

Executive summary

Sparkso's ambition is to become the leading marketplace for services delivered in Web3 by societal projects with impact.

Problem to solve

Blockchain and NFTs, like the Internet in its early days, represent an unprecedented opportunity for companies and projects to distinguish themselves from their competition - as early adopters - and to ensure sustainable growth in a future set to increasingly respond to Web3.

«Tomorrow's world will be decentralised»; this is the credo that drives us. We believe that many projects offering B2B/B2C services, although «game changers» in nature, are in danger of missing this shift to Web3 because they are not sufficiently aware of how Blockchain will impact so much of business protocol in the future. These projects are limiting their potential for success, in the longer term, by allowing those competitors, that do grasp the relevance of decentralisation through Blockchain and Web3 technology, to move ahead of them in their respective markets.

Solution

In order to address this problem and to allow these otherwise promising projects to be at the forefront of Web3, we plan to build a decentralised ecosystem, in the form of a marketplace, that will welcome a diversity of valuable projects to fully take part in these technological developments:

- Introduction of Blockchain in the value chain (Smart Contract, DAO, NFT, Metaverse...).
- Economies of scale, inherent in the mutualisation of the technical base of the Sparkso marketplace and a significant part of the marketing expenditure.
- Exposure to the user communities of other projects in the marketplace.
- Provision of a utility token, the POXO, as an alternative and modern method of settlement (without being exclusively so).

Such projects are sourced and then selected according to the classic criteria of viability and profitability, but to which we now add the additional selection filter that only those projects with an anticipated long term societal impact will be considered i.e. in areas such as education, global business and the environment, etc.

Value proposition

The various services of the marketplace are available in the form of dApps, the first two being Spiriso and The African Master (TAM):

- Spiriso is a decentralised business partnering platform, ensuring collaborative success through peer-to-peer governance of partnerships.
- TAM is an educational and training platform, offering degree and course accreditations in a decentralised framework. A particular focus for this dApp will be the African continent.

What makes us different from traditional marketplaces?

- Security of the information recorded in the Blockchain which is, by the very method of its construction, unforgeable and immutable.
- Public transparency due to the traceable (but still confidential) nature of the Blockchain.
- Competitiveness of user fees due to the absence of intermediaries.
- Mutualisation: costs of scale (infrastructure, marketing...), communities (size effect: multi-exposure, synergies...), user experience.

Sparkso revenue model

Sparkso generates its revenue through the provision of a marketplace and an optimised ecosystem, allowing B2B/B2C services companies to market their services as dApps and reach a wider customer base.

Sparkso receives remuneration in POXO tokens in two ways:

- Equity participation.
- And/or application of a commission rate on the volume of the business concluded.

Basically, the value of POXO in the market is a function of two complementary factors that reflect the overall demand for tokens as well as the overall confidence in the Sparkso project:

- The number of dApps present in the marketplace (size of the ecosystem).
- And their level of adoption by the community, which depends on the associated value creation.

What makes our dApps unique?

For Spiriso:

- Sparkso's smart contracts secure the mutual interests of partners who do not know each other,
- the generation of NFTs («Certificate of Achievement», then «Certificate of Trust») makes it possible to track collaborative successes in the Web3.

By promoting aspects of trust and transparency, Spiriso is set to revolutionise the way of doing business and to open the door of Web3 to its users.

For the African Master:

- Sparkso's smart contracts guarantee full transparency of the knowledge process.
- NFTs are issued to certify cognitive and professional skills in an unfalsifiable and universal way.

By providing transparency, TAM opens the doors of the African market to internationally renowned institutions for the establishment of strategic partnerships. TAM brings African education and training into the Web3.

Roadmap

02/2021

Constitution of the founding team and start of our project.

05/2021

First circle of investors.

06/2021

Constitution of the Core Team.

09/2021

Agreement with the first partners.

02/2022

Sparkso company creation

04/2022

Regulatory compliance of the POXO token with EU regulations established by CMS law firm.

Q3 2022

Set up of project teams and start of work.

Q3 2022

Listing of POXO on the first (decentralised) exchanges.

Q1 2022

Delivery of the technical base of the Sparkso ecosystem

+ MVP of the Spiriso and TAM dApps.

Q2 2023

Delivery of the Generation One features of the Spiriso and TAM dApps.

Q3 2023

Implementation of new projects

Fundraising Target

We have already amassed, in Love Money, €260,000.

To develop and implement of the Marketplace's base and the Generation One, we need to raise €2,000,000.

Breakdown : 55% IT Dev, 20% MarCom, 25% Operational Costs.

Turnover (Forecast done without cross analysis).

Global Turnover (Generated by the marketplace dApps) €733k in 2023 ; €7,900k in 2024 ; €25,230k in 2025.

Sparkso Turnover (without dApps equity investment return) €715k in 2023 ; €2,180k in 2024 ; €5,296k in 2025.

Executive Team

Benedicte Coudert

Co-founder & CEO, Sales and Business Development Specialist, Human Resources and Recruiter Specialist

Nero Ughwujabo

Co-founder & CMO, Former Special Adviser to the UK Prime Minister - Social Justice and Young People

Ghilas Benkhemou

Co-founder & CINO, Blockchain and Cryptos, Project Management

David Rapanoel

Co-founder & CBO, Business Development, Capital Markets & Finance, Risk Management

Jonathan Elom

CTO, Core Blockchain Cryptography skills, Solidity Development