dadi

Business overview

Q1 2018 (updated: 19/01/18)

Website – dadi.cloud

Contents

1. Abstract

1.1. What is DADI?

DADI is a global, decentralized cloud platform, focused on the provision of web services to help you build, scale and grow your digital products.

Further reading: Technology white paper

DADI has a decentralized and open structure enabling individual parties to interact through the use of DADI tokens within a trustless, consensus based system based on proof of stake and proof of work.

Unlike existing centralized cloud services, DADI implements a fog computing structure[1] - a decentralized pool of devices, all of which are connected to the Internet.

With DADI there is no single authority that regulates computing resource distribution. The platform uses cost-efficient fog computing rather than a centralized cloud structure, removing the need to pay in advance for private and monopolized cloud computing platforms such as Amazon Web Services (AWS), Microsoft Azure and Google Cloud.

Consumers can access a platform that has a far greater geographical coverage and that is significantly cheaper than existing cloud services can offer. Miners can monetize their spare computational power and bandwidth through putting it to work at various levels within the DADI platform.

The migration from traditional cloud infrastructure to decentralized web services will not happen overnight: it will be a transition measured in months and years, but the result will be a radical overhaul of the ownership of core web infrastructure.

[1] https://en.wikipedia.org/wiki/Fog_computing

Every digital product is powered by web services. Every business using the web can already leverage DADI technology for improved efficiency and performance, but soon the DADI network will be able to support these web services at a price point unimaginable today – some 90% cheaper than traditional cloud services such as AWS. Plus, anyone with a laptop, games console, mobile phone or any connected device will be able to earn income by providing spare computation capacity for rent.

DADI represents a radical overhaul of the cloud computing sector. Its mission is to uphold the founding principles of the Web by democratizing computational power.

DADI: Decentralized Architecture for a Democratic Internet

2. Current position

DADI is a little over four years old and has spent the majority of that time in R&D, building out a series of interconnected web services for individuals, companies and governments. DADI's web services are in production with some of the most recognizable global brands, including *Virgin Limited Edition*, *Empire* and *Monocle*, proving DADI technology at scale.

The DADI team is 18 strong, majority engineers, and all senior in their own fields. The company operates an all-remote setup, with a focus on asynchronous working designed to facilitate a healthy life/work balance.

Further reading: How we work

DADI is self-funded and has been profitable since inception. It has a current MRR of c.$165,000, built on a handful of early stage Enterprise engagements. MRR is expected to raise to c.$210,000 through Q1 2018 with a strong pipeline pushing through the rest of the year. The company's current position demonstrates the huge potential in the platform.

2.1. Commitment to R&D

DADI's founders have invested c.$2 million in direct R&D to date, building out the web services at the heart of the platform. At the time of writing there have been 5,503 commits from 38 contributors to the platform, along with 273 releases.

This effort will increase post-Crowdsale through the expansion of DADI roadmaps backed by additional resource within the core engineering team.

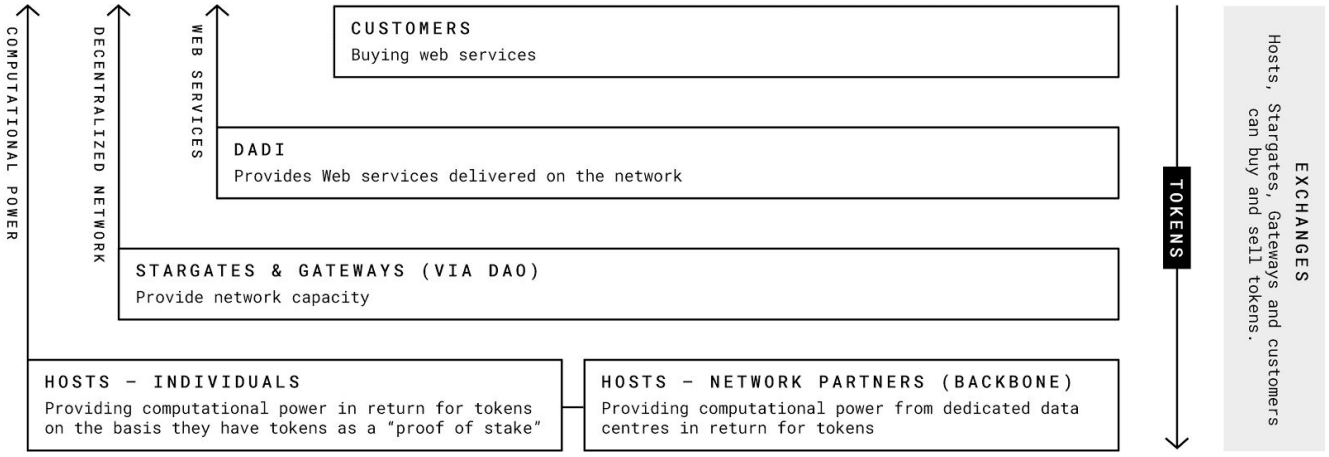
3. Governance

3.1. The DADI Token

The DADI platform uses a token of the same name: DADI.

The DADI token is required to:

1. **Enable individuals to be part of the network and to generate income from network use**
2. **Pay for using the network as a customer for web services**



DADI is a token issued on the Ethereum blockchain. Token holders can easily store and manage their DADI tokens using existing solutions, although there will also be a dedicated DADI wallet (built to address existing concerns surrounding the usability of in-market wallets and to enable a simple channel for the purchase of DADI Web Services).

Tokens will be created ahead of the Partner and Crowdsale. The total supply of DADI will be limited to the amount of tokens created at this point in time.

Total DADI supply: 100,000,000

The DADI Crowdsale and the creation of DADI tokens will take place using Ethereum smart contracts.

3.2. DADI token allocation

The role of the DADI token allocation is to ensure a wide distribution of tokens for use within the DADI platform and to support the development, promotion and operation of DADI platform in which the tokens will be used.

3.2.1. Token allocation

The allocation of DADI tokens is as follows:

Beneficiary	% allocation	Tokens
Founding team	**20%**	**20,000,000**
Partner sale	**17%**	**17,000,000**
Crowdsale	**60%**	**60,000,000**
Referral program	**3%**	**3,000,000**

Founding team - This team comprises advisers and all currently employed full time members of staff. These tokens are subject to a *four-year vesting schedule*.

Partner sale - An invitation-only Partner sale will start in November 2017. The Partner sale includes individuals and businesses that have helped DADI either before or during the Crowdsale and/or will play an important role in the success of the DADI platform.

Crowdsale - The Crowdsale will begin on the 22nd of January, 2018, and will run for 30 days (or until the Crowdsale is sold out). There will be short Presale period followed by a single Public Sale.

Stage	Date	Description
Presale	**January 22nd, 2018**	**Presale event comprising 10% of DADI tokens generated. Up front registration required: https://dadi.cloud** **The presale is whitelisted in two phases. There is a $10,000 cap per wallet.**
Public Sale	**January 29th, 2018**	**Public Sale comprising 50% of DADI tokens generated. Up front registration required: https://dadi.cloud** **There is a $5,000 cap per wallet.**

The Crowdsale is available to individuals registered for the Crowdsale, verified by our KYC process.

Referral program - The referral program is an allocation of tokens set aside as a reward for individuals who assist in the facilitation of the DADI token participation through referrals.

3.2.2. Crowdsale Targets

The price for the DADI token has been set at $0.40 USD for the Presale and at $0.50 USD for the Public sale.

The cap for the Crowdsale is $29 million USD. Token holders from the Presale will receive a 20% discount on the Public Sale price.

3.2.3. Token issuing entities and sales

DADI tokens will be sold by DADI as follows:

DADI+ Limited (through its subsidiary DADI Tech Limited (11159551)) will issue tokens for the Partner sale, with proceeds used to manage the Crowdsale and fund the development of the DADI platform.

DADI Cloud Limited (11159550) will issue tokens for the Crowdsale, with all proceeds asset locked within this 'not for profit' entity to manage the development, promotion and operation of the DADI platform.

The following terms apply to the sale of DADI tokens:

- **Tokens will be issued using Ethereum smart contracts**
- **No token creation, minting or mining will be available after the Crowdsale**
- **Any tokens unallocated from the Partner sale and the Crowdsale will be burned or returned**
- **The transfer of tokens will happen after the Crowdsale closes**

3.2.4. Distribution of net proceeds

100% of the net proceeds (i.e. after any applicable taxes) from the Crowdsale will be used by DADI Cloud Limited to fulfil the following defined purpose and objects ensuring the utility of the DADI tokens is realised:

- **Build the DADI network (with miners, partners and exchanges)**
- **Promote the DADI network**
- **Support the ongoing development of the DADI network**
- **Development of open source Web services**

The proceeds from the Crowdsale are expected to be expensed on the following cost types:

Cost expenditure	% split
Research & Development (incl. Web services)	25%
Infrastructure	25%
Marketing & partnerships	45%
Indirect costs	5%

Note that the expected split of cost expenses is an estimate only and not to be relied upon. Detailed cost expenditure plans will be published following the Crowdsale, with forecasted and actual expenses published periodically thereafter.

