Unlocking the Endless Possibilities of a Decentralized Future

SIDE.XYZ

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1 Introduction: Despite the wave of Web3 adoption, the barrier to entry comes at a cost.

The opportunity for invention and creativity is limitless in the vibrant realm of Web 3. But a frequent barrier that prevents many would-be creators and builders from realizing their potential is the technical expertise needed to traverse the difficulties of making tokens, NFTs, and token-gated places on the blockchain.

Smart contracts are source code that operates on the blockchain. They offer tamper resistance, ensuring that neither their creator nor any other party can modify their code or disrupt their performance. This is part of the technical knowledge required to build Web3 projects, as they are backed by those smart contracts.

Another part, directly affecting project owners, involves interacting with Web3 APIs and libraries, and even actual blockchain nodes in some cases, to get the right sets of data and display those in a proper way for their users.

These technological barriers invoke the question:

How much creativity, value, and utility are lying dormant as a result of these technical obstacles? How many billions of dollars of market capitalization are lost, and how many millions of jobs are lost as a result?

Something needs to emerge as an empowerment beacon in response to these problems. A certain tool, whose ultimate goal is to remove these obstacles and unleash the full potential of web3 businesses, builders, and artists.

Introducing Side.xyz, a no-code software program that streamlines NFTs and token production and management on various blockchains. With Side, users can create interactive landing pages using live blockchain data to display customizable information about NFTs, tokens, and more. Side also includes a token-gated membership feature, enabling creators to facilitate value exchange and foster community engagement.

And this is just a taste of what Side has to offer to the ecosystem; it's only the beginning, so come along with us as we set out on this thrilling adventure to rewrite the rules of creation and unlock the actual potential of the Third Web.

1.1 The state of Web3 adoption

A startling increase in people adopting digital currency and blockchain technology has occurred as a result of the crypto revolution. With 420 million members globally as of 2023, the crypto community has significantly grown from the 100 million users counted in 2017. This rapid adoption indicates the universal acceptance of the revolutionary potential of cryptocurrencies.

Furthermore, the numbers show that the acceptance of cryptocurrencies crosses national boundaries, with some nations setting the standard for the adoption of this financial paradigm shift.

With a high adoption rate, Vietnam emerges as the leader. Vietnam is joined by nations like Nigeria, Pakistan, India, and Ukraine, which have all seen high rates of cryptocurrency adoption and active communities that are eager to learn more about the opportunities presented by blockchain technology.

With a 4.2% global adoption rate, it is evident that people are turning more and more to cryptocurrencies as a way to transform conventional financial systems, advance financial inclusion, and open up fresh opportunities for economic growth.

Cryptocurrencies will revolutionize financial systems in a decentralized future thanks to this momentum.

Crypto usage has skyrocketed due to numerous factors, including:

- Decentralized finance (DeFi) applications allow users to lend, borrow, and earn interest on crypto assets without traditional financial institutions

- NFTs, unique digital assets used in art, music, and collectibles, have grown in popularity.

- Many businesses already accept crypto as payment, and some governments are considering establishing central bank digital currencies (CBDCs).

DEXs, EVM tokens, and blockchain platforms like Ethereum and Solana have accelerated crypto adoption. Compared to centralized exchanges, DEXs are more secure and transparent. DeFi protocols and NFT marketplaces use Ethereum-based ERC-20 tokens.
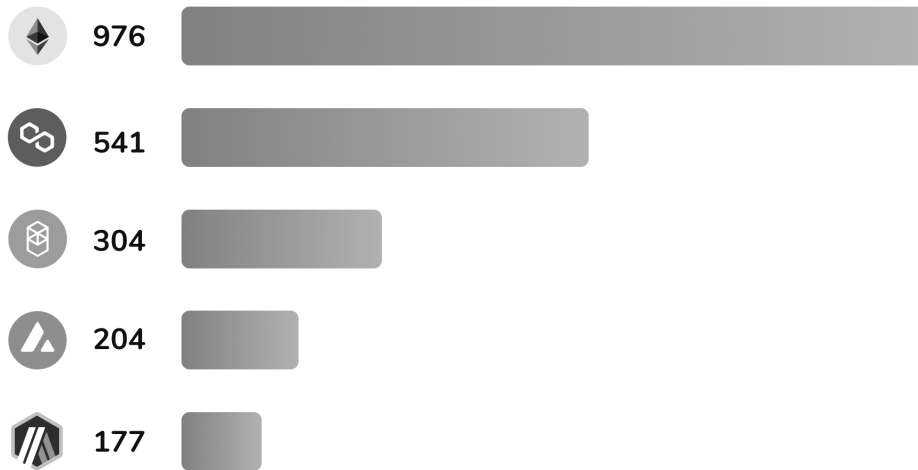

Figure 1 - Maximum daily verified smart contracts per blockchain in 2022

Ethereum, Fantom, Avalanche, and Solana, among others, let developers design decentralized apps and finance protocols.

