

# Project nada

## Seed Investor summary

August 2025 Update



# Contents

1. Executive Summary
2. The Global Opportunity
3. Vision & Mission
4. Business Model & Revenue Streams
5. Product Architecture
  - A. Digital Platform (MVP Phase)
  - B. Pop-Up Activation Model
6. Year 1 Execution Plan
  - Core Objective
  - Key Activities & Timeline
    - Q1: Build & Prepare
    - Q2: Launch MVP + First Activation
    - Q3: Token Design & Expansion
    - Q4: Monetize & Report
7. Team & Expertise
8. Token Architecture & Regulatory Readiness
9. Investment Terms & Ask
10. Long-Term Vision (By 2030)
11. Why Project NADA?



# 1. Executive Summary

Project NADA is a globally scalable, tech-driven platform harnessing the extraordinary environmental and economic potential of hemp and cannabis. These aren't just plants—they're powerful tools for solving real-world problems like climate change, soil degradation, and access to sustainable livelihoods.

Our platform blends smart e-commerce, blockchain-based incentives, and community-led regenerative systems to ensure growth is both inclusive and legally compliant around the globe.

We're creating a system that brings together farmers, scientists, entrepreneurs, regulators, and consumers. From green building materials to carbon-negative farming, our approach connects agriculture, health, and technology in one united solution.

# 2. The Global Opportunity

Hemp and cannabis are among the world's most versatile crops. Industrial hemp grows fast, restores degraded soils, and absorbs more carbon dioxide per hectare than most forests—up to 15 tons annually. This makes it one of nature's most effective carbon sinks.

As more than 30 countries open up to regulation, and global demand for non-toxic, plant-based materials rises, NADA positions itself at the intersection of profitability and planet-healing. In areas like bioplastics, textiles, wellness products, and hempcrete (a carbon-storing construction material), demand is surging—with growth rates up to 27% per year.

Despite its benefits, fragmented laws make cross-border hemp and cannabis trade difficult. NADA solves this by using an adaptive, legal-first business model, designed for maximum impact and scalability across different markets.



## 3. Vision & Mission

### Vision

We envision a future where hemp and cannabis play a critical role in solving global crises—from the climate emergency to affordable housing, sustainable farming, and equitable wellness. Project NADA is not just a marketplace—it's an engine of regeneration. Our vision is rooted in transparency, legal integrity, and ecological restoration.

### Mission

Our mission is to build a trustworthy, blockchain-powered ecosystem that empowers local communities and global partners alike. We enable circular farming practices, local vendor marketplaces that follow local laws, and smart incentives to reward positive environmental and social impact. From verified carbon savings to traceable health benefits, every action on NADA will matter—and be measured.

## 4. Business Model & Revenue Streams

NADA's revenue model is designed like a flywheel: as impact grows, value increases for all stakeholders. From pop-up retail experiences to licensing of our infrastructure, we diversify income while keeping overhead low.

In Year 1–2, we generate revenue through:

- Commissions from verified brand sales (8–12%)
- Sales from pop-up events in strategic cities
- Onboarding fees for brands and micro-hubs
- Advisory services for partners
- Early-stage token engagement (non-speculative rewards)

In Year 3+, we'll unlock larger-scale revenue via:

- Monetizing data insights (carbon, compliance, consumer trends)
- Licensing white-labeled marketplace technology
- Trading verified carbon credits and ecosystem utility tokens



## 5. Product Architecture

### A. Digital Platform (MVP Phase)

Our digital backbone is built to ensure compliance, ease of use, and impact tracking from day one.

The platform includes:

- A geo-compliance engine that respects national laws by showing only legal products per user location.
- A multi-vendor dashboard for brands to self-manage inventory, pricing, and analytics.
- A blockchain-based traceability system (future phase) for rewards and verified transactions.
- An impact dashboard tracking carbon reduction, regenerative farming inputs, and social metrics.

### B. Pop-Up Activation Model

To bring awareness and drive adoption, NADA will launch immersive physical activations:

- Traveling storefronts at cultural and tech events (e.g., Fashion Weeks, Web3 Summits)
- Customer and vendor onboarding booths
- Livestreams, interviews, and behind-the-scenes content to build community

Pilot cities could include Chiang Mai, Paris, Cape Town, and Nairobi—strategically chosen for legal access, culture, and impact potential.



## 6. Year 1 & Execution Plan

### Core Objective

Launch a real-world prototype in a legally supportive country (e.g., Thailand or South Africa), prove that the platform works, and demonstrate regulatory compliance through real customer interactions.

### Key Activities & Timeline

#### Q1: Build & Prepare

- Form the legal foundation (hybrid Foundation + LLC model)
- Retain local legal advisors (cannabis laws, e-commerce, crypto regulations)
- Lock in pilot site (e.g., Chiang Mai or Western Cape)
- Develop brand onboarding workflows
- Hire core team (tech + brand manager)

#### Q2: Launch MVP + First Activation

- Deploy initial e-commerce platform with compliance filters
- Recruit 20–30 partner brands (hemp wellness, food, fashion)
- Produce first pop-up experience with modular booths
- Gather user feedback and optimize experience
- Start documenting carbon and soil data with farms

#### Q3: Token Design & Expansion

- Finalize token compliance framework (non-utility ERC standard)
- Conduct smart contract audit (basic logic only)
- Expand to a second region for pop-ups (e.g., Paris or Nairobi)
- Test early reward systems (referrals, eco-rebates)

#### Q4: Monetize & Report

- Publish transparent Year 1 performance report (sales, carbon, costs)
- Sign first licensing deal (co-op or NGO micro-hub)
- Begin collecting revenue from commissions and advisory
- Create investor-grade reports for follow-on funding



## 7. Team & Expertise

Project NADA is led by an experienced founder with over a decade working across sustainability, creative industries, and tech commerce. His previous ventures span Agri-tech startups, international hemp initiatives, and cultural event production.

The Year 1 lean team includes:

- 1 Full-stack Developer (e-commerce + blockchain integration)
- 1 Legal Advisor (ASEAN + EU cannabis and crypto)
- 1 Brand/Partnership Manager
- 2–4 Part-Time Advisors (technology, tokenomics, regulations, community outreach)

## 8. Token Architecture & Regulatory Readiness

The NADA Reward Token is designed as a utility-lite, non-speculative tool to incentivize eco-friendly behavior. Unlike volatile crypto assets, this token rewards verified actions such as carbon-negative shopping, ethical referrals, and local impact contributions.

Use Cases include:

- Rewarding sustainable purchases and verified soil/carbon contributions
- Enabling referral and loyalty systems
- Providing governance rights for future community-run ecosystem

Regulatory Compliance covers regional laws such as MiCA (EU), PDPA (Asia), and sandbox crypto licensing frameworks. A smart contract audit and legal wrapper are scheduled for Year 2 after MVP traction is validated.



## 9. Investment Terms & Ask

We're raising \$200,000 in seed funding to validate our model across two pilot geographies. This is offered via a SAFE (Simple Agreement for Future Equity) or convertible note.

Funds will be allocated to:

- Deploy the MVP and compliance filters
- Launch first pop-up campaigns
- Onboard 30–50 eco-conscious brands
- Build key analytics and token infrastructure
- Prove commercial and climate value before scaling

## 10. Long-Term Vision (By 2030)

By 2030, NADA aims to become the backbone of regenerative commerce:

- 1,000+ regenerative brands onboarded
- 20+ compliant countries enabled via platform
- DAO-driven governance and regional hubs
- Certified carbon offset markets and real-world impact reporting
- Plug-and-play with Web3 wallets, carbon registries, and global trade systems

## 11. Why Project NADA?

In a world that needs urgent climate solutions and economic inclusivity, NADA is more than a platform—it's a movement. We provide border-adaptive, legally compliant access to regenerative economies. We empower users to profit by healing the planet.

- A global engine for circular trade
- A smart compliance layer for legal hemp and cannabis commerce
- A carbon-negative, community-incentivized marketplace
- A scalable solution that serves both local farmers and global consumers







If you are aligned with our mission and see the opportunity in a global regenerative economy, we invite you to connect. Project NADA is actively seeking strategic partners and early-stage investors to join us at this pivotal moment. For further information or to discuss investment opportunities, please contact **Paul Iglesia** directly.

By Phone/Whatsapp: +33681548864

By Email: [me@pauliglesia.com](mailto:me@pauliglesia.com)

Let's make it happen—**from soil to system, from seed to scale.**