4. Market opportunity

4.1. Web services market overview

At the start of 2016, Amazon CEO Jeff Bezos promised that Amazon's cloud computing unit, Amazon Web Services, would hit $10 billion in revenue, "doing so at a pace even faster than Amazon achieved that milestone".

And, although Amazon missed its overall projected revenue number for the quarter, AWS finished the year by blowing by those initial expectations: coming in at $12.2 billion, with $3.1 billion in operating income profit.

Research by Cloudyn shows that 59% of AWS's customers spend less than $50,000 annually; 29% spend $51,000-$250,000; and 12% spend more than $250,000. As of 2017, AWS has more than a million customers.

The worldwide web services market is growing at 18% year on year and as of 2017 is a $250 billion market. (Source: Gartner.)

	2016	2017	2018	2019	2020
Cloud business process services (BPaaS)	40,812	43,772	47,556	51,652	56,176
Cloud application infrastructure services (PaaS)	7,169	8,851	10,616	12,580	14,798
Cloud application services (SaaS)	38,567	46,331	55,143	64,870	75,734
Cloud management and security services	7,150	8,768	10,427	12,159	14,004
Cloud system infrastructure services (IaaS)	25,290	34,603	45,559	57,897	71,552
Cloud advertising	90,257	104,516	118,520	133,566	151,091
Total Market	209,244	246,841	287,820	332,723	383,355

AWS has an overall market share of c6.6% (and c46% looking at IaaS specifically).

Oracle CEO Mark Hurd believes that 80% of industrial applications will be transferred to the cloud within a decade, that all development and testing of software will be carried out in the cloud, and that the cloud will become the default storage solution for corporate data.

"By 2025, 80% of IT budgets will be spent on cloud, and not on traditional IT. Almost all of the new applications will be on SaaS (Software as a Service) applications by 2025... spending on cloud infrastructure will continue to accelerate. It will not again be linear. It will be geometric in terms of the speed by which it will move."
Mark Hurd, CEO of Oracle

Growth in the period 2012-2014 was at least 30% annually for the whole market. In the past few years growth has slowed a little, but remains around 20% per year, which is projected to be sustained over the course of the next 5-10 years.

4.1.1. Addressable market

DADI's directly addressable market years one to five is in PaaS and SaaS, giving it access to a market valued in excess of $100 billion by 2022. Looking further down the line, the services within the platform will broaden out to encompass the entire web services market.

4.2. Cost in the web services market

Annual price reductions from traditional cloud providers are commonplace, demonstrating that price advantage remains a major driver for the cloud services market.

As traditional cloud providers add more customers, they scale out their infrastructure. And in doing so they are able to leverage ever greater economies of scale. Amazon call this a "virtuous cycle".

In contrast to the owned infrastructure of traditional cloud providers DADI provides a market for computing power and bandwidth. It has no capital expenditure for infrastructure in the form of data centres and servers, instead providing a distributed network of capacity built on existing systems and utilising their spare capacity.

DADI connects Consumers and Miners using a trustless, consensus based system based on proof of stake and proof of work. As a result DADI offers a price point significantly below existing cloud providers.

5. Financial model

5.1. Overview

Key notes as follows:

Operating expenses for the ongoing development and maintenance of the DADI Platform are covered by the proceeds accumulated during the Crowdsale, and through tokens accrued as a share of DAO revenue over time.

DADI's main line of expenditure will be marketing, which will be activated in all key markets in support of network launch.

DADI's second largest expenditure line is R&D - people. The team is expected to grow significantly over the first three years post Crowdsale. Average employee salaries in the business are currently c70,000 USD. This is expected to raise to $75,000 USD over the coming year.

DADI's expenditure on the infrastructure will be rapidly scaled up to support the network deployment and ongoing growth.

5.1.1. Existing revenues

DADI+ Limited has existing revenues totalling $165,000 MRR (USD). This is made up of direct support income in the form of commercial contracts to enterprise Consumers for Web Services, and from infrastructure fees in the form of private cloud implementations. Existing contracts are governed by a Master Services Agreement and are 12 month rolling agreements. This provides a solid base for growth and a springboard from which to launch the full DADI offering.

