

# Grant Proposal: MBD Financials Development and Expansion of Cross-Chain AI NFT Marketplace

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MBD FINANCIALS  
METAVERSE BUSINESS DISTRICT

[www.mbdfinancials.com](http://www.mbdfinancials.com)

# MBD Financials & Stellar Network

## EXECUTIVE SUMMARY:

MBD Financials (MBD) is thrilled to submit a grant request for expanded development and integration of its cross-chain NFT marketplace with Stellar's blockchain via the Soroban smart contract framework. MBD's current solution offers consumers and organizations innovative services to bridge the gap between Web 2.0 and Web 3.0. Upon grant and budget approval, MBD will develop NFT specific smart contracts leveraging the Soroban platform and offer capability within the MBD marketplace to mint digital, physical and phygital (hybrid) non-fungible tokens (NFTs) on the Stellar blockchain. In addition, MBD seeks to develop payment compatibility for USDC leveraging Stellar's solution stack. We firmly believe these capabilities will allow for the expansion of the total addressable market (TAM) of Web2.0 struggling to gain momentum with tomorrow's Web3.0 possibilities. We look forward to your approval and a long-term partnership.

## AN INTRO TO MBD:

### Introduction to MBD's Project with Stellar

MBD's marketplace is a transformative project with a unique offering to address the challenges of consumers and businesses seeking to transition from Web2.0 services towards the Web3.0 world. The marketplace offers up a comprehensive platform that simplifies the complexities of learning Web3.0 concepts within the decentralized ecosystem and enables businesses to operate more efficiently in new markets. MBD's integrated suite of AI analytics, CRM, bookkeeping, payment solutions, and marketing tools are specifically tailored to meet the unique needs of Web2 centric business in the Web3 ecosystem, allowing them to unlock new revenue streams, leverage digital assets, and explore innovative monetization possibilities.

Overall Milestones for the project include:

- I) Integrating USDC payments into the MBD marketplace by interacting with Stellar's APIs or SDKs, which handle payments and account management.
- II) Development of multiple smart contracts using Soroban where complex logic and conditions to be implemented on the Stellar blockchain are required. (i.e. Payment system will require custom logic, such as automated refunds, escrow services, or multi-signature approvals). \*Complete list of deliverables and smart contracts included in project plan.

Please refer to the following product introduction videos for a preview:

1. [Intro to MBD Boulevard Metaverse Marketplace](#)
2. [Intro to Stellar and MBD Payment Systems](#)
3. [www.MBDFinancials.com](http://www.MBDFinancials.com)

## Examples of Use Cases:

- **Nick NFTs:** Unique digital collectibles representing specific products or memories, tradable, sellable, or used for event ticketing.
- **Retail:** Digital twins of physical products for trading, gifting, or use in virtual spaces, enhancing shopping experiences.
- **Airlines:** Digital tokens for flight tickets, loyalty points, or in-flight meals, offering passengers more control.
- **Food Industry:** Tokenized menu items for trading, owning limited edition recipes, or reserving dining experiences.

## Key Milestones and Deliverables

- Configure systems to interface with Stellar via Soroban Nodes using JavaScript
- Develop Soroban CLI to generate APIs for smart contracts.
- Implement secure communication protocols (e.g., HTTPS) for updating Soroban contracts.
- Develop integration using Soroban CLI to generate APIs for smart contracts
- Develop and configure SDK integration to Stellar for issuing, transferring and managing assets
- Marketplace Functionality:
  - Design a user-friendly interface for interacting with NFT listings.
  - Implement features: listing creation, bidding, and transaction history tracking.
- Asset Issuance and Management:
  - Define a standardized asset schema for NFTs on Stellar.
  - Develop and deploy smart contracts with Soroban Framework, including mechanisms for minting new NFTs.

## Smart Contracts To Be Developed:

1. Digital Goods NFT Contract:
  - Represents digital assets with functionality for minting, transferring ownership, access control, metadata storage, and royalties.
2. Physical Goods NFT Contract:
  - Represents ownership of physical items with minting, transferring ownership, metadata storage, and shipping/redemption functionality.
3. Phygital NFT Contract:
  - Combines physical items with digital counterparts, including minting, transferring ownership, and a burn function.
4. Digital NFT Contract (Referenced):
  - Represents the digital component of phygital NFTs with minting, transferring ownership, and metadata storage.
5. Physical NFT Redemption Process:
  - Defines the redemption process for physical items, including shipping and in person collection.
6. Shared Functionality:
  - Common functions for transferring ownership and metadata storage.
7. Auction Contract:
  - Manages auctions with features for bid submission, validation, auction end, winner selection, asset transfer, fallback mechanisms, and event logging.

## 8. Security, Compliance, and Governance:

- Implement robust security measures including secure coding, penetration testing, and code audits.
- Ensure compliance with regulatory requirements and industry standards.
- Establish governance mechanisms for transparency, contribution, and dispute resolution.
- **Monitoring, Analytics, and Performance Optimization:**
- Deploy tools to track platform performance, including transaction throughput and user engagement.
- Utilize blockchain analytics for insights and decision-making.
- Continuously optimize platform infrastructure for performance and scalability.

## Revenue Model

Central to MBD Financials is an innovative revenue strategy that blends the best of both Web2 and Web3 ecosystems. This approach features traditional subscription fees alongside the unique MBD Gemz loyalty token system, creating a dynamic and diverse financial model. Businesses benefit from our tiered subscription model, which offers an array of features ranging from enhanced analytics and advanced bookkeeping to priority NFT minting. This ensures businesses of all sizes can tailor their experience, balancing cost with the specialized tools they require. This is the base of the MBD revenue model. MBD is considering a three-tiered subscription model billed on a monthly basis in addition to transaction fees.

### Transaction Fees:

Additionally, the MBD Gemz utility system introduces a dynamic and engaging loyalty program. This token-based model encourages both acquisition and retention of users. Businesses can purchase Gemz in bulk, utilizing them in various innovative campaigns to incentivize consumer interactions. This not only drives user engagement but also fosters a tight-knit community around brands, culminating in increased sales and heightened brand loyalty. Moreover, the redeemed Gemz creates an additional revenue stream for MBD, ensuring profitability while adding value for our partners. MBD's revenue model isn't just about profit. It intertwines with our mission to elevate commerce in the Web3 era, blending traditional financial mechanisms with groundbreaking token utility, all while fostering closer business-consumer relationships.

## Overcoming Adoption Barriers

We aim to address common barriers to Web3 adoption by designing user-friendly interfaces, providing data migration tools, offering extensive educational resources, and ensuring robust customer support. We will also integrate familiar payment gateways and marketing tools to facilitate a smooth transition for businesses.

## MBD Token

The MBD token is a utility token within our ecosystem, used for purchasing services, accessing financial products, participating in decision-making, and facilitating NFT transactions. Integration with Stellar will include using Axelar/Allbridge for USDC payments and bridging NFT goods between blockchains.

## Marketplace Traction & Partnerships:

MBD Financials' phygital Marketplace is rapidly gaining traction by securing strategic partnerships across the Web3 ecosystem, including Real World Asset (RWA) projects, innovative NFT initiatives, and forward-thinking companies like ivendPay POS machines enable physical locations to accept crypto as payment, significantly enhancing our ability to bridge the gap between the virtual and real worlds. These partnerships not only solidify our position in the Web3 space but also pave the way for seamless integration with Web2 technologies. With a robust pipeline of Web2 partners set to onboard after our platform's launch, MBD Financials is at the forefront of merging digital innovation with tangible real-world applications.

Our platform has evolved through various versions, incorporating feedback and expanding capabilities. From digital twins and NFT aggregators to AI and escrow systems, we are now integrating features like Phygital goods to enhance accessibility for both Web2 and Web3 users. The MBD team has been proactively building out social media campaigns, discord channels, X accounts and announcements as well as TikTok and many more platforms.

## Engaging and Retaining Users:

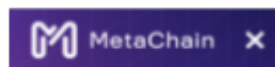
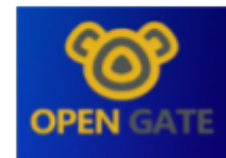
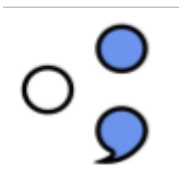
- **Channels of Outreach:** MBD has full time staff monitoring the utilization of social media, Discord, strategic partnerships, influencer collaborations, email marketing, SEO, and virtual events.

## Conversion Strategies:

- **Value-Driven Content:** Educate, entertain, and empower our audience, positioning us as an industry resource.
- **Exclusive Promotions:** Incentives like special offers and early-access privileges drive engagement.
- **User-Centric Design:** An intuitive, user-friendly platform streamlines the conversion process.
- **Success Narratives:** Testimonials and case studies build trust with potential users.
- **Hands-On Exploration:** Interactive demos and trial versions allow users to experience our platform firsthand.
- **Community Involvement:** Active participation in discussions and celebrations fosters a supportive community.
- **Rewarding Loyalty:** Loyalty programs incentivize user activity, ensuring retention.
- **Prompt Customer Support:** Responsive support across multiple channels aids conversion and retention.
- **Iterative Improvement:** Regular platform improvements based on user feedback keep us at the forefront of industry standards.



Key Partnerships in place today:



## **MBD Team: Leadership and Strategic Advisors:**

<https://mbdfinancials.com/team-advisors>

### **Fred Dahl - Founder & Acting CTO**

As Co-Founder and acting CTO of MBD Financials, holds a degree in corporate finance from Australia. Specializing in Web3, XR, AI, and Blockchain, Fred's passion for innovation drives the company's technological advancements. <https://www.linkedin.com/in/super-ai/>

### **May Mahboob – Co-Founder – Co-CEO**

May Mahboob brings over 15 years of experience in building and launching brands globally, as well as establishing strategic partnerships. With a strong background in digital innovation and leadership roles in major international markets, she has been pivotal in crafting MBD's strategy to seamlessly connect the physical and digital worlds. Her vision continues to drive the platform's growth and evolution in the Web3 space. <https://www.linkedin.com/in/may-mahboob/>

### **Ov Mahboob - Chief Revenue Officer**

Ov Mahboob, with over 14 years of experience, is the Chief Revenue Officer at MBD Financials. His expertise in strategic planning and partnerships has been key to driving the company's revenue growth. <https://www.linkedin.com/in/OV-mahboob/>

### **Rafal Malkowski - Engineering Leader**

Rafal Malkowski is an experienced engineering leader known for his success in large-scale projects. His skills in agile methodologies and leadership are vital in driving innovation and managing engineering teams.

### **Brad Guilbault – Strategic Advisor - Operations**

Brad Guilbault, with 20+ years in tech, is a senior technology evangelist and strategic consultant. A computer science graduate from Champlain College and McGill University, Brad is committed to the transformative power of technology. <https://www.linkedin.com/in/bradguilbault/>

### **Tilen Skrubej - Advisor, Solidum Capital**

Tilen Skrubej, Chief Revenue Officer at Solidum Capital, provides treasury management solutions for crypto startups. A key connector in the crypto ecosystem, Tilen advocates for blockchain as essential to Web3's evolution. <https://www.linkedin.com/in/tilenskrubej/>

### **Siddharth Garg - Advisor, Founder & CTO of Quytech**

Siddharth Garg, Founder and CTO of Quytech, has over 25 years of experience in tech. He leads in AI, Metaverse, Blockchain, and VR, establishing Quytech as a global leader in digital transformation. <https://www.linkedin.com/in/siddharthgargquytech>

## Launch Plan for Stellar:

### Initial Launch (Months 1-3)

#### 1. Onboarding Small Retail Businesses and Web3 NFT Projects:

- Pipeline Activation: Utilize the existing pipeline to onboard small retail businesses and Web3 NFT projects.
- Integration Support: Provide comprehensive support and resources for easy onboarding and integration.
- Incentives: Offer incentives such as lower transaction fees and promotional credits for early adopters.
- Strategic Partnerships: Collaboration with other projects plays a pivotal role in enhancing our platform. By integrating their solutions into our ecosystem, we're able to offer our users a comprehensive 'all-in-one' solution. These partnerships also provide us with cross-community exposure, instantly tapping into a larger audience and diversifying our user base.

#### 2. Marketing and Promotion:

- Digital Campaigns: Launch targeted digital marketing campaigns on platforms like Google, Facebook, LinkedIn, Instagram and crypto-focused forums.
- Content Marketing: Create educational content, including blogs, webinars, and tutorials, to explain the platform's benefits.
- Influencer Collaborations: Engage with influencers in the retail and crypto spaces to promote the platform.
- Campaign Featuring Stellar: Highlight the benefits of the Stellar partnership, showcasing how the integration enhances platform capabilities.

#### 3. Community Building:

- Online Communities: Continue to build online communities on platforms like Telegram, Discord, X, and Reddit to engage users, gather feedback, and build a loyal user base.
- Events and Webinars: Host regular events and webinars to demonstrate the platform's capabilities and gather user feedback.

### Phase 2: Scaling Up (Months 4-6)

#### 1. Onboarding Larger Brands:

- Leverage Existing Conversations: Continue discussions with larger brands initiated earlier and begin their onboarding process.
- Tailored Solutions: Provide tailored solutions to meet the specific needs of larger brands, emphasizing the scalability and reliability of the platform.

#### 2. Enhanced Marketing Efforts:

- Case Studies and Success Stories: Develop and share case studies and success stories from the initial onboarding phase to attract larger brands.
- Press Releases and Media Outreach: Increase media outreach through press releases, interviews, and features in industry publications.



### **3. Referral Programs and Incentives:**

- Referral Programs: Implement referral programs to encourage existing users to bring new businesses to the platform.
- Incentives for Larger Brands: Offer exclusive incentives for larger brands to onboard, such as premium support and custom features.

## **Phase 3: Expansion and Innovation**

### **1. Integration of AR/VR Solutions:**

- AR/VR Features: Develop and integrate AR/VR solutions to expand market reach and utility, offering immersive experiences for users.
- Partnerships for AR/VR: Form partnerships with AR/VR technology providers to enhance the platform's capabilities.

### **2. Continuous Improvement and Support:**

- User Feedback: Continuously gather and implement user feedback to improve platform features and user experience.
- Customer Support: Maintain robust customer support to assist businesses with any challenges and ensure a smooth transition to Web3.

### **3. Performance Monitoring and Optimization:**

Analytics Tools: Deploy advanced analytics tools to monitor platform performance, user engagement, and market activity. Scalability Improvements: Continuously optimize platform infrastructure to handle increased load and ensure responsive user experience.

## Project Budget & Timeline:

Budget Requested in total: \$95,669 USD

Timeline and deliverables outlined in the table below:

Deliverable	Completion Criteria	Estimated Completion and output	Hours	Budget (USD)
<b>Milestones 1: Environment Setup</b>  System setup, Install necessary software and SDKs.	Setup and configure the functional development environment with integration ready for development using Stellar code libraries. This is the central servers and systems where all code is built, shared and tested. Setup of a new server to host work and output.  <b>Output:</b> Developers can log in to server and begin coding.	10/20/2024	40	\$7,200
<b>Milestone 2: Account Creation and Management</b>  Creating custom assets (tokens), setting up and integrating Stellar's payment system. Implement functionality for generating and storing Stellar key pairs securely	-Seamless issuance of tokens and NFTs as well as the wallet setup. <b>Output:</b> Test user can connect a wallet and receive a token/NFT. -Error-free cross-asset transaction handling. <b>Output:</b> Logs audit trace verify assets of transactions without error. -Secure generation and storage of Stellar key pairs. <b>Output:</b> Key pairs are tested and generated successfully.	11/09/2024	75	\$13,823

<p><b>Asset Issuance</b></p> <p>Implement the process for creating and issuing assets on the Stellar network through Soroban Framework.</p>	<p>Implementation of the process for creating and issuing assets on the Stellar network using the Soroban Framework.</p> <p><b>-Output:</b> Process design flow is created and documented based on developed code functionality. Code is completed and validated via testing.</p>	<p>11/23/2024</p>	<p>52</p>	<p>\$9,585</p>
<p><b>Wallet Integration</b></p> <p>Implement a wallet system for users to hold and manage their Stellar assets</p> <p>Ensure secure storage and handling of private keys</p> <p>Implement the functionality to build and submit transactions to the Stellar network through Soroban Framework</p> <p>Include features like payment operations, setting options, and handling multi-signature accounts</p> <p>Develop the system for handling incoming and outgoing payments</p>	<p>Successful implementation of a user-friendly wallet system for managing Stellar assets.</p> <p><b>-Output:</b> New wallet creation by new user can be tested and successfully completed.</p> <p>Ensured secure storage and handling of private keys to prevent unauthorized access.</p> <p><b>-Output:</b> Process is documented and reviewed with security team for validation and approval.</p> <p>Completion of code with test example that successfully submits transactions to the Stellar network.</p> <p><b>Output:</b> Test transaction is visible on Stellar network.</p> <p>Completion of code for features including payment operations, setting options, and multi-signature account handling.</p> <p>Successful testing of cross-asset and cross-border transactions for functionality and reliability.</p> <p><b>Output:</b> Transaction log showcases cross-border transactions/cross assets.</p>	<p>11/30/2024</p>	<p>115</p>	<p>\$21,199</p>

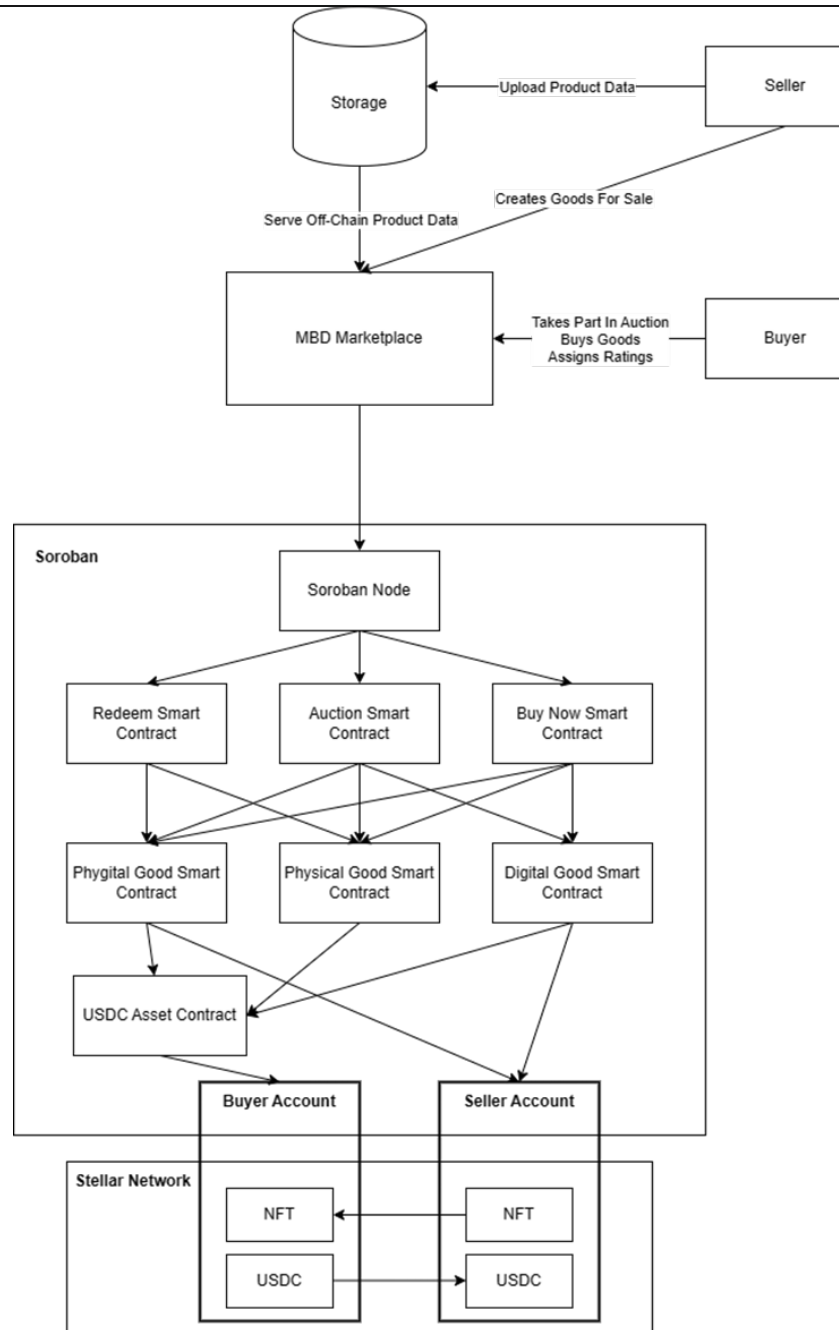
<p><b>Testing</b></p> <p>Writing unit tests for each component or module</p> <p>Use Stellar's Soroban Testnet for testing instead of the Mainnet</p> <p>Perform end-to-end testing in a controlled environment</p> <p>Testing for performance under different loads, especially for expect high transaction volumes</p>	<p>Comprehensive unit tests written for each component or module.</p> <p>Utilization of Stellar's Soroban Testnet for thorough testing instead of the Mainnet.</p> <p>Successful execution of end-to-end testing in a controlled environment.</p> <p>Performance testing conducted under various loads. <b>Output:</b> Recorded video flow of end-to-end transaction and posting on Stellar blockchain.</p>	12/20/2024	80	\$14,747
<p><b>Security and Compliance</b></p> <p>Conducting thorough security tests, especially for wallet security and transaction handling</p> <p>Including tests for potential vulnerabilities like injection attacks or private key leakage</p>	<p>Thorough security tests conducted, with a focus on wallet security and transaction handling.</p> <p>Inclusion of tests to identify and mitigate potential vulnerabilities, such as injection attacks and private key leakage. <b>Output:</b> Third party validation output report to be provided.</p>	01/10/2025	40	\$7,000
<p><b>User Acceptance Testing (UAT)</b></p> <p>Have a group of target users test the features to gather feedback on usability and functionality</p> <p>Keep a record of the development process, decisions made, and configuration details</p>	<p>Successful gathering of feedback on usability and functionality from a group of target users.</p> <p>Clear records maintained of the development process, decisions made, and configuration details for future reference. <b>Output:</b> UAT Tracking report to be shared as validation of functionality and output.</p>	01/24/2025	80	\$14,745

<p><b>Deployment</b></p> <p>Deploy integration on the Stellar mainnet.</p> <p>Regularly monitor transactions and performance for any issues.</p>	<p>Successful deployment of the integration on the Stellar mainnet. Go Live!</p> <p>Ongoing monitoring of transactions and performance to promptly identify and address any issues.</p>	<p>02/15/2025</p>	<p>40</p>	<p>\$7,370.36</p>
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## Appendix Diagrams and Detail:

### Integration with Stellar Network through Soroban:

- We will write NFT specific smart contracts (defined in Smart Contract Section) for Soroban. Once the contracts are written we will use the Soroban CLI to generate the language specific libraries for them. These contracts will allow our marketplace to mint phygital, digital and physical goods NFTs on the stellar network.
- We will use JavaScript/typescript to interact with the contracts from the frontend.
- We are going to use Python to interact with the soroban contracts through the backend.





## Stellar Integration Flow Chart:

