

DASH



Project Proposal

CryptoLifex – cryptolifex@gmail.com

www.dash.org

General Project Information

Project Name: Cryptolifex

Description and Goal Statement

The main purpose of this project is to facilitate the acquisition of DASH/VEF and VEF/DASH through Bolivares Fuertes (VEF), without the need of transactions using Bitcoin (BTC). Specifically, our purpose's goal is to optimize the time, transaction fees and ease for users to purchase DASH with their local currency without daily transaction or buy/sell limits, the DASH limit that users will buy or sell will be placed when the user creates his ad, he can choose the bank or banks he wants to work with, so it will be easier for users to choose the best offer depending the bank they have.

We will have a decentralized platform with P2P transactions. Cryptolifex will serve as a reliable intermediary in order to successfully operate each of these transactions.

Email Address / Website: cryptolifex@gmail.com / www.cryptolifex.com

Vendor: Jean Carlos González

jeangonzalez1601@gmail.com

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Project Team

	Name	Department	E-mail
Project Manager:	Jean González	Innovation and Creation	jeangonzalez1601@gmail.com
Team Members:	Patricia Gonzalez	Innovation and Creation	patiig13@hotmail.com
	Douglas Roman	Innovation and Creation	douglasroman86@gmail.com
	Jonathan Camacho	Innovation and Creation	jecn90@gmail.com
	Roger Rodriguez	Advertising & Marketing	roger.socialview@gmail.com
	Gary Bustillos	Developers	garybustillos@gmail.com
	Omar Yepez	Developers	oyepez003@gmail.com
	William Garcia	Developers	tecnorepair.ve@gmail.com
	Eugenia Alcalá	Proposal Advice	dashcaracas@gmail.com
	Yvan Rodríguez	Legal Advice	

Stakeholders

The fundamental purpose of this project is initially orientated to those within the Venezuelan community, who wants to acquire DASH with Bolivares (VEF) directly, without having to get Bitcoin first to then exchange them for Dash.

Project Scope Statement

DASH is a technology that little by little has made a place in the world picture, thanks the advantages it offers compared to traditional finance systems.

Cryptolifex will provide security for P2P transactions success. The platform will be an intermediary with a strong system to prevent scams. It will be easier for users to acquire DASH with their local currency and not having to buy Bitcoin first to then exchange them for DASH in an Exchange.

Cryptolifex platform will not need direct human interaction for its operation, which allows users to use it 24/7, 365 days of the year.

Cryptolifex can change the way business is made in Venezuela, because of its low cost, its level of security and its ease of use.

This project provides a contribution at a social level, given that it throws new information to entrepreneurs and others. That will allow them to make decisions about the adoption of this technology as an alternative or complementary tool depending on the needs they have.

The activities made by DASH Caracas (@dashcaracas) have raised the interest of Venezuelans to buy and sell Dash directly with their local currency. The first conference of Dash Caracas had an attendance of around 140 people. The second one managed to have more than 350 people interested in knowing more about this cryptocurrency. By the information DASH Caracas sent us, we know there is an approximate of 1700 people registered in their database for the third conference.

Once the platform is finished, the team of Dash Venezuela will test it, having the opportunity to write a review of the website. The results will be presented in the next conferences with the possibility of performing live tests so people understand the use of the platform and get familiar with it.

Social Networks: @dashcaracas #dashccs

Objectives

- ✓ Purchase of DASH without needing to obtain Bitcoin in Venezuela.
- ✓ Lowering fees through DASH.
- ✓ Low waiting time between Buy/Sell transactions.
- ✓ Increase of transactions and trading with Dash in Venezuela.
- ✓ Cryptolifex will be a decentralized platform, a Peer-to-Peer with escrow.
- ✓ Cryptolifex will allow the use of legal person accounts.
- ✓ Make an advertising campaign to make the cryptocurrency more known.
- ✓ No limit in daily transactions.
- ✓ No limit in daily buy/sell transactions.

Commercializing in Venezuela with Dash will be one of the benefits people will have by using Cryptolifex, we will achieve this by advertising campaigns through our social networks, including radio and TV, and we will have participation in the next DASH Caracas conferences.