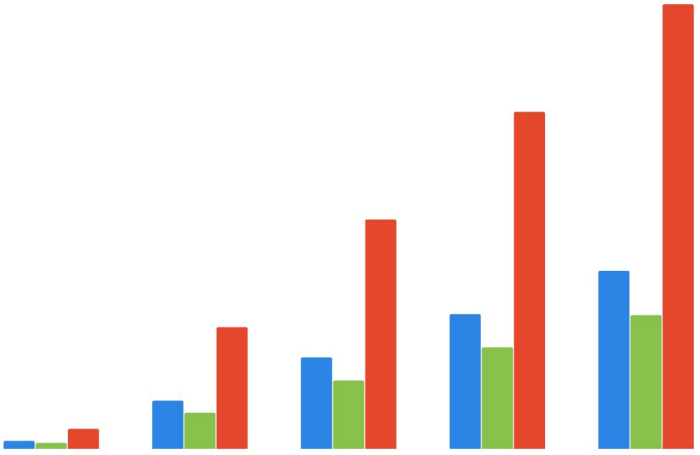
5.2. Illustrative scenarios

5.2.1. Scenario #1

Assumptions:

- **The DADI network goes fully live towards the end of 2018**
- **DADI's overall market share of PAAS and SAAS spaces will reach 0.5% by 2023, growing steadily quarter by quarter**
- **Marketing efforts kick off immediately post Crowdsale, focused on the DADI Web Services that are in market today**
- **A direct sales team will be built, going to market in Q2 2018**
- **Contribution towards R&D will be set at 5%**
- **Contribution towards network growth will be set at 10%**
- **Payouts to network contributors who raise their POS will be set at 8%**
- **Of the remaining 85%, 20% will go to Stargates, 15% to Gateways and 50% to Hosts**

5.2.1.1. Annual payouts to Miners (thousands [USD*])



	2019	2020	2021	2022	2023
Stargates	3,772	22,633	42,751	62,869	82,988
Gateways	2,829	16,975	32,063	47,152	62,241
Hosts	9,430	56,583	106,878	157,174	207,469

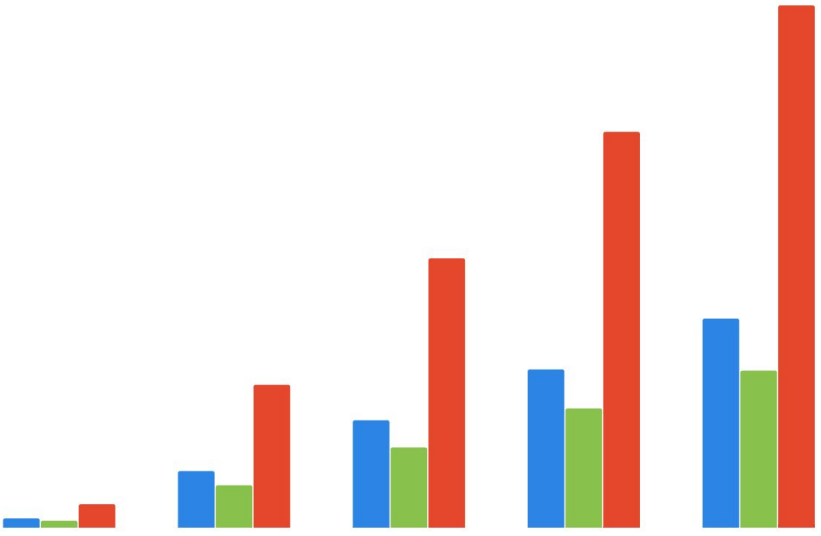
Payouts are in DADI tokens. Expressed in USD for simplicity when set against market growth

5.2.2. Scenario #2

Assumptions:

- **DADI's overall market share of PAAS and SAAS spaces will reach 4% by 2023, growing steadily quarter by quarter**
- **Marketing efforts kick off immediately post Crowdsale, focused on the DADI Web Services that are in market today**
- **The DADI network will be publically available in Q4 2018**
- **A direct sales team will be built, going to market in Q2 2018**
- **Contributions towards R&D will be set at 1.5% (dropped in light of increased revenue in order to upweight investor payouts)**
- **Contributions towards network growth will be set at 1.5% (dropped in light of increased revenue in order to upweight investor payouts)**
- **Payouts to network contributors who raise their POS will be set at 12%**
- **Of the remaining 85%, 20% will go to Stargates, 15% to Gateways and 50% to Hosts**