Decentralized social media sites, marketplaces, and DAOs will emerge as crypto use grows.

1.2   The no-code shift in Web2 and its potential for Web3 adoption

No-code tools have revolutionized business building.

They allow anyone with a good idea to build a website, app, or marketing campaign without any coding skills. This democratization of entrepreneurship allows people from all backgrounds to promote
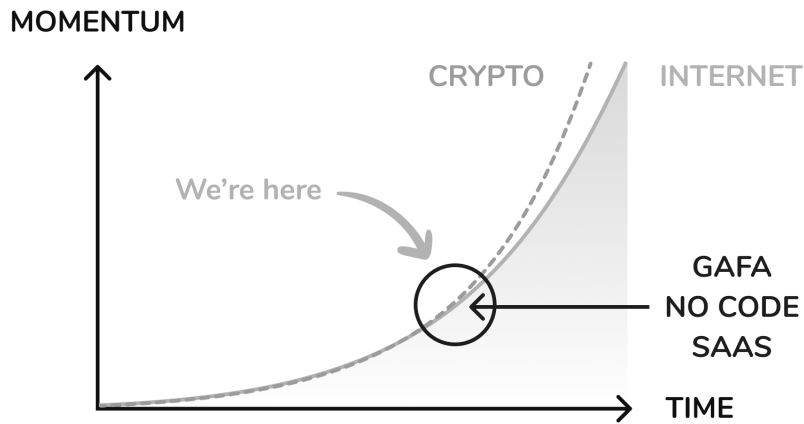
their ideas and establish their own futures.

Figure 2 - Crypto and Internet adoption

"Builders make things happen," Elon Musk wisely stated. No-code technologies enable increased activity and lower digital participation obstacles.

Supply produces demand.

User-generated material was rare before YouTube. After YouTube made it easy to create and share videos, demand for user-generated content skyrocketed. Shopify also shifted e-commerce by allowing anyone to build an online store without coding. E-commerce's democratization has allowed millions of people to start businesses.
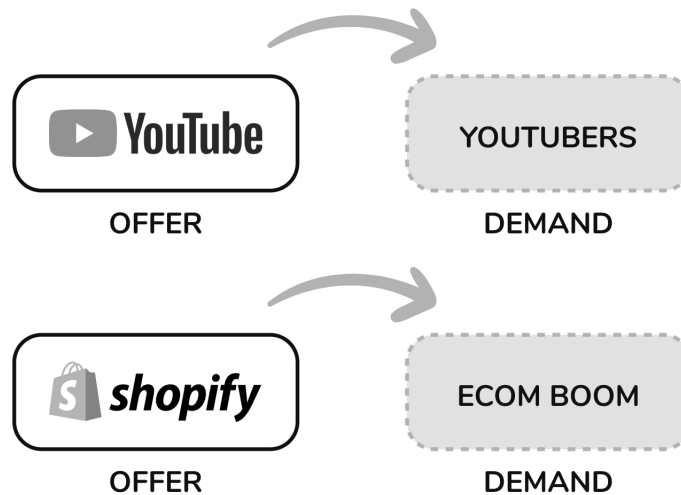

Figure 3 - Offer and demand

No-code solutions in Web3—which include crypto and blockchain—have great potential. No-code tools will let non-coders construct dApps, establish NFT projects, and participate in DeFi. Accessibility allows a wider audience to participate in crypto and Web3 technologies, which drives mass adoption.

No-code tools' possibilities are often overlooked.

Henry Ford observed, "If I had asked people what they wanted, they would have said faster horses."

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2 Side.xyz: Unlocking the Endless Possibilities of a Decentralized Future

2.1 Avoiding "pump and dump" due to Web3's lack of use cases

Web3's growth and sustainability are hampered by a lack of meaningful use cases. Active wallets and holders are discussed, but true users are uncommon due to the lack of utilities and useful applications. Side.xyz exists to solve this fundamental issue.

Blockchain-powered Web3 promises decentralization, security, and transparency.

Our sphere struggles without compelling use cases. The involuntary "pump and dump" effect on tokens and project failures result from this.

Without use cases, projects fail. These ventures fail because they cannot attract users or investors without a business plan or income stream. Sustainability issues worsen Web3 ecosystem issues.
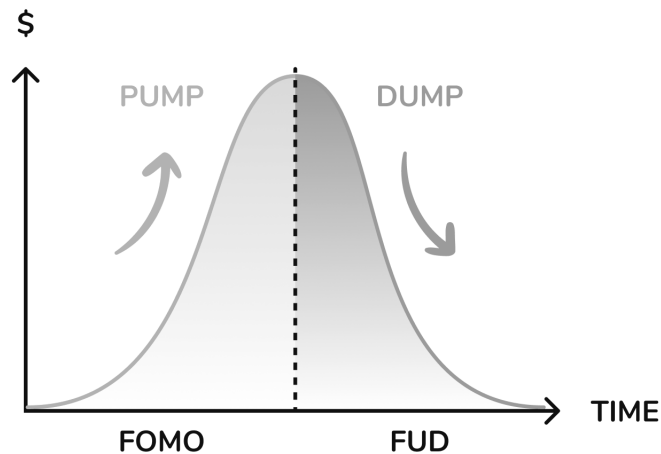
Figure 4 - Pump and dump

Lack of meaningful use cases causes token pumps and dumps. This happens when token prices rapidly rise and fall. Investors who want rapid profits sell their tokens when they realize the project has no practical use.

