



Intro to
FRICTIONLESS

Who:

Frictionless was founded in 2021 to allow investors and token teams alike to trade crypto assets P2P and OTC in the most non-custodial decentralized manner. Everything on chain and via permissionless escrow smart contracts.

Learn more: <https://www.frictionless.network>

Pitch Deck: <https://tinyurl.com/PDFric>

White Paper: <http://tinyurl.com/FrictionlessWhitePaper>

Demo: <https://beta.frictionless.network/>

Email: m.jandik@frictionless.network

Why:

Frictionless is here to liberate token treasury liquidations. Our mission is to give every token project, venture capitalist, market maker, and OTC desk the tools they need to manage liquidity with confidence. Whether you're handling token treasuries, working with vesting schedules, or managing market-making budgets, our Private OTC Switch and public OTC platform offer solutions for securing assets, stabilizing prices, and optimizing deal flow. We empower projects to tap into new funding liquidity while creating a market where institutional and retail investors can work together. Frictionless isn't just about moving tokens—it's about building a more resilient and unified market for the entire ecosystem.

What:

Frictionless stands out as a groundbreaking decentralized OTC platform, empowering users with a seamless and secure trading experience on the Ethereum blockchain. The platform introduces a non-custodial environment, eradicating counterparty risk, and a decentralized P2P model that grants users absolute control over their assets. What sets Frictionless apart is its commitment to facilitating transactions with no price impact, a distinct advantage over both centralized and decentralized exchanges, and all on real time market prices.

Addressing challenges such as high-volume token sales and mitigating market impact, Frictionless aids token projects by enabling efficient allocation of vesting schedules for institutional investors.

Token projects, often high-volume token holders themselves, face the challenge of selling their treasuries on the market to secure budgets, potentially harming their own token prices.

Frictionless' decentralized P2P exchange model offers a strategic advantage by allowing projects to trade native tokens without negatively affecting market prices, ensuring a more sustainable approach to fundraising and development.

When:

The FRIC Token launched for trading in early January. The Frictionless platform itself will launch in Q3-Q4 2024.

Where:

Token launched on Ethereum-Blockchain, where we saw the best opportunity to address the ongoing problems we aim to solve.

Investment Snapshot:

Launch market cap (06.01.2024): \$100,000

ATH: \$6,000,000

Current resistance level: \$800,000

Total Supply: 500,000,000

Circulation supply: 350,000,000

Team Treasury: 150,000,000

Funds Utilization: Liquidity for token pair, platform development, operational costs, marketing initiatives, and bolstering the liquidity pool.

DEX: Uniswap

Frictionless-Exchange

1. Market

Decentralized (\$2,079,682,805 Daily Volume) and the Centralized Exchange market that offers token and main coins of smart contract blockchains (Approx. eligible daily volume: \$4b - \$6b). Our decentralized P2P exchange is eligible for around \$6b-\$8b of daily volume from the total Cryptocurrency market volume of \$47.4 Billion.

2. Traction

We just finished our closed Beta testing with 100+ testers on Sopolia-testnet. We simulated accurate real-time OTC transfers on chain for multiple test token pairs based on our current future project customer base.

3. Proposition

Utility of FRIC token: By holding and using our token you receive lower transaction fees and with additional pay-per-click services we provide an all-out OTC suite for all market participants.

4. Financial forecast

With a healthy token launch, we aim to raise a budget of ~\$400,000, this will provide us with resources for our Exchange launch in Q3-Q4 2024. Our tokens market cap is linked to the success of our platform. If we look at a decentralized exchange like pancakeswap on BNB chain for example, and its applicable token projects for our exchange:

Pancakeswap's dominance in the market is evident with an average share exceeding 85%, reaching 90.32% on February 7th at 10 am UTC, contributing \$280 million to the \$310 million BNB chain volume. Boasting 10,774 pairs, including 200+ projects with 500 or more daily transactions and 860 projects with 100 to 500 transactions, Frictionless plans to achieve self-sustainability. By onboarding 5 top-tier projects (with an average daily volume of \$250,000) and 10 mid-sized projects, it targets a daily money processing of \$150,000. Assuming a 1.5% conversion to revenue through transfer fees, the anticipated daily revenue is \$2,250, resulting in an annual total of \$821,250.

5. Team / Advisors

Team:

CEO, Founder: Milan Jandik – COO at SEA Foundation, recipient of \$200,000 Algorand Foundation grant. Building on the Algorand blockchain to decentralize the process of gathering, processing, storing, and distributing environmental data. Worked together with Algorand Financial Innovation Hub and the University of Cape Town to set up Hackathons and mentor programs. Built up Frictionless and delivered the idea and outline for the platform whilst building up a cross-industry team of experts. Speaker at multiple blockchain events.

<https://www.linkedin.com/in/milan-jandik/>

Head of Finance: Achuth Krishna – MSc Strategic Management, Strategy and business. Investment analyst at Sancta Capital Group, KPMG - Founder Octave Advisory, a CV Labs incubated blockchain advisory firm in Dubai.

<https://www.linkedin.com/in/achuth-k/>

CCO (Chief Creative Officer): Gokar Nier - Graduated with Masters in Strategic design and has year-long experience in structuring corporate designs and brandings.

Business Development: Zachary Cogan – Graduated with a BA in Social Studies - Applied Business and Economics, an integral part of the Bizdev and link between partnerships and communities.

<https://www.linkedin.com/in/zachcogan/>

Business Development: Andres Sanchez – Equiped with a BA in Business Administration Andres spearheaded multiple growth and scaling operations at Web3 Startups like Copiosa, Hathor Network, Astaria.

<https://www.linkedin.com/in/andres-sanchez>

Business Development: Yuval Ardenbaum – Holds a BS in Computer Science and brings with him a blend of technical expertise and entrepreneurial insight. Operating as a strategic advisor at YA Consulting, Tech Lead and Advisor at Operations.Finance, Yuval led blockchain adoption for various commercial and non-profit use cases.

<https://www.linkedin.com/in/yuval-ardenbaum/>

Human Resources and BD: Nelson Lopez - Former global head of human resources at Gate.io, founder at DeWE, thought leader, startup mentor and public speaker.

<https://www.linkedin.com/in/nelsondslopez>

Business Development: Emmett Childs - Emmett specialises in go-to-market and product strategy, having worked with several startups in the web3 and blockchain space. Core contributor at [Chainsight](#), Ex. Co-founder at [Control Flow Labs](#), Ex. Incubation Lead at [Kleros](#), Strategic Advisory for Liquidity, Partnerships, and Fundraising at [Unison](#)

<https://www.linkedin.com/in/echildsplay/>

Business Development: Kevin Vernooij - Kevin has over a decade experience in enterprise grade customer management and user satisfaction services before taking his expertise in communications, operations, and organisation to the web3 space as consultant with companies such as Opulous and Undercurrent, and managing his own community venture as well.

<https://www.linkedin.com/in/kevin-vernooij/>

Business Development: Yusuf - Community Relations and Content Creation for Singularity DAO, Cogito Finance, Rejuve.ai, Hyper Cycle, SophiaVerse

Development Studio: Linum Labs - Award winning dev studio, that is building our tech. Behind protocols with billion dollar TVL like Etherfi, Momint, Sygnum, DAOmeter...

<https://www.linumlabs.com/>

On demand Inhouse Dev Team:

Development: Mika Ripp – Studied economics and informatics in Germany before entering Web3 and leading multiple projects in the space. He helped to coordinate smart contract development for different ecosystems and built-up expertise in nearly all fields of blockchain leadership.

<https://www.linkedin.com/in/mika-ripp/>

Development: Neel Schönwald – Expertise in both front- and backend, already worked in Web3 as a smart contract engineer and developer of multiple projects. The autodidact mastermind behind the technology.

<https://www.linkedin.com/in/neel-schoenewald/>

Compliance: Oktay Hocaoglu – Former Compliance Officer at Credit Suisse: Extensive expertise in AML, KYC, terror financing and cryptocurrencies. Now official Crypto Compliance Officer in Zug, Switzerland.

<https://www.linkedin.com/in/oktay-hocaoglu/>

Advisors:

Gideon Greaves
GM CV VC Africa,
CV Labs

<https://www.linkedin.com/in/gideon-greaves-97535348/>

Ken Trueba
BD Certik,
COO Cypher Core

<https://www.linkedin.com/in/uwu/>

Marie Tatibouet
Former CMO Gate.io

<https://cn.linkedin.com/in/marietatibouet>

Devon Krantz
Founder Linum Labs and Web3Sanctuary,
Creator ETHcapetown

<https://www.linkedin.com/in/devon-krantz-642b9495/>

Guilherme Sanchez
Kraken OTC, Author and Blockchain educator

<https://www.linkedin.com/in/hodlthebook>

Incubation: Part of <https://keydifference.com/> Startup program to fine-tune our product and our go-to-market strategy.

Content guide:

<https://docs.google.com/document/d/1yZMsG2K8ud-1pfen2RnX0-L82eW5wC8QipXFNtyUjp8/>

7. Competition

Direct competitors, Decentralized P2P Exchanges:

<https://pdo.finance/>

<https://pearswap.net/> \$20m market cap ath

<https://www.otsea.xyz/> \$30m market cap ath

<https://www.airswap.io/>

What sets us apart:

None of the above can create real time OTC asset swaps with accurate asset prices. It is also not possible to do multi swaps, like we do with our batch transfers. We have proven it in our beta, check it out <https://beta.frictionless.network/>

Including our strong B2B approach, we understood the intrinsic value of our utility better than the competition. Strategic partnerships with future partners and ecosystems, like Apebond, Patex, Ipal, etc are setting the tone.