5.2.1.1. Annual payouts to Miners (thousands [USD*])

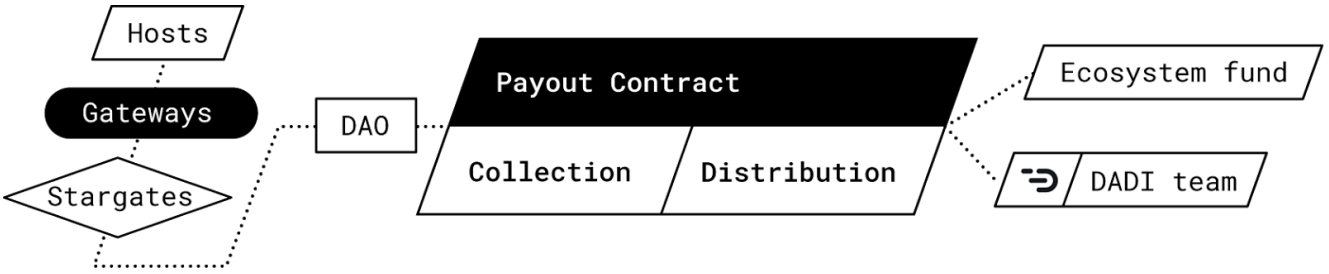


	2019	2020	2021	2022	2023
Stargates	30,177	181,064	342,010	502,956	663,901
Gateways	22,633	135,798	256,507	377,217	497,296
Hosts	75,443	452,660	855,024	1,257,389	1,659,753

Payouts are in DADI tokens. Expressed in USD for simplicity when set against market growth

5.3. Payouts and fees

DADI tokens are an integral part of the DADI platform. Consumers will be charged for their usage of DADI Web Services and will pay with DADI tokens. The biggest slice of the tokens will go to Hosts, with a percentage of every Host's tokens paid to the Gateways that they are attached to. A smaller percentage is retained and dedicated to supporting the underlying connectivity of the network. A similar percentage of tokens are paid to the DADI team for the ongoing development and iteration of the platform.



Stargates are responsible for Consumer contracts and the collection of tokens. They distribute tokens to Gateways who in turn distribute tokens to Hosts. Stargates pay into the DAO to a configurable schedule and the DAO generates a special smart payout contract called the Payout Contract, from which payments are made to token holders, DADI Cloud and the DADI team.

Contract rates will be reviewed quarterly by the DADI team.

5.3.1. Payout Contract

The Payout Contract distributes the tokens which are forwarded to it in accordance with the terms detailed above. The contract has both fixed and variable conditions which create the basis for platform functionality.

The main conditions set in the contract are the calculations for the distribution to Miners based on the ratio of POA and POS to the overall payout accumulated in any given period; and the transferring of payouts from the contract to beneficiaries.

6. The DADI team

6.1. Senior leadership

The founders of DADI have been working together for 18 years and have previously launched and sold businesses together, including Airlock, Symphony CMS and Web Marketing. They have worked in technology since 1998, most recently over the last 4 years building the DADI Web services technology at DADI+ Limited.

6.1.1. Joseph Denne

Joseph is the Founder & CEO of DADI, and the visionary behind DADI's decentralized architecture and web services.

He is an expert in multi-agent and blockchain technologies as well as big data and machine learning. He was responsible for Symphony CMS and has 20+ years experience developing data and content platforms.

Joseph was previously Group Technical Director for the Leo Burnett Group, the Founder of Airlock (a multi-award winning technology company), the Technical Director at Chime Communications and a member of the technology board at the BBC. His work is known across the industry and has been recognised with multiple Webby, Lovie, Emmy, Sony and Bafta awards.

Linkedin / Twitter

6.1.2. Chris Mair

Chris is a strategist and an early blockchain enthusiast, having first invested in Bitcoin in 2011.

He is a founder of DADI and is the key architect behind the decentralized business strategy. Prior to DADI he was a partner at London based technology company Airlock, where he headed the strategy division.

Before joining Airlock, Chris was the Global Head of Digital Technology for fashion brand Diesel where he was responsible for the development and implementation of the brand's digital strategy across 33 markets worldwide.