Involuntary pump and dump harms the Web3 environment. It deters investors and tarnishes the reputation of good causes. This issue must be addressed to enable sustainable growth and significant contributions.

A recent study found that 95% of projects fail. "Web3isgoinggreat.com" mocks ecosystem flaws, highlighting the need for real use cases to fix them.

There is a need to overcome the absence of practical use cases. Projects should focus on creating useful, tangible products and services.

They can attract users and investors, creating a sustainable ecosystem that advances the movement. Meaningful applications unlock Web3's potential and promote its widespread adoption.

2.2 Web3 entry hurdle reduction

Web3's limited accessibility to technically capable people has slowed its mass adoption. Most people can't handle this technological complexity, so it hinders acceptance.

"We need to make blockchain easier to use and more accessible" - Tugan Bara (cofounder, Side.xyz)

High costs, complexity, lack of resources, security issues, technical skill, time commitment, and lack of community support are obstacles to the Web3 ecosystem. These barriers have prevented Web3's widespread adoption.

According to Hired, web3 engineers in the US earn $150,000 a year, surpassing software developers. Web3 developers earn $50,000 per year in India, illustrating global cost differences. Web3 developers' expertise and skills affect their costs.

Web3 engineers with Solidity and Ethereum expertise can earn $200,000.

Side.xyz removes these obstacles. Side.xyz offers a no-code way to generate tokens, NFTs, and Web3 ecosystems. Side.xyz hopes to introduce 100 million people to Web3 in a decade by democratizing it.

Web3 democratization will spur creativity and innovation. Side.xyz makes Web3 projects more open and decentralized. We provide daily resources and instruction to help people maximize their Web3 ecosystem potential.

It's important to remember that just 0.5% of the world's population can code, and even fewer can code in Solidity or Rust. This statistic emphasizes the need to remove technical hurdles to web3 participation.

Side.xyz works to make the Web more inclusive and accessible for people of all backgrounds and skill levels.

3 Side.xyz is at the confluence of the three propelling forces of the digital economies of the 21st century.

3.1 The Third Web

The blockchain and Web3 have introduced decentralization, trustlessness, transparency, ownership, and private property. Their ability to change industries is based on these concepts.

Uniswap, 1inch, and PancakeSwap are major web3 DEXes. These platforms enable trustless peer-to-peer trading and give users direct management over their assets. Layer 1 and layer 2 blockchains like Solana, Avalanche, Fantom, and Matic are fighting to attract builders and users, pushing innovation and limits.

This revolution has been stressed by crypto leaders.

Famous crypto entrepreneur Balaji Srinivasan says, "The future of finance is being built by crypto entrepreneurs."

Their creativity and vision are creating new financial solutions that threaten existing structures. Naval Ravikant wants a decentralized web. Blockchain and Web3 emphasize trustlessness and transparency. Decentralization increases digital asset ownership and privacy.

Blockchain and cryptography are changing how we use technology. It allows people to manage their finances and digital lives, creating a more egalitarian future. Decentralized applications, smart contracts, and tokenization might transform industries, democratize financial services, and open up global innovation and collaboration.

3.2 The Creator Economy

The creative economy has empowered people to become entrepreneurs and allowed artists to reach a worldwide audience. Leaders and influencers inspire creative and collaborative communities.

The creator economy is worth trillions. This shows the huge economic potential of this growing business.

Several variables contributed to the creator's economic growth. Creators may now reach a massive audience thanks to social media. Video editing software and streaming platforms have enabled creators to create high-quality material and innovate with their audiences.

The creative economy benefits creators and customers. Creators can profit from their hobbies and skills. Consumers have access to a variety of high-quality information that matches their interests, creating a more personalized and engaging content experience.

It could transform content consumption and creation, even though it's very young. Its massive impact is expected to rise in the future.

It has changed famous people forever.

Gary Vaynerchuk says, "The creator economy is the future of work."
Web2 platforms like Patreon, Teachable, and Hotmart help creators monetize and grow their communities.

In 2022, Patreon creators will have already earned \$1 billion, and Teachable creators will have earned half of it.

The creator economy has transformed labor and consumption. This economy has the ability to transform sectors, spur innovation, and enable global creativity.

3.3   The Fusion: No-Code and AI

The No Code movement and AI technology have made it easier for non-developers to create digital solutions. Web2 platforms like Shopify, Clickfunnels, ActiveCampaign, Bubble.io, Airtable, Notion.so, and ChatGPT started this movement.