Facebook: www.facebook.com/Crypto-Lifex-128184267859293/

Instagram: www.instagram.com/cryptolifex/

Twitter: www.twitter.com/Cryptolifex

Key Deliverables

On Cryptolifex website users will find and use:

- a) Dash Buy/Sell Ads.
- b) Internal wallet for transactions with escrow.
- c) Technical support through email.
- d) User profile with reputation system.
- e) Transaction history of each user.
- f) Chat for communication between buyer and seller.

Scope

This project addresses the process of exchanging Dash to Bolivares Fuertes (VEF) and vice versa on the internet, the marketing of the cryptocurrency throughout the country and the increasing of its use. This will be carried out through advertising campaigns in the whole country. We will also have the support of DASH Venezuela collaborators to spread the information in the entire national territory.

Project Milestones and Schedule

Starts: Dec 01-2017. Ends: Feb 01-2018

EXPENSES	DETAILS	RESPONSIBLE	USD BUDGET
5 DASH refund	5 DASH refund proposal		
Frontend 180 Hours	Website Development	William García	1,000.00
Backend 220 Hours	API Development	Omar Yépez	3,000.00
Tested 15 Hours	Platform testing	Cryptolifex DASH Caracas	100
Advertising and Marketing 2 Months	Development of an Advertising, Social Network, TV, Radio and Dash community campaign.	Roger Rodríguez	800
Customer Support Agent 2 Months	Customer support: doubts and problem solving within the platform.	Gary Bustillos	300
Project Advice	Advice to the entrepreneur team about pre-proposal process / proposal / reports at Dash Treasury. Reading of the project for corrections.	Eugenia Alcalá	150
Legal Advice	Legal advice and constitution of the company	Yvan Rodriguez	500
Review of the platform by DASH Venezuela team.	24 hours review of the platform and writing a report about it.	Alexis Lugo, Cristhian Díaz, Luis Enrique Moreno	
TOTAL, USD			5850

Success Criteria

Once the platform is ready, DASH team will test it by creating users, buying, selling and creating DASH buy/sell ads. In addition, they will be able to verify platform support, levels of security and make sure everything works fine.

Our advertising campaign will be based on presenting information about the advantage of using DASH cryptocurrency in Venezuela through radio shows, press, flyers, social networks, YouTube channel and Television.

Major Known Risks

Risk	Risk Rating (Hi, Med, Lo)
Volume of transactions	Medium
Advertising	Low
Hackers	Low
DASH price fluctuation	Medium

Constraints

1. Volume of transactions. At the beginning of the platform will not have any user, since this is earned through advertising and trust we generate, therefore the first users to buy and sell DASH will be the team of Cryptolifex, while people create users and start to buy and sell DASH. As a result of not having enough funds for buying and selling DASH, we will not be able to create enough ads as long as the community signs in and use the platform by creating their own Buy / Sell ads.
2. Advertising
3. Hackers
4. Dash price fluctuation

External Dependencies

Dependencies:

- ✓ Cryptolifex team, responsible for the execution of the project.
- ✓ MasterNodes Owners through their vote on the proposal to access the financing of the DASH Treasury.
- ✓ DASH Venezuela, who are already participating in the project's assessment, the platform's tests and they will include the results of that review in the content of their upcoming conferences and other events.

Communication Strategy

The communication in the Cryptolifex team is done daily, without leaving any detail at random, we always attack doubts instantly proposing various alternatives after identifying the situation that needs to be solved, analyzing the existing variables or options, taking into account the available resources and the impact that it would cause for both the Cryptolifex team and the community.

Our decision-making is always made by voting, where each member of the Cryptolifex team gives his opinion regarding the previously proposed alternatives, and we decide by majority vote which will best fulfill our purpose. They are made personally in a place already defined or through Skype.

Finally we put into action the solution that came closest to our goal, this process is still subjective so there will be the chance of changing our decision in case things do not go as planned, while remaining persistent. If we see that the goal has not been reached in a unit of time and considerable efforts for our purpose, we can change the alternative. The important thing is not to see it as a mistake but as learning.

Communication with Venezuelan community will be carried out through social networks such as, Telegram, Twitter, Facebook, Instagram, among others.

The community will also be reached through the help of different DASH collaborators in Venezuela.

Reviews Planned

Cryptolifex has as purpose the daily check of the entire platform; this will be done with the Cryptolifex work team that we assign to be able to comply with a 24 hour support to it.

The Cryptolifex team will make monthly updates of the project's progress through the DASH Forum.