

ado protocol

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

Project Overview



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

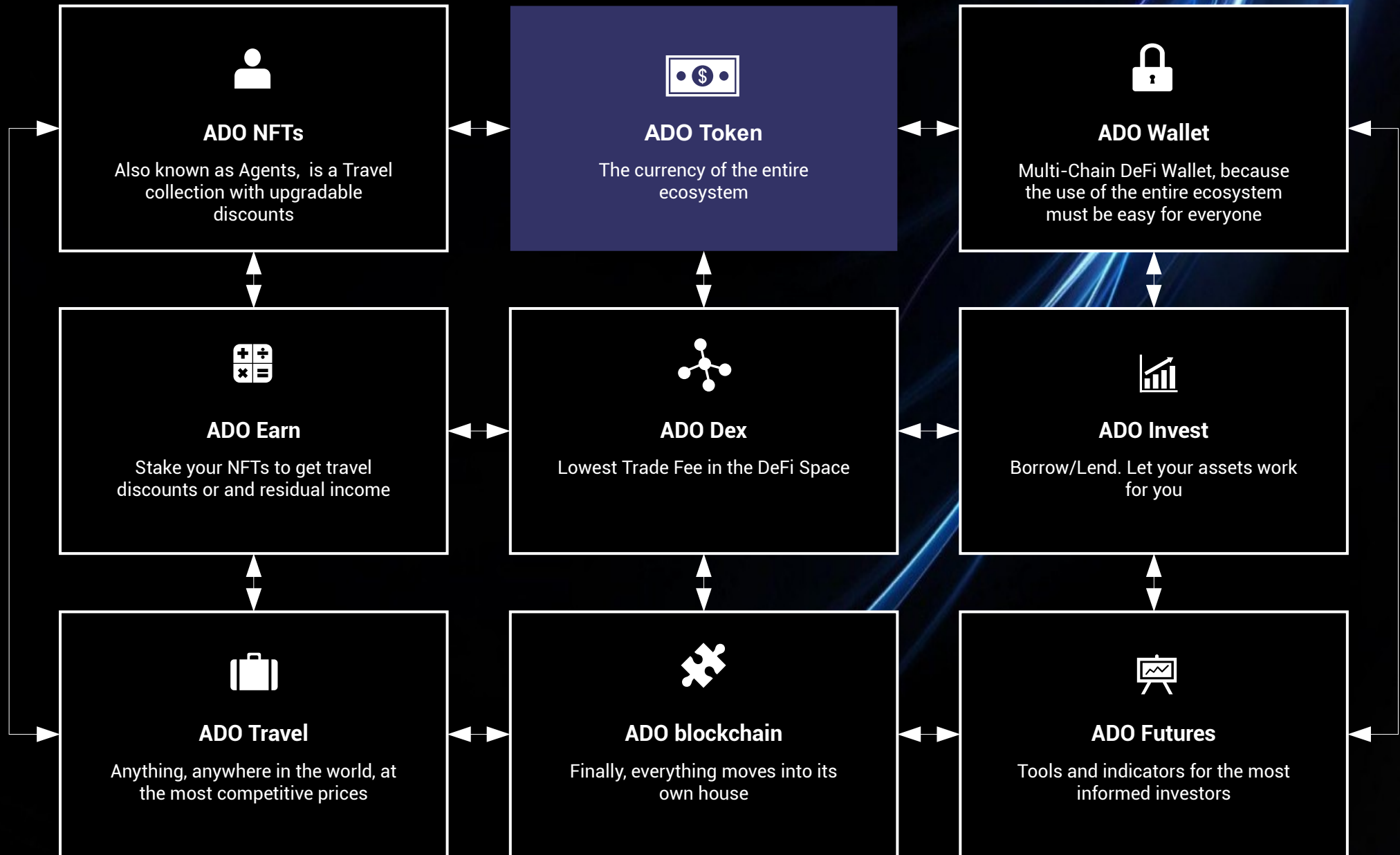
An involved community, multiple sources of income and competitive prices make the conversion easier.

04

Focus on Revenue Generation