Shopify has helped over 1 million e-commerce sites launch, earning \$200 billion in revenue.

On November 19, 2021, its market cap reached \$212.34 billion, demonstrating its impact and scalability.

Web3 platforms will drive global change and become billion-dollar behemoths. This progression will enable individuals and businesses to create blockchain-based solutions, democratizing Web3 technology.

Forbes notes, "With low-code, innovative apps can be delivered 10x faster, and organizations can turn on a dime, adapting their systems at the speed of business." KBV Research expects the low-code development platform market to reach \$46.4 billion by 2026, growing 25% annually.

Research and Markets expects the global low-code development platform market to reach \$187.0 billion by 2030, growing at a CAGR of 31.1% from 2020 to 2030. These figures show that No Code and AI technologies may transform solution development and accelerate industry innovation.

In a fast-paced digital environment, no-code tools and AI can unleash creativity, rapidly bring ideas to life, and create significant change.
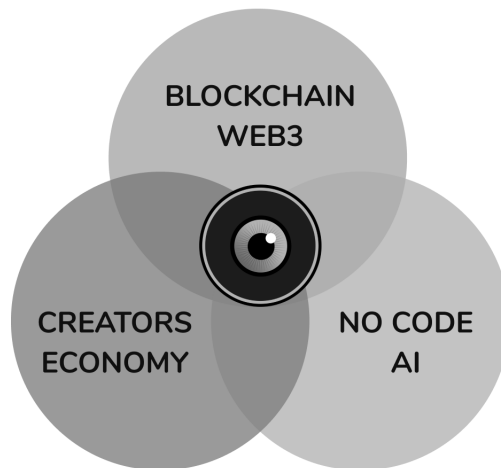
Figure 5 - Side intersection

Side.xyz connects the blockchain and Web3 revolutions, the creator economy, and the No Code and AI movements, providing billion-dollar opportunities.

Side.xyz lets users construct tokens, NFTs, and Web3 ecosystems using blockchain technology's decentralization, trustlessness, and transparency.

It helps creators grow globally and build thriving communities. Side.xyz's No Code tools unlock new opportunities for innovation, entrepreneurship, and financial freedom.

4 Who will create and use Side.xyz?

4.1 Entrepreneurs, builders, and artists

Side.xyz helps entrepreneurs, builders, and artists realize their ideas.

Side.xyz helps them create blockchain and Web3 initiatives, platforms, applications, and tokenized experiences.

Side.xyz's no-code tools allow creative people to innovate in the digital economy.

4.2 Active community members

Side.xyz promotes blockchain's community-empowering attitude.

Community members can actively grow Side.xyz projects. Blockchain technology allows them to fork, run, and extend these initiatives.

Side.xyz fosters community involvement and empowers users to define Web3's future through collaboration.

4.3 General Web3, DeFi, and NFT users

Side.xyz reaches beyond its users. Side.xyz's novel solutions will be used by DeFi, NFT, and web3 professionals. Side.xyz helps entrepreneurs, builders, and artists establish utilities and projects that ripple across the ecosystem.

Our objective is that Side.xyz users' innovations will change how participants interact with DeFi, NFT, and Web3 sectors.

Figure 6 - Side features

Side.xyz connects diverse individuals and communities who want to impact the digital economy's future.

Side.xyz empowers entrepreneurs, builders, artists, and community members to grow the blockchain and Web3 revolutions by giving them the tools and infrastructure to build, innovate, and interact.

5 Technical Architecture

5.1 An extensive ecosystem of no-code and Web3 features

Side.xyz offers a comprehensive range of features that empower users to leverage the potential of Web3 without the need for technical expertise. These features enable users to build, customize, and manage their projects with ease.

Here are some of the features that Side.xyz is developing or planning to develop:

- Web3 Page Builder: With a user-friendly drag-and-drop interface, Side.xyz allows users to create stunning landing pages for their projects. These pages can display both on-chain and off-chain data, providing seamless integration between the blockchain and the traditional web. Users can also incorporate various Web3 functionalities, such as live token prices, token swaps, staking, and contract interactions, into their Web3 dApps.

- Token Creation Tool: Side.xyz enables users to create their own tokens effortlessly. They can define the tokenomics, customize supply parameters, and even fork existing projects to jumpstart their token creation process. This empowers entrepreneurs and builders to launch their own unique tokens and establish their presence in the Web3 ecosystem.

- Integration with Popular DEXs: Side.xyz facilitates seamless integration with popular decentralized exchanges (DEXs) for users' tokens. This integration allows token holders to easily trade and swap their tokens on well-established DEX platforms, providing liquidity and accessibility to the broader crypto community.

- NFT Creation and Mint Tool: Side.xyz simplifies the process of creating and minting non-fungible tokens (NFTs). Users can define tokenomics, set supply parameters, specify minting conditions, and determine pricing strategies. This empowers artists, creators, and collectors to unleash their creativity and tokenize unique digital assets.