Linkedin / Twitter

6.1.3. Will Lebens

Will has been founding tech companies since 1998, specialising in content and data management. He leads the solutions and support teams at DADI, focusing on partnerships and the strategic implementation of DADI technology.

Will was previously Managing Director for technology company Airlock, where he oversaw all client relationships – and sat on the Senior Management Council at Leo Burnett Group. He was also a Non-Executive Director for Symphony CMS.

Linkedin / Twitter

6.1.4. Paul Kingsley

Paul is Chief Operating Officer at DADI, bringing COO and CFO experience from portfolio of digital, marketing and media companies and projects.

He is responsible for operations and financial management at DADI.

Paul also holds a variety of senior and consulting positions across a portfolio of digital and tech organisations including Code and Theory and Bright Analytics.

Linkedin / Twitter

6.2. Technology leadership

6.2.1. James Lambie

James is a Technical Director at DADI and is an experienced software/data architect.

He has extensive experience in blockchain technologies, load balancing (nginx, nginx modules), containerization (Docker) and multi-agent tech (with a focus on Node.js, Go, C#, ASP.Net and PHP). He is responsible for the development of DADI's decentralized cloud and web services layer.

James was previously the Lead Developer for BBC Worldwide, a Lead Developer for Barclays bank (working on deep system integration and distributed data warehousing) and the Senior Developer at Synergy International (working in the networking space for NGOs).

Linkedin / Twitter

6.2.2. Francesco Iannuzzelli

Francesco is a Technical Director at DADI with over 25 years of engineering experience.

He is a systems security expert with experience across the stack, including in cloud and distributed networking. He specialises in network architecture design and oversees much of the core DADI product.

Francesco previously held senior systems and consultancy roles with many organisations. He led the development of Tesco.com before joining DADI.

Linkedin / Twitter

6.2.3. Jo Biddulph

Jo is the Technology Implementation Director at DADI and is responsible for the support of the growing portfolio of enterprise clients using the platform.

She brings over 15 years product management, operational support and account handling experience to the role and previously led the delivery of Renault TV, a globally distributed platform covering 126 territories, delivering over 200,000 broadcast hours of content. At DADI she has led the delivery of 200+ products for Bauer Media.

Jo was DADI's second employee.

Linkedin / Twitter

6.2.4. Paul Regan

Paul is the Product Director at DADI, responsible for the strategic development of the web services stack.

He has many years experience of digital and content strategy for publishers and broadcasters, specializing in the application of discrete web services to enable real time, personalized experiences – a key feature of DADI technology.

Paul joined DADI after working as a client to the business over many years, for brands including BBC Worldwide, Discovery Channel, Monocle, Haymarket and the BBC.

Linkedin / Twitter

6.3. Engineering

6.3.1. Viktor Fero

Viktor is a Principal Engineer at DADI, focused on the development of the web services layer of the stack.

He has extensive experience with microservice architectures, blockchain technologies, load balancing (nginx, nginx modules), containerization (Docker) and deployment methodologies.

Viktor was previously the Technical Lead for Nike and oversaw the development of distributed video delivery networks for Renault TV and the London 2012 Olympics during his time at Airlock.

Viktor was DADI's first employee.

Linkedin / Twitter

6.3.2. Arthur Mingard

Arthur is a Principal Engineer at DADI, focused on machine learning technologies in decentralized environments.

He is an expert in multi-agent technologies (with a focus on Node.js, Python, PHP and Go), and has extensive experience in machine learning algorithm development. He has also worked with creative technologies, including real-time physical data capture and analytics.

Arthur was previously the Technical Lead for Monocle, where he was responsible for the implementation of broadcast services including live playout radio, podcast distribution and video management platforms, delivering a distributed infrastructure with points of presence in every major market.

Linkedin / Twitter

6.3.3. Eduardo Bouças

Eduardo is a Senior Engineer at DADI with a passion for API-first content management for publishers.

He has carved a niche for himself in the industry, speaking at many events on the benefits of COPE, 'headless' CMS and discrete web services. He plays a key role in the development of many DADI products.

Eduardo was previously the Development Manager for Time Inc., an Engineering Lead at MMT Digital and a Senior Engineer at Monocle.

Linkedin / Twitter

6.3.4. Adam K Dean

Adam is a Senior Engineer with a full stack development background and a keen focus on automation and API-first technology.

He has extensive experience across a range of relevant disciplines including DNS, load balancing and containerization. He is well versed in Node.js, multiple database technologies and front-end essentials such as HTML, CSS and JS.

Adam joined DADI after leading development for major UK retailers.

Linkedin / Twitter

6.3.5. Jean-Luc Thiebaut

Jean-Luc is a Senior Engineer at DADI and has spent many years working with the founders of the company.

He has extensive experience with distributed and technologies including load balancing (nginx, nginx modules), containerization (Docker) and multi-agent tech (with a focus on Node.js, Go, C#, and PHP).

He was the Technical Manager at Airlock, leading the development of large-scale platforms, most notably for the BBC's coverage of Wimbledon and the 2012 London Olympics.

Jean-Luc has also successfully launched a whisky trading platform (Whisky Marketplace) and a social network for whisky connoisseurs (Connosr).

Linkedin / Twitter

6.3.6. Robert Stanford

Rob is a Senior Engineer at DADI focused on content management technologies and distributed publishing models.

His 20 years' in software engineering brings experience with Node.js, Ruby, Redis and the usual frontend suspects.

Rob joined DADI after working as the Development Lead for Comic Relief. He was previously a Senior Engineer for MTV, Virgin and the BBC, where he led the migration of traditional technologies to discrete web services designed for performance at scale.

Linkedin / Twitter

6.3.7. Philip Hunt

Philip is a Senior Engineer at DADI with extensive experience working with large data volumes and mission critical cloud based systems.

He is a full stack engineer who specialises in Node.js and Python, but also has strong experience in frontend tech, data transport and data storage, including MongoDB, MySQL, Postgres, Redis and DynamoDB.

Philip was previously a Development Lead at News Corp, and was responsible for the delivery of their data lake, designed to provide a deep understanding of user behaviour and motivation.

6.4. User experience

6.4.1. David Longworth

David is the Design Director at DADI, responsible for user experience and design across the stack.

His skillset blends design and front-end development and he prefers to 'sketch in code' rather than work with static creative – as such he is a capable engineer with expertise in HTML, CSS and JS.

Before joining DADI, David worked at production agency Stink Studios and was responsible for design work for Redbull, Google, Chanel, Ray-Ban and Samsung among other high profile brands. His work has won many awards and has featured more than once in Apple keynote presentations.

Linkedin / Twitter

6.5. Project management

6.5.1 Peishan Chen

Peishan is a Senior Project Manager at DADI, working to support the development of DADI technology.

She brings to the role an interest in digital products that leverage machine learning and big data to personalise CRM – and has worked to deliver DADI-powered solutions that do just that.

Peishan joined DADI three years ago from a position with a creative agency, where she looked after accounts for Facebook, WWF, Threadless and W Hotels.

Linkedin

7. Financing

The proceeds raised through the Crowdsale will be used to take the technology (Web services and Network) to market, building the network through contributions of computational power and facilitating direct sales using DADI tokens. In addition it will be used to increase the size of the engineering team for the ongoing iteration of the technology.

7.1. Community management and expansion

DADI already supports a multilingual community with translations for French, German, Russian, Portuguese, Spanish, Chinese and Japanese available on it's websites, and provides hands-on support through Telegram, Discord, Github Issues and several other community interfaces.

This effort will be expanded significantly, with translations rolled out across all documentation. A dedicated community management function will be established allowing DADI to be much more responsive to inbound communication, and a support team will be built to offer proactive support for Consumers and Miners across the network. These functions will be activated in all key markets over time, specifically UK, USA and Canada, South America, Europe and MENA.

Building the community and onboarding Miners is critical to the growth and success of the network.

7.2. Marketing & partnerships

Marketing efforts will be tied to roadmap developments in the main, utilising the forward momentum generated by platform iteration to broadcast the benefits and evolution of the platform. This work is already under way, with low-level marketing in key platforms taking place in the form of direct community outreach and engagement, paid promotions in Twitter and through the generation of supporting content such as tutorial videos for key DADI Web Services.

7.3.1. Marketing roadmap

DADI is pursuing a developer-driven growth strategy for the Web services technology, focused on converting developers to the platform. This will be undertaken by segment, focusing on individual developers as well as those employed in start ups, agencies, SMEs and in the Enterprise space.

Further reading: Marketing strategy

A high level, 12 month roadmap can be seen below. This will be continually maintained to ensure alignment with the core platform roadmap, with updates made available to investors on a quarterly basis. It should be assumed that efforts started in one quarter are maintained indefinitely. This marketing plan includes the marketing of the Crowdsale itself as well as the DADI platform (Web services and Network) post the Crowdsale.

7.3.1. Q4 2017

Priority	Tasks
1	Obtain coverage of DADI in blockchain, cryptocurrencies and tech publications
2	Create digital marketing assets
3	Drive traffic to DADI.tech and DADI.cloud
4	Ensure search engine position through on site optimization and paid search
5	Continue to drive engagement with the DADI community
6	Begin work to establish a partnership programme with key infrastructure owners (data centers and carriers)
7	Support the first full public release of DADI Publish
8	Ensure dissemination of key release information for DADI API (v3.0.0) and DADI Web (v4.0.0)
9	Develop and launch an eCRM strategy targeting key platform users (Consumers, Miners and Investors)
10	Provide direct support for registration ahead of the Presale and build anticipation for the Crowdsale in the New Year

7.3.2. Q1 2018

Priority	Tasks
1	Provide direct support for the launch of the Crowdsale
2	Target the listing of DADI on the broadest possible set of exchanges to ensure token availability for network use
3	Begin early marketing campaigns
4	Begin writing regular articles for key tech publications focused on web services and the blockchain
5	Develop a per-market plan in support of direct sales through outbound marketing to Enterprise
6	Ensure dissemination of key release information for DADI Publish and DADI CDN

7.3.3. Q2 2018

Priority	Tasks
1	Launch direct sales support effort, building awareness ahead of the first full public release of the network
2	Begin work to establish a partnership programme with key IT resellers
3	Participation in tech events and conference, organised by market
4	Begin planning for DADI specific events, to kick off inline with the release of the network
5	Develop marketing plans for the targeting of Miners and begin the work of supporting the growth of the network through the addition of Stargates, Gateways and Hosts
6	Support the first full public release of DADI Track
7	Support the first full public release of DADI Visualize
8	Ensure dissemination of key release information for DADI API
9	Support the release of the DADI Wallet

7.3.4. Q3 2018

Priority	Tasks
1	Drive awareness of the first release of the DADI network, targeting growth in Miners through the contribution of Stargate, Gateway and Host resources
2	Ensure dissemination of key release information for DADI CDN and DADI Publish
3	Establish marketing teams in key markets, specifically UK, USA and Canada, South America, Europe and MENA
4	Develop and launch a digital agency partnership programme
5	Develop the launch strategy for the DADI network (due in Q2 2018)

7.4. Direct sales

Building on the success of DADI's existing direct sales function, a dedicated sales team will be established, initially taking the core Web Services to market in order to build awareness and drive sales for the network. The direct sales function will be activated in all key markets over time, specifically UK, USA and Canada, South America, Europe and MENA.

7.5. R&D

The core engineering team will be grown, bringing in top flight talent to extend DADI's capabilities in the blockchain, in networking, in machine learning and in data science. The current rate of delivery is extremely high given the relatively small engineering team in place, but this will be increased, allowing the development of new Web Services and opening up new areas of the market in the process.

8. Due diligence

DADI believes in transparency and has taken every step to provide as much clarity as possible with regard to the business, it's technology, and future plans.

Key links in support of transparency:

- **Technology white paper**
- **Marketing strategy**
- **Source code**
- **Web services deep dive**
- **Companies House filings**
- **Supporting site for the DADI Crowdsale**
- **Supporting site for DADI Web Services**
- **Documentation**

Please reach out using the contacts below if you have any questions or require any further detail with regard to the technology or the Crowdsale itself.

8.1. Crowdsale contacts

Name	Role	Email
Joseph Denne	***CEO***	**jd@dadi.co**
Christopher Mair	***Marketing, PR & outreach***	**cm@dadi.co**
James Lambie	***CTO***	**jl@dadi.co**

8.2. Engage with us

Questions? Ideas? Just want to chew the fat? Reach out:

- **Telegram**
- **Forum** / **Reddit**
- **Discord**
- **Twitter**

9. Stakeholder relations

A dedicated channel will be setup within the DADI Forum for communicating with token holders and other stakeholders, designed as a space for Q&A with the senior team alongside the existing channels dedicated to the technologies.

In addition to to the regular ad-hoc technology updates disseminated via established channels, the senior team will publish a quarterly report.

9.1. Key contacts

Name	Role	Email
Joseph Denne	***CEO***	**jd@dadi.co**
Paul Kingsley	***COO***	**pk@dadi.co**