Besides redefining decentralized OTC trading and Crypto OTC overall, Frictionless' Offers can be implemented in all current volume highways of the web3 space, which means we can attach our use case to major services and provide them and their customers with stronger liquidity and healthier underlying assets, whilst having scaling revenue and an expanding ecosystem.

8. Marketing plan

- Our marketing will be highly driven by the expansion of our ecosystem, even before we launch. We are partnered with web3 services, layer 2s and 1s, and will continue to strive for such partnerships. Additionally, we will keep on representing Frictionless at conferences and events with a high focus on establishing our presence in major web3 Hubs globally. We are a multi-international team with people everywhere.
- We have established a strong support layer of KOLs and investor communities, this will not only enrich the B2C aspect of the project, but provide healthy and organic growth.
- Our performance marketing approach has been highly successful and we have ads running continuously on all major social platforms, this will only keep on expanding and help us dominate our keywords in the long run.
- Our high B2B focus will allow us to become self-sustainable without crippling the project with enormous marketing expenses and still keep scaling at a rate that reflects the overall cryptocurrencies market growth.

Partner Network:

Patex (<https://patex.io/>)
Arthera (<https://www.arthera.net/>)
Ipal (<https://www.ipal-network.com/>)
Apebond (<https://ape.bond/>)
Utu (<https://utu.io/>)
EVDC (<https://evdc.network/>)
SEA (<https://sea.earth/>)
Forward Protocol (<https://forwardprotocol.io/>)
Home3 (<https://www.home3suite.com/>)
Nadmah (<https://nadmah.co/>)
Defender (<https://defenderbot.tech/>)

Samurai Starter (<https://www.samuraistarter.com/>)
Metagrinders (<https://x.com/metagrindersx?lang=en>)
Quo Vadis Web3 (<https://quovadisweb3.com/>)
MightyLabs (<https://www.mightylabs.io/>)

9. Organisation structure / legal docs / kyc

We are currently still registered as a Distributed Ledger Technology service at the IFZA Freezone in Dubai, UAE. As we are going for an Exchange licence next we are dropping the DLT entity for now and re-register with implied backing of token raise.

Regulatory Approach of the Frictionless Platform

The Frictionless platform represents a significant innovation in the cryptocurrency space, offering a decentralized and trustless mechanism for the transfer of assets, with no market impact. This report briefly examines the regulatory approach adopted by Frictionless to ensure compliance and security in its operations.

Regulatory Compliance and Security

1. AML and KYC Compliance

Frictionless is committed to adhering to Anti-Money Laundering (AML) and Know Your Customer (KYC) regulations. This is crucial in the cryptocurrency domain to prevent illegal activities and ensure user authenticity, as far as it is possible in a decentralized landscape. The platform's Chief Compliance Officer, Oktay Hocaoglu, is a licensed Crypto Compliance officer in Zug, Switzerland, with extensive experience in compliance at Credit Suisse, UBS, and Jaybee (Crypto Compliance).

2. Decentralized and Trustless Framework

The platform's decentralized nature reduces reliance on traditional financial intermediaries, which may align with certain regulatory frameworks aimed at reducing systemic risk. However, it also poses challenges in terms of regulatory oversight.

3. Legal Advisory Board

The inclusion of legal advisors, such as Daniel Biesuz, specializing in fintech and digital currencies, indicates an awareness of the importance of legal compliance. This suggests an ongoing effort to align the platform's operations with existing and emerging regulations in the cryptocurrency space.

4. Global Regulatory Landscape

Given the international nature of cryptocurrency, Frictionless needs to navigate a complex web of regulations that vary significantly across different jurisdictions. This includes understanding and complying with the regulations in each country where they operate or have clients.

Challenges and Considerations

- Evolving Regulatory Environment

The regulatory landscape for cryptocurrencies is continually evolving. Frictionless will need to stay agile and responsive to changes in laws and regulations globally. Our CCO is involving himself in all the major debates, visiting conferences and being in conversation with regulators, like the MICA, VARA and other regulatory frameworks, that lead the way for virtual assets.

- Balancing Innovation and Compliance

Navigating the regulatory landscape while maintaining the platform's decentralized and innovative nature will be a challenge for Frictionless, that we prepare for thoroughly . Our target audience is global, which means we have to be on top of the different jurisdictions, while making sure that our development is not staggering or encumbered.

- Fostering Trust and Transparency

Building trust and transparency with users and regulators will be essential for Frictionless to achieve long-term success.

Recommendations

- Frictionless will maintain open communication with regulators to stay informed about evolving regulations and address any concerns.
- The platform will continue to invest in legal expertise to ensure compliance with applicable regulations.
- Frictionless will actively engage with industry associations and organizations to promote responsible innovation in the cryptocurrency space.