- Web3 Project Backend and Analytics: Side.xyz provides a robust backend infrastructure and comprehensive analytics tools. Users can measure key metrics such as wallet activity, token floor price, holders' distribution, trading volume, and the number of connected users. This data-driven approach enables users to make informed decisions and optimize the performance of their Web3 projects.

- Staking Contracts: Side.xyz offers flexible staking contract capabilities. Users can define staking conditions, set rewards and benefits for stakers, and create a vibrant ecosystem around their tokens. This incentivizes token holders to actively participate and contribute to the growth of the project.

- DAO Plug & Play: Side.xyz simplifies the integration of decentralized autonomous organizations (DAOs). Users can seamlessly incorporate DAO functionalities into their projects, enabling decentralized governance, voting, and decision-making processes.

- Treasury Management Tools: Side.xyz provides efficient treasury management tools for communities. Users can effectively manage funds, allocate resources, and drive sustainable growth within their communities.

- Token-Gated Membership Spaces: Side.xyz enables the creation of token-gated membership spaces, allowing creators to build exclusive communities that offer unique benefits and access to token holders. This fosters a sense of belonging and enhances community engagement.

Side.xyz remains committed to continuous improvement and innovation. As the technology evolves and new ideas emerge, Side.xyz will incorporate feedback from its builder community to develop additional features and functionalities, ensuring that the platform remains at the forefront of the ever-evolving Web3 landscape.

5.2 Layer compatibility

Side.xyz is compatible with the Ethereum blockchain, which runs Solidity smart contracts on the Ethereum Virtual Machine (EVM), as of this whitepaper. We acknowledge blockchain ecosystems' expanding diversity and unique potential.

We are actively studying Side.xyz's compatibility with different blockchain networks beyond those based on the EVM to provide more options and flexibility. This involves analyzing the feasibility of interfacing with blockchains like Solana, which has its own benefits.

The decision to extend compatibility to EVM and non-EVM blockchains will be made in consultation with the Side community and through discussions with the parent foundations or companies associated with these blockchain platforms.

We prioritize user needs, interoperability, and smooth integration in each growth phase.

Side.xyz encourages users to use numerous blockchain networks to take advantage of the decentralized ecosystem's many prospects. Builders and creators should be able to choose the blockchain that best fits their project needs and strategic vision.

5.3 The side's underlying technologies

Side.xyz powers its platform with cutting-edge technologies. NextJS lets us construct quick, interactive web apps on the frontend. NestJS, a scalable and efficient framework for server-side application development, powers the backend. TypeScript, a reliable, developer-friendly programming language, is used for front-end and back-end development.

Our database is PostgreSQL for security and efficiency. This helps us organize and retrieve data. Our platform also uses libraries and tools. Wagmi helps customers access their funds by connecting wallets seamlessly. We use Magic Link to connect wallets to Gmail, Twitter, and Discord.

We use ethers.js, a sophisticated JavaScript tool for blockchain integration, to manipulate tokens and connect contracts. Our platform also uses third-party services. Reservoir.tools retrieves links, metadata, and KPIs from NFT collections, allowing users to access essential NFT data. CoinMarketCap and Unmarshall provide token data and KPIs.

Moralis, a token verification service, ensures token integrity. This ensures our users' trust. We use Solidity to create token-mining contract templates.

DigitalOcean hosts and ensures platform availability. This ensures a pleasant user experience with solid infrastructure and strong server capabilities. Side.xyz uses these technologies and services to create a powerful and easy-to-use platform for Web3 entrepreneurs, builders, and artists.

6 Side's Lean Roadmap

At Side.xyz, the Lean Roadmap methodology is at the core of our development philosophy. We think it's important to be adaptable and agile in the face of the Web3 ecosystem's and technology's constant change. We are aware of the difficulty of foreseeing the future and preparing for disruptive technology.

For instance, the appearance of novel language models like ChatGPT has the potential to greatly influence and improve no-code solutions like ours.

Building software products is a trial-and-error process where we iterate continuously and get community feedback. We appreciate candid conversations and pay close attention to the opinions and thoughts of our users and stakeholders. This enables us to maintain our flexibility and make changes to our plans as we work to evolve quickly.

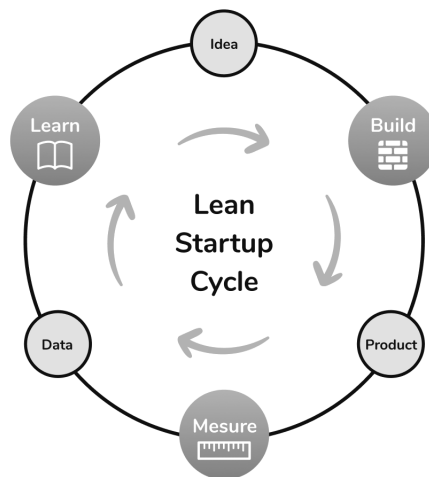*Our development plan is supported by the "lean startup" approach inspired by Lean methodology.*

Figure 7 - Lean startup cycle

It places a focus on hypothesis testing, iterative development, and incorporating input into the decision-making process.

We can continuously hone and enhance our platform to better meet the needs of our users by adopting this process.

Flexibility is essential to our strategy since we are aware that the Web3 ecosystem is dynamic and ever-changing. Our fundamental goal has not changed, even though our roadmap may not be fixed in the conventional sense.

We are dedicated to dominating the Web3 environment and establishing ourselves as one of the most reputable brands there. The convergence of No Code and AI, the Creator's Economy, and the Web3 revolution are the three movements we aim to lead.

The Side token will continue to be crucial in advancing and expanding our platform at every stage of our journey.

We can respond to user feedback, take advantage of new opportunities, and ultimately build a platform that meets the needs and aspirations of our community by adopting a lean and flexible strategy.

7 Side Tokens and Tokenomics

The Side token lies at the heart of the Side.xyz ecosystem, serving as a fundamental component that drives its growth and functionality. As a native utility token, it empowers users to engage with various features and services offered by Side.xyz. The Side token not only provides access to exclusive platform capabilities but also represents a shared stake in the collective success of the Side community.

7.1 $SIDE Token

Figure 8 - $SIDE token

After a successful pre-sale and ICO in December 2021, the $SIDE token was issued on the Ethereum blockchain (ERC-20) on January 27, 2023.
Contract address: 0x5A3153ae94E9FE2ECfdBD7BA7284C51560cb7aEe

As the legal framework for token issuance fluctuates, the team behind Side is keen to comply with the new regulations that are being built. Therefore, it is important to note that the plan and view for SIDE might change over time depending on legal opinion, regulatory framework, technological evolution, or community decisions.

"We're not competitor-obsessed; we're customer-obsessed. We innovate by starting with the customer and working backward. That becomes the touchstone for how we invent."

These words from Jeff Bezos, founder of Amazon, encapsulate the guiding principle of Side's vision: putting the user at the forefront of every idea and never prioritizing short-term gratification over long-term customer satisfaction.

That's why we are not focusing on the current token price or the crypto market trend but on developing an innovative technology that can satisfy millions of users.

7.2 How to use the token in a Web3 freemium model

The $SIDE token, created particularly to power the whole Side ecosystem, is at the heart of the Side technology. This token gives holders access to a variety of premium features and bonuses that let them fully utilize the power of Side.

Our main goal is to use the Side token in conjunction with a Web3 freemium business model to unlock additional features and boost growth.

For instance, in the case of membership spaces, the free version might only support x users at a time. Individuals have the option of paying a monthly charge in Side tokens to increase the user limit.
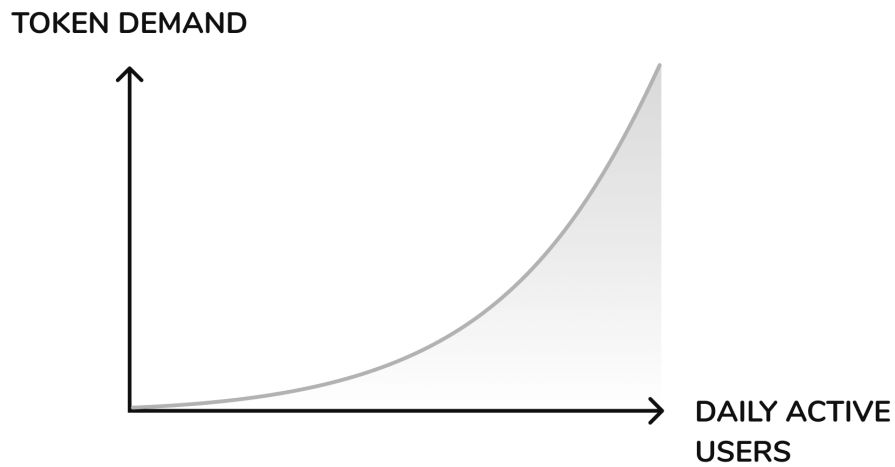
TOKEN DEMAND

Figure 8 - Token demand

The community is empowered by this novel strategy since anyone can add money to the Treasury wallet. Contributors receive a special label, such as a soulbound token linked to their wallet, as compensation for their work, demonstrating their active participation in the project.

The $Side token's premium tactics and use cases will change over time. The majority of choices will be decided through community governance, while some may be made at the side team's discretion.

The Side token's future trajectory will be shaped by the community's collaborative input and decision-making authority, ensuring that it continues to be in line with the changing demands and aspirations of the Side community.

7.3   Governance

By enabling holders of the $SIDE token to create a decentralized autonomous organization (DAO) on Side's platform, the $SIDE token will play a crucial role in the project's governance.

Holders of SIDE will support a more decentralized and democratic governing system by using their voting power. The Side team fully believes that encouraging community cooperation is necessary for the project's long-term evolution, and the $SIDE token serves as a method to promote and uphold this collective decision-making process in accordance with our "Lean Roadmap".

