innovators". Our goal is to find new market niches that possess unique competitive advantages in selected target markets, as well as global potential for high returns.

- ▲ **Technology** ▲ These projects will cross a wide spectrum of industries such as finance, banking, insurance, healthcare, eGovernment, manufacturing, and numerous others, all with an emphasis on streamlined business strategies.
- ▲ **Innovation** ▲ IT projects will represent applications from a number of fields including, but not limited to: big data analytics, artificial intelligence, blockchain resilience, business intelligence, IT security, cloud-based services, and other innovative technologies within these Information and Communications Technology (ICT) industries. Projects will preferably be of global character while reaching for, and consisting of, a broad range of innovative solutions.

Projects can assume different forms based on whether the Innovator want to keep the idea to a closed user-group (aka. Group Idea or Project) during the developmental stage, or release the idea to the community (aka. Community Idea or Project). Every project is submitted to the community, which then decides whether to agree or disagree on funding the project with community funds.

- ▲ **Community Ideas or Projects** ▲ Community projects will be developed by Adel's R&D team and will contain the relevant documentation necessary to develop the idea into a business. Once the project is operational, funding from the success of the project will also be available to other projects, provided they are approved

by the community. The sale of the project, as well as its returns, will be distributed to all Founders of the community according to the level of their crowdfunding participation.

- ▲ **Group Ideas or Projects** ▲ These are projects that are closed to the greater community at the request of the Innovator. In this case the Innovator elects to choose selected community Founders to participate in the I2 and P2 stages.
- ▲ **Innovator Ideas or Projects** ▲ These are projects introduced by Supporters or Founders of the community² and submitted to the **Adel Portal** for review. If an Innovator is a Supporter, then they can only incubate their own idea or project. If an Innovator is a Founder, then they can incubate any idea or project.

Appendix I: Blockchain 101



Blockchain 1.0

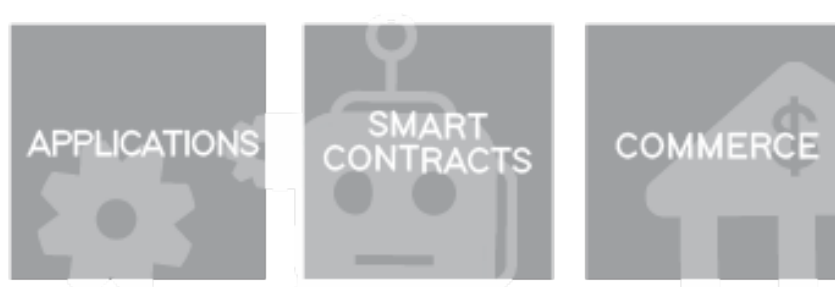


The first iteration of blockchain was invented by Satoshi Nakamoto in 2008 and simultaneously introduced the first application of this technology with Bitcoin, a token intended to be used as a form of currency.

- ▲ **Bitcoin** ▲ Bitcoin continues to maintain its position as cryptocurrency's most popular coin despite a number of new tokens which have entered the industry. This is largely due to its status as the first genuinely decentralized cryptocurrency, as well as the first mover advantage it had. After its coverage in mainstream media, numerous 3rd party systems emerged to utilize its underlying blockchain technology for purposes beyond a form of currency.
- ▲ **Litecoin**³ ▲ In addition to the faster average transaction time of 2.5 minutes (compared to Bitcoin's average time of 10 minutes), Litecoin uses the Scrypt algorithm⁴ instead of the SHA-2 hash⁵, thus allowing memory resources to be valued over processing power. As a result, readily available Graphic Processor Units (GPUs) are used for mining rather than the significantly more expensive Application-Specific Integrated Circuits (ASICs)⁶ used by

Bitcoin miners, and are resistant to these customized processors being created specifically for Litecoin. Aside from this difference, Litecoin is very much a copy of Bitcoin, though, as its name suggests, it represents a lighter version.

Blockchain 2.0



- ▲ **Nxt** ▲ The next evolution in blockchain was introduced around 2013 with the [launch of Nxt](#)⁷ which used blockchain technology for various applications beyond having its native token serve as a form of currency. While the tokens themselves are also traded on exchanges, they are not intended to be used as a form of currency outside the network.
- ▲ **Ethereum**⁸ ▲ Promoted as a “World Computer” and designed as such, Ethereum intended their token to be used within their blockchain as a form of payment for processing. By enabling Smart Contracts (essentially a protocol that allows the execution of a command when certain conditions are met) Ethereum turned the entire blockchain into a computer as users were now able to put these transactions into the blockchain itself. These Smart Contracts use Solidity⁹, a programming/scripting language created specifically for Ethereum.
- ▲ **LISK**¹⁰ ▲ This platform promotes decentralized applications and side chains while using JavaScript as its development platform. LISK focuses on providing developers a platform to build, publish, distribute and monetize applications. Projects are suggested and voted on by the community.
- ▲ **Ripple**¹¹ ▲ Ripple focuses heavily on the world of FinTech by having their system used by banks around the world for cross-border payments. They are currently working with large banks to provide customers with international transfers at a lower cost.

