ado protocol

ADO Protocol is simplifying blockchain integration for businesses, fostering partnerships, and driving adoption in a user-friendly ecosystem.

Project Overview

ado protocol

Ado Protocol is an Ecosystem that integrates Web2 businesses into Web3.
Making DeFi easier and more rewarding for everyone by providing real value.

The Protocol is composed of: Affiliate Earnings, NFTs (loyalty travel discounts),
Travel, Wallet, Decentralized exchange and Blockchain.

Problem

01 Real World Applications

Many projects are build only for the crypto community. Compared to the entire market, the target audience is a small size.

02 Mainstream Adoption

The crypto space has a hard time gaining new followers because most projects do not understand or resonate with the non-crypto users needs.

03 Advertising Costs

Significant sums are spent to bring a project in front of those interested and often at a poor ROI.

04 Focus on Revenue Generation

Selling tokens should only be considered as revenue as a start-up. You need to develop revenue streams from your userbase.

Solutions

01 Real World Applications

We aim to connect the blockchain to the real world, with ADO Travel being the first project of the ecosystem.

02 Mainstream Adoption

It's easy to bring new members into the crypto space if you solve their problem easily and quickly.
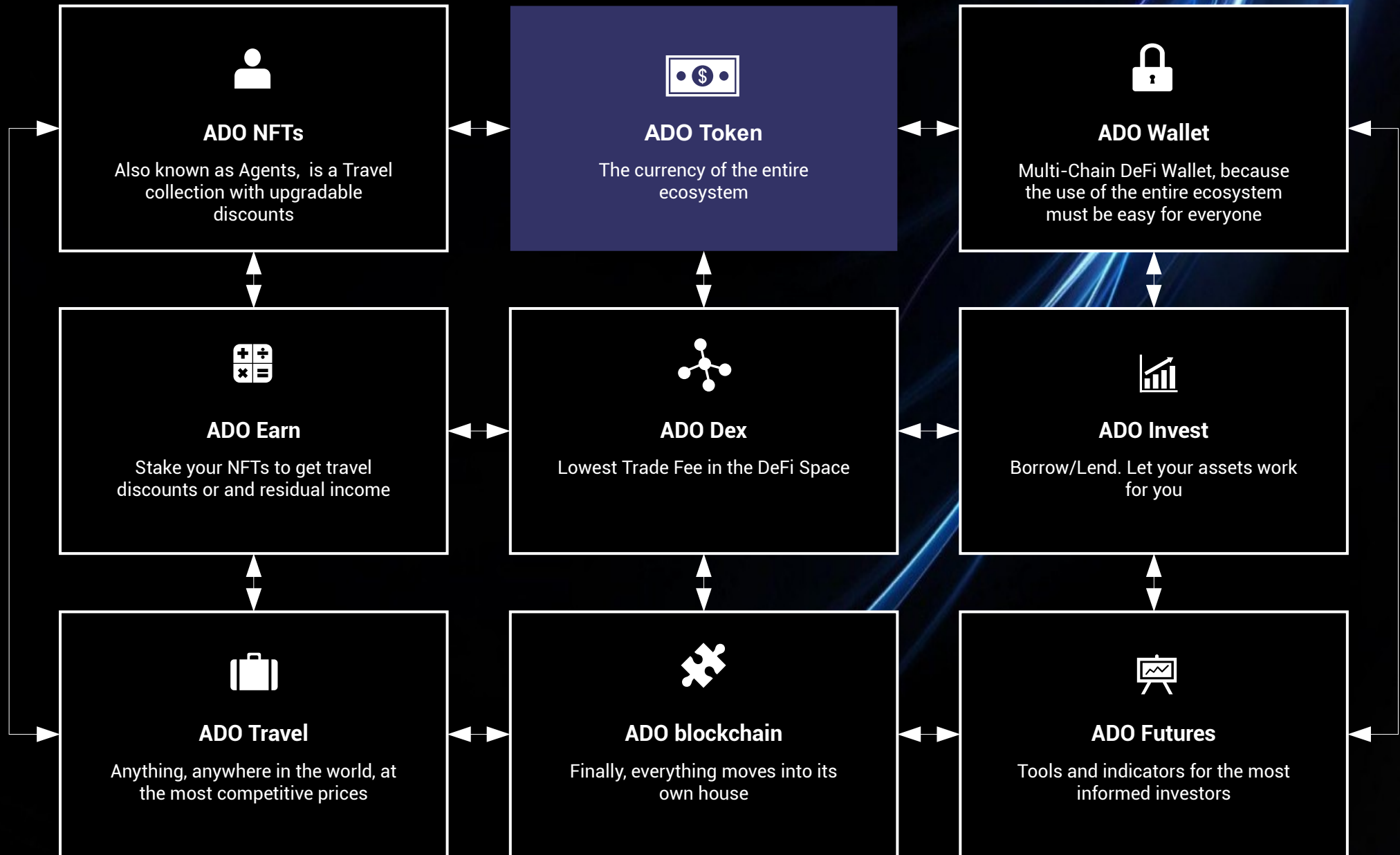
03 Advertising Costs

An involved community, multiple sources of income and competitive prices make the conversion easier.
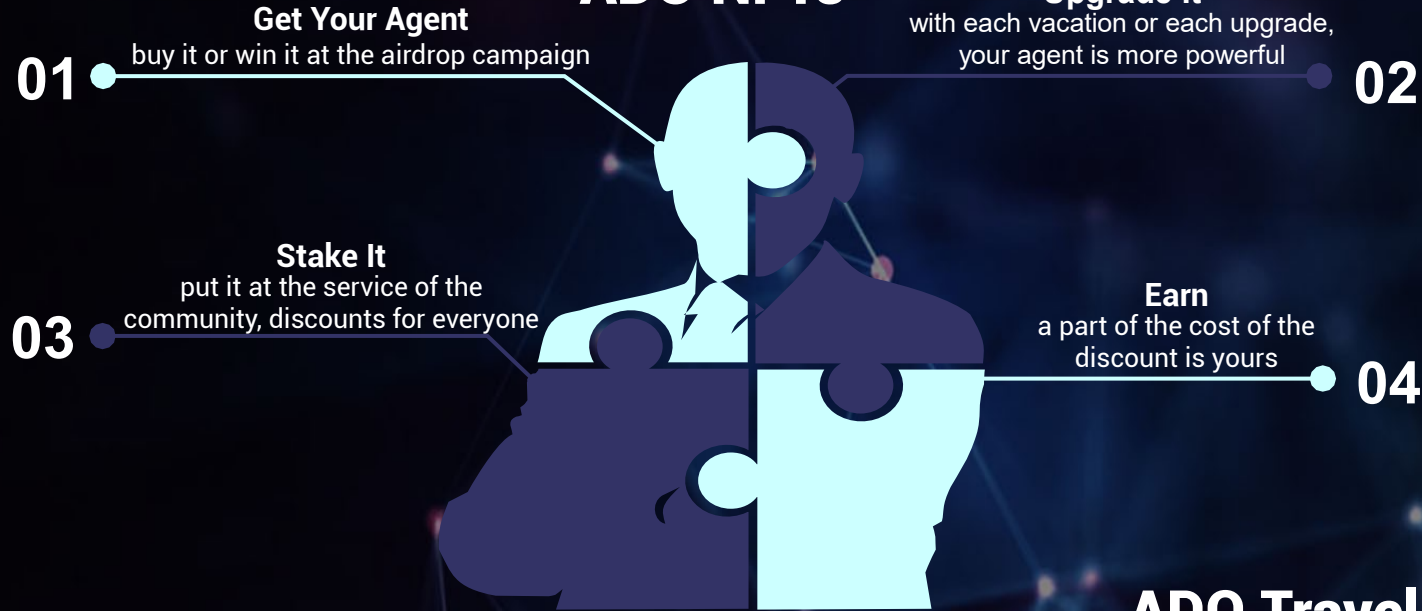
04 Focus on Revenue Generation

Revenue from NFTs sale, NFTs upgrade, Discount code generator and Travel services.
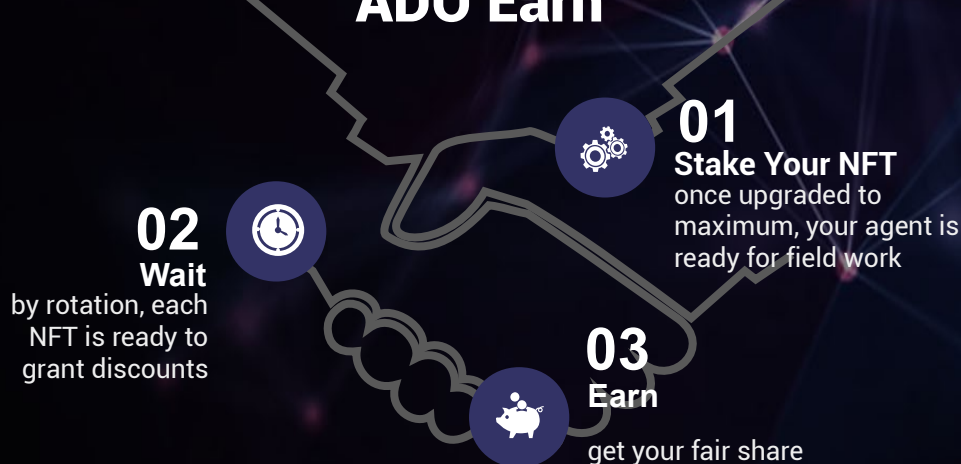
App/Platform Features

ADO NFTs

Also known as Agents, is a Travel collection with upgradable discounts

ADO Token

The currency of the entire ecosystem

ADO Wallet

Multi-Chain DeFi Wallet, because the use of the entire ecosystem must be easy for everyone

ADO Earn

Stake your NFTs to get travel discounts or and residual income

ADO Dex

Lowest Trade Fee in the DeFi Space

ADO Invest

Borrow/Lend. Let your assets work for you

ADO Travel

Anything, anywhere in the world, at the most competitive prices

ADO blockchain

Finally, everything moves into its own house

ADO Futures

Tools and indicators for the most informed investors

Business Model

ADO NFTs

01
Get Your Agent
buy it or win it at the airdrop campaign

Upgrade It
with each vacation or each upgrade,
your agent is more powerful
02

Stake It
put it at the service of the
community, discounts for everyone
03

Earn
a part of the cost of the
discount is yours
04

ADO Travel

is ◆**BINANCE** for travel

01
Keep some ADO in your wallet
and you are part of the community

02
You have a reduced commission
why pay more when you can take
advantage of a discount

ADO Earn

01
Stake Your NFT
once upgraded to
maximum, your agent is
ready for field work

02
Wait
by rotation, each
NFT is ready to
grant discounts

03
Earn
get your fair share

Business/Revenue Model

NFT Sale

Estimate revenue:

- $6.300.000 in ETH
- $1.575.000 in ADO

NFT Upgrades

Estimate revenue:

- $1.000.000 in ADO

Conservative estimation of 1 upgrade per year for each NFT Holder.

ADO Earn

Estimate revenue:

- $150.000 in ADO

ADO Travel

Estimate revenue:

- $1.000.000 in FIAT

The above numbers are based on the most conservative estimations possible. **One vacation/hotel per year by each NFT Holder.**
By the end of 2024, we estimate it will be 1 vacation/hotel per day through ADO Earn for each NFT.
That means ADO Earn and Ado Travel will bring in a revenue of over $1.150.000 per day.

Market Analysis

The global online travel market was **valued** at **USD 475 billion in 2022.**
The market is projected to grow **USD 1,835.6 billion in 2030**, at a CAGR of 14.8%.

The global cryptocurrency market was valued at **USD 4.67 billion in 2022.**
and is expected to grow at a compound annual growth rate of 12.5% to reach **USD 11.71 billion by 2030**.

Online Travel vs Crypto in 2022
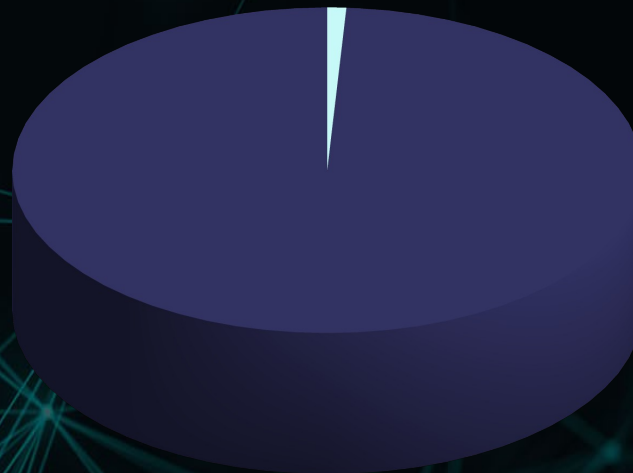
■ Online Travel
■ Crypto

Let's bring them together by offering:

- **better prices**
- **decentralized and transparent services**
- **a more involved community**

Competitor Analysis

Rosewood Villa Magna, Madrid
September 15th - September 22th

	ado protocol	Travala	Expedia	Booking
	€9.489 (full price €10.989)	€11.005	€11.005	€11.143
Multiple Revenue Streams	✔	✖	✖	✖
Disruptive Technologies	✔	✖	✖	✖
An Involved Community	✔	✖	✖	✖
NFT Discount	€1500	✖	✖	✖

For more price comparisons with competition please check our twitter page

Token Utility

01

25% Discount and Whitelist Access
Book your NFT early with 25% discount.

02

NFT Discount Upgrade
You can upgrade your discount level on a a country by traveling (booking from Ado Travel) or by paying 100$ in ADO per level.

03

Add Discount Country
You can add a new country to your NFT by traveling or by paying $100 in ADO per country.

04

Currency for Discount Code Generation
When a country is upgraded to max discount level you can generate a discount code by paying 10% of the Discount in ADO.

05

Currency for ADO Earn
You can loan an NFT to generate a discount code only by paying 30% of the Discount in Ado Earn.

06

Future Developments of the Project
Future developments of the Ado Ecosystem will bring in new utilities to the ADO Token.

Tokenomics

- Circulating Supply (400M)
- Team (100M)
- Ecosystem (300M)
- Affiliates (200M)
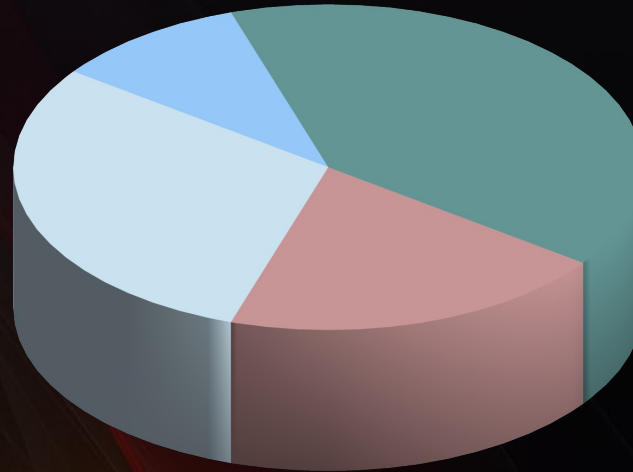
	Balance	Locked Until	Vesting
Treasury	vary	unlocked	bought from market
Affiliates	196,362,699.37	locked without time limit	no
Team	100,000,000 ADO	Apr, 17 2025	10.000.000 / year
Travel	50,000,000 ADO	Apr, 17 2025	5.000.000 / month
DEX	50,000,000 ADO	Apr, 17 2026	5.000.000 / month
Perpetuals	50,000,000 ADO	Apr, 17 2027	5.000.000 / month
Entertainment	50,000,000 ADO	Apr, 16 2028	5.000.000 / month
Invest	50,000,000 ADO	Apr, 16 2029	5.000.000 / month
Blockchain	50,000,000 ADO	Apr, 16 2030	5.000.000 / month

Business Traction

Referred Swaps:

2.3k+
transactions with referrer
using ADO affiliates program

BuyBack/Burn Mechanism

15M+ ADO
already burned through
price protection mechanisms

LP Manager/Switch

172%
by switching from BUSD to BNB and vice versa,
the liquidity pool strengthens

Travel APIs

6 APIs
ADO Travel already has
extremely competitive prices
compared to the biggest players on the market

Roadmap

ADO NFTs
- graphic design and alpha tests
- initial marketing & airdrop campaign
- whitelist
- nft upgrade dapp
- public sale

ADO Travel
- MVP & alpha tests
- content bots
- public release
- advertising platform

ADO Earn
- MVP & alpha tests
- social media bot
- public release

Others
- ADO Wallet Mobile App
- ADO Travel Mobile APP
- ADO Invest
- ADO Dex & ADO Futures

ADO Blockchain
- ADO TestNet
- ADO MainNet

Go-to-Market Strategy

ADO NFTs
Loyalty program for Travel product and services. NFTs with discount upgrades for the travel needs of each individual and friends.

ADO Earn
A platform that allows you to rent your loyalty discount for a fee.

ADO Affiliate Program
ADO Protocol has a decentralized affiliate program with earnings of up to 10% of the transaction value.

Traditional Advertising
ADO can target a market segment with no relation to the crypto market through traditional advertising. The vast majority of crypto products do not have this opportunity.

Team

Bogdan Paduraru
co-founder & CEO

Ana-Maria Paduraru
co-founder& NFT Artist

George Enea
co-founder & CTO
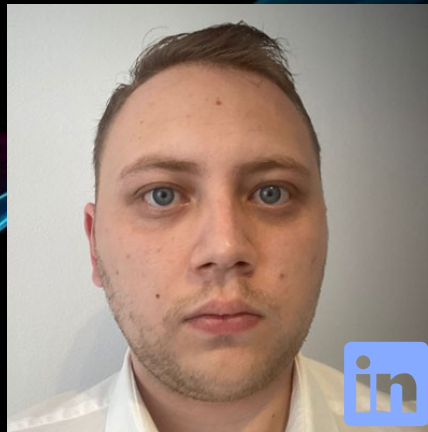
Marius Buidan
customer relations

Cristi Nedelcu
lead developer

The Ask

To achieve our goals we need to raise $2M from public sale of ADO NFTs & ADO Token

Legend:
- Team Payrolls
- Marketing & Community
- Infrastructure
- Risk Fund
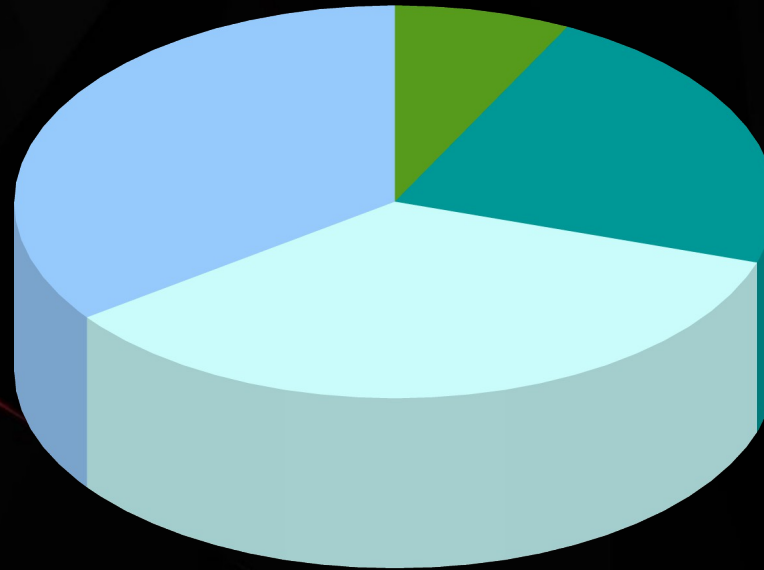
Team Payrolls	$700.000
Marketing & Community Management	$700.000
Infrastructure	$450.000
Risk Fund	$150.000

Contact Us

Thank You

Contact Details:
Email: contact@adoprotocol.com
Twitter: https://twitter.com/adoprotocol
Telegram: https://t.me/AdoProtocolEnglish

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