7.4   Token Allocation

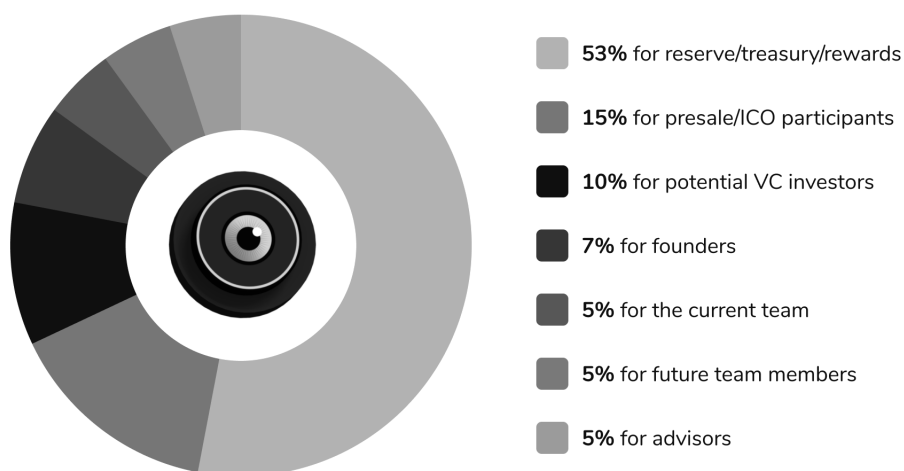There is a maximum supply of 5,800,000,000 $SIDE.

53% for reserve/treasury/rewards

15% for presale/ICO participants

10% for potential VC investors

7% for founders

5% for the current team

5% for future team members

5% for advisors

Figure 9 - $SIDE token allocation

7.5 Token Vesting

Starting on January 27, 2023, the tokens purchased during the presale and ICO will be vested for 6 months and will be released in a linear way: Every day, holders will have the possibility to claim roughly 0.55% of their tokens until they get all their tokens back after 6 months. Therefore, the vesting period will end on July 27th. Unlike pre-sale or ICO participants, founders and core team members are vested for 2 years.

7.6 Token Staking

The definition and legal ramifications of token staking remain unclear as of the publication of this whitepaper. Currently, legal practitioners struggle to comprehend the regulatory environments across diverse nations.

Although token staking is a component of our goals, we want regulatory certainty first and will wait until we have further legal counsel before moving forward. To offer token staking as a feature, compliance with legal requirements and knowledge of the regulatory environment are crucial.

Once the legal and regulatory framework of token staking is better understood, we are still dedicated to investigating the options.
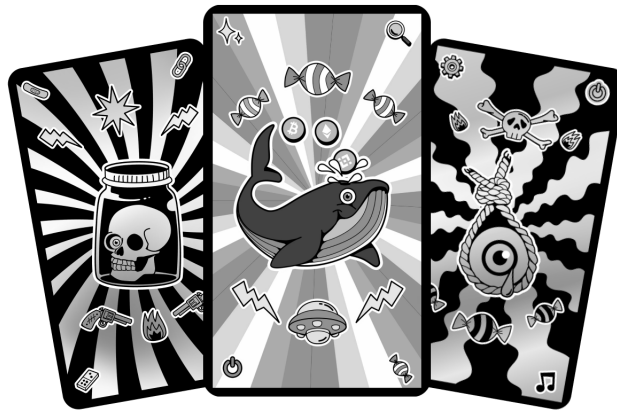
8 $Side NFT Cards

Figure 10 - Side cards NFT

The Side NFT Cards represent a unique collection of 7777 NFTs on the Polygon blockchain. While their initial purpose was to grant access to the $SIDE pre-sale, their true significance extends beyond that.

The side NFT cards are present for much more than just the pre-sale. Within the Side ecosystem, these cards represent the very best of creativity, collaboration, and invention.

Each card stands for a component of the thriving Side community and signifies involvement and teamwork.

We hope to encourage a sense of community and connection among our community members through the Side NFT Cards. These cards serve as a symbol of the shared purpose and teamwork that have fueled Side's expansion and success.

8.1 Side NFT cards' utilities for builders and entrepreneurs

The Side NFT Card offers you, as a builder or entrepreneur, interesting options to take advantage of its special characteristics within the Side ecosystem. Here are some suggestions (final implementation may be left up to the DAO's discretion):

- Verification: You can validate your Side page and receive a checkmark resembling Twitter's verification badge by keeping an NFT card in your wallet. In the community, this promotes authenticity and credibility.

- Custom Design: You can obtain custom designs on your pages using some NFT cards. These patterns will give your projects a unique and tailored look, improving their visual appeal and branding.

- Holding particular NFT cards gives you access to unique user interface (UI) components that you can use in your side pages. These distinctive features will distinguish your pages and provide a personalized and interesting user experience.

We have plans to add additional fascinating features and advantages connected with the Side NFT Cards in the future, so please keep in mind that these are just a few preliminary ideas.

8.2   Community members' benefits from side NFT cards

Owning the Side NFT Cards entitles you to certain advantages and rights within the token-gated membership zone as a respected member of the Side community. These cards improve your community experience in the following ways:

- Holding NFT cards gives you access to exclusive content that has been chosen just for Side community members. This includes project evaluations, web3 masterminds, and other priceless tools that offer advantages and insights to enhance your development inside the Side ecosystem.

- Entry into the designated community space on Side will require the NFT cards, which are a prerequisite. This area offers a forum for interacting with other community members, exchanging ideas, debating initiatives, and developing deep relationships. You will either need to have an NFT card or hold a certain amount of tokens (details to be established) in order to enter this space.

While these are our early thoughts, it is crucial to keep in mind that the precise implementation and particular requirements may change and be subject to approval and execution by the community.

We highly welcome feedback from the community and will collaborate to improve and tailor these features for the entire Side community.

9   The Meritocracy of Ideas in DAO and Governance

One cannot stress the value of having enough decentralization within Side.xyz. The community must be involved in defining the platform's fundamental vision, development, and orientation, even while some decisions and execution procedures call for discretion and speed.

This is where Ray Dalio's phrase, "the meritocracy of ideas," comes into play.

> *The phrase "the meritocracy of ideas" refers to the idea that, as opposed to hierarchical or centralized decision-making, the finest ideas should advance according to their merit.*

It encourages the idea that incorporating the opinions of many different people will produce better results.

This means that while some decisions may be taken at the team's discretion in the context of Side's governance, a major focus is placed on community interaction and communal decision-making. Because they can use their voting power and take part in important governance choices, side token holders play a crucial role in this process.

Side.xyz seeks to capitalize on the knowledge and experience of its community members by promoting a decentralized governance framework. This strategy makes sure that crucial choices reflect the community's overall interests and beliefs, resulting in a platform that is more inclusive and effective.

Side.xyz can access the immense reservoir of information, inspiration, and insights from its diverse user base by working together as a community.

By working together, the platform may develop, adjust, and get better over time, ensuring that the best concepts and options are used for the good of all parties involved.

In conclusion, the idea of "the meritocracy of ideas" serves as the foundation for Side's governance model and emphasizes the value of community engagement and the shared pursuit of greatness.

The power of collaboration is harnessed by Side.xyz by adopting decentralized decision-making, which allows the platform to flourish in a vibrant and constantly changing Web3 ecosystem.

10   Security

Security is of utmost importance at Side.xyz, and we have taken several measures to ensure the safety of our users and their creations. Here's an overview:

1. Cloud Services: We rely on DigitalOcean, a trusted cloud infrastructure provider known for its advanced security features, including firewalls, intrusion detection systems, DDoS protection, and stringent security protocols. With DigitalOcean, we can confidently safeguard customer data and protect against potential threats.

2. Consulting and Audit: Our security consultants work closely with our internal team to identify vulnerabilities and risks. By engaging reputable security auditing firms, we conduct regular audits of our infrastructure to ensure it meets industry standards and remains secure.

3. Smart-contracts: We have partnered with Omniscia, a leading security auditing firm, to thoroughly audit our smart-contracts. This process verifies that our contracts operate securely and are protected against potential cybersecurity threats.

4. Asset Protection: We employ sophisticated multi-signature wallet technology, powered by Gnosis Safe, to safeguard our project's assets. This strategy enhances security by requiring multiple authenticated signatories for transaction validation, reducing the risk of unauthorized access.

Overall, we prioritize data security and continuously invest in measures such as 2FA on multiple layers, adherence to industry best practices, and robust security controls. Our commitment to maintaining the highest levels of security ensures the trust and confidence of our users in the protection of their data and assets.

11 Conclusion

The Creators' Economy, Web3 and crypto, AI and No Code, and Side.xyz are the three transformational technology revolutions that will impact the company's future.

Although we are aware that the landscape is subject to change and evolution and that nothing in this whitepaper is set in stone, our goal has not changed. With the help of our no-code method, people can engage in the Web3 ecosystem, unleash their creativity, and construct projects without having to have a deep understanding of coding.

We envision a future in which Side.xyz serves as the spark for hundreds of thousands of enterprises and millions of job possibilities in the quickly developing web3 arena by empowering entrepreneurs and innovators.

Whether it's because of developments in technology, regulatory requirements, community decisions, or the decisions made by our team, we understand that change is inescapable. However, we remain steadfast in our commitment to accelerating the convergence of these revolutions.

We are motivated by the opportunity to influence a future in which blockchain technology, AI, and the creator economy converge to produce previously unimaginable opportunities.

Even if we are unable to guarantee or promise certain results, we are motivated by the vast potential and opportunities that lie ahead. We invite everyone in the community to join us on this adventure as we shape the future of the Web3 ecosystem and open the door to a new era of innovation and prosperity.

Together, let's embrace the transformative potential of Web3, AI, and the economy of the creators, as Side.xyz paves the path for an incredibly bright and open-ended future.