Appendix II: Blockchain Advantages

Bitcoin is a decentralized, distributed application that uses a public ledger – the blockchain – to store and transmit cryptographically secured tokens. Representation of wealth is recognized when both the sending and receiving parties mutually agree on this premise. The blockchain paradigm requires mandatory publication of the source code under established open source licenses. This has resulted in a vibrant community of developers who have created many variations of the original protocol, ranging from simple copies of the code to truly evolutionary improvements.

Blockchain v2.0: Utility Beyond Money

The widely-known blockchain evangelist, Andreas Antonopoulos, has likened Bitcoin to 'money being the email of the blockchain'. He was comparing the invention of blockchain to the introduction of the internet in the early 1990s, when people could not differentiate the internet from its first application: email. Once a second application of the internet was introduced, it became clear that email and the HTTP protocol were applications that ran on top of the internet. Likewise, this explains the confusion of Bitcoin and cryptocurrencies in general to the blockchain, where currency is the first use case of blockchain technology. With this realization, there has been an emergence of innovative applications that plan on taking advantage of decentralized open ledgers, i.e. the blockchain.

There are several well-documented advantages related to using blockchain technologies for financial and administrative purposes. These advantages are listed below in order to demonstrate the unique suitability of emerging blockchain technologies for the administration of economic systems:

- ▲ **Resilience** ▲ Blockchain technology has a high level of redundancy and high availability which is unrivaled in the corporate world. The computers that manage the Bitcoin blockchain are collectively over 43,000 times more powerful than the top 500 supercomputers on the planet combined¹². One cannot feasibly compromise these networks without acquiring a large amount of computing power to compete with the rest of the network.
- ▲ **Mobility** ▲ Cryptocurrency users do not need to carry credit or debit cards. All they need is access to their online wallet to initiate a transaction. However, cryptocurrency credit or debit cards are slowly becoming mainstream.

- ▲ **Privacy** ▲ Anonymity of crypto addresses is one of the major strengths of blockchain, but also leads to regulatory controversy.
- ▲ **Cryptographic Proof** ▲ With blockchain technology, one does not rely on the trust of a third party. Thus, blockchain networks are usually called “trustless” systems. Preventing duplicate transactions or improperly generating coins is achieved through the use of an electronic payment system based on cryptographic proof and an open ledger which is auditable to anyone.
- ▲ **A Better Financial System** ▲ Two and a half billion people on the planet do not have a bank account. Cryptocurrencies are perfect for extending financial services to remote locations and for helping to modernize developing countries by bringing them further into the global economy.
- ▲ **Serving Digital Society** ▲ Blockchain has the potential for much more than just cryptocurrencies. New functionalities are being explored that utilize an open and auditable public ledger with the use of smart contracts, such as the voting feature on the Nxt blockchain.
- ▲ **No Permissions** ▲ No permission is needed to send or receive cryptocurrencies, whether this be from banks, intermediaries, governments, or other trusted third parties. The transfer of coins is agreed upon only between the sender and the recipient, and the owner has full control of his/her funds at all times. No authority can freeze a cryptocurrency account and seize its funds.
- ▲ **Lower Transaction Fees** ▲ Credit card companies charge up to 3% per transaction, and in some cases even more. With some remittance systems, fees can be as high as 10% - 30% of the transferred amount. Cryptocurrency fees, if any, are several orders magnitude smaller.
- ▲ **Account Security** ▲ Account control lies with the user via their private key. This private key can be kept offline (i.e. cold storage) for security purposes. Cold storage ensures that funds are not easily accessible to hackers.

Appendix III: Adel Advantages

Differentiation



There are a few key differentiators that set Adel apart from existing platforms. Those are:

- ▲ **Ethereum** ▲ Adel is built on the Ethereum platform which has numerous features that will be extended to the Adel ecosystem. This provides projects with a wide range of features that have been thoroughly tested. The platform also utilizes templated smart contracts, known as smart transactions, in order to bring greater levels of security. With this foundation of advanced blockchain features, the Adel ecosystem can focus on project development, best-in-class business practices, and an efficient and self-sustaining community. Adel will continue to capitalize on the features of various blockchains as both evolve.
- ▲ **Board & Team Support** ▲ Adel's ecosystem leverages the expertise of the Board and its team. With a wide range of expertise both inside and outside of blockchain-related ventures, this team acts as leaders as well as actively contribute to its growth and development.
- ▲ **Community & Participation** ▲ Adel believes that a community-based ecosystem will be a strong differentiator in its funding

platform. This follows the decentralized ideology of blockchain, while creating and maintaining efficiency in the decision-making process. Community Founders also have the option to participate as expert advisors and employees of projects and will have priority before the general public. This enhances accountability and inclusiveness to the success and profitability of new businesses, applications, or inventions.

- ▲ **Integrity & Conduct** ▲ The values established by Adel will help legitimize the ecosystem it represents. Adel's **Community Terms & Conditions** will be adhered to equally by Adel's leadership, team and community Founders. This applies to, though is not limited to, discussions, idea submission and approvals, as well as the operation of the projects themselves. Adel will also follow local and regional laws and regulations in its community activities and projects.
- ▲ **Security & Stability** ▲ With the security and stability of blockchain, Adel will have a robust platform to work with on top of the latest security features. Our team will continue to enhance the platform to mitigate against fraud, collusion, and manipulation. High availability, security, and stability will be built into the community portal where a cost versus risk balance justifies the investment in IT best practices.

Appendix IV: Adel's Unique Selling Points

The Adel ecosystem is relatively independent of fiat economies. Its value is in leveraging state-of-the-art blockchain technology, as well as the Adel ecosystem, and combining these technologies with best-in-class business practices. The Adel ecosystem is designed to implement the latest security features while also adopting best practices in business services. In creating a legitimate business on top of blockchain technology, Adel will demonstrate innovation and leadership with an organizational structure that is both sustainable and profitable.

ADEL VALUE JOIN THE COMMUNITY



Here are some of the advantages of the Adel ecosystem:

- ▲ **Collaborative** ▲ The establishment of a **Project Review Committee** which not only ensures that Adel will launch successful businesses, but also represents legitimate, legal, and ethical projects. This is fundamental to the integrity of Adel and is vital to further legitimizing cryptocurrencies. Successful projects launched on Adel will help prove sustainable, long-term growth, as well as global monetization potential for blockchain technologies. After a project has been launched on Adel, the project manager will be adequately supported by Adel Services, as well as community Founders participating throughout the lifetime of the project. This can either be in the form of expert advisory services, finding employees, or even assistance with securing additional external funding, such as with venture capitalists. Adel believes in utilizing expert decision makers to guide decisions made by the community. Once options have been authorized by the leadership, they are then submitted to the community for consensus, enhancement, and further decisions. This way, Adel establishes efficiency in the decision processes that guide the ecosystem, while also utilizing the experience and expertise of the community.
- ▲ **Resilient** ▲ By leveraging the emergence of **blockchain-as-a-service**, Adel's ecosystem was created so that participants have a

collaborative platform to initiate, develop, showcase, and fund their innovations. Auditable financial transactions for all projects provides the foundation for a collaborative community capable of making important economic decisions. Adel provides a dynamic platform of entrepreneurship, freedom, management, communication, and technology. As a community-based ecosystem, Adel will create an open architecture for joint entrepreneurship while challenging contemporary business principles.

- ▲ **Prospective** ▲ Community Founders will enjoy benefits such as access to the community portal which consists of a wide range of modules to collaborate, vote, and view the status of their account and projects. Members are also eligible for employment in any of these businesses and will receive first right of refusal before the general public.
- ▲ **Flexible** ▲ Adel will have multiple types of projects that will be possible in its ecosystem, as introduced by community Innovators, the Adel R&D team, as well as external parties.
- ▲ **Exclusive** ▲ Becoming a Founder in Adel's community requires a minimum of 32000 Adelphoi (ADL) in the user's wallet. The voting system establishes the opinion of the majority (according to the amount of Adelphoi held by the respective community Founder). The Incubation module allows for open and constructive communications between community Founders who can ask questions, make comments and offer suggestions.
- ▲ **Principled** ▲ Adel's integrity is the foundation of our success and for the sustainability of a profitable ecosystem. This integrity applies to all of Adel's team, as well as its community Founders.

References

¹ The token for Adel is called "Adelphoi". The word originates from Ancient Greek meaning brotherhood, or a member of the same community.

² **Conflict of Interest Provisions** ▲ To avoid conflict of interest, Adel R&D team members cannot take the role of an Innovator.

³ Litecoin, <https://litecoin.org>

⁴ Script algorithm, <https://en.wikipedia.org/wiki/Script>

⁵ SHA-2, <https://en.wikipedia.org/wiki/SHA-2>

⁶ Mining hardware comparison,
https://en.bitcoin.it/wiki/Mining_hardware_comparison

⁷ <https://bitcointalk.org/index.php?topic=303898.0>

⁸ Ethereum, <https://www.ethereum.org>

⁹ Solidity, <https://solidity.readthedocs.io>

¹⁰ LISK, <https://lisk.io>

¹¹ Ripple, <https://ripple.com>

¹² "World Bank: 75% of poor don't have bank accounts", By Anne Renzenbrink, 19th April 2012, cnn.com,
<http://www.cnn.com/2012/04/19/business/poor-bank-accounts/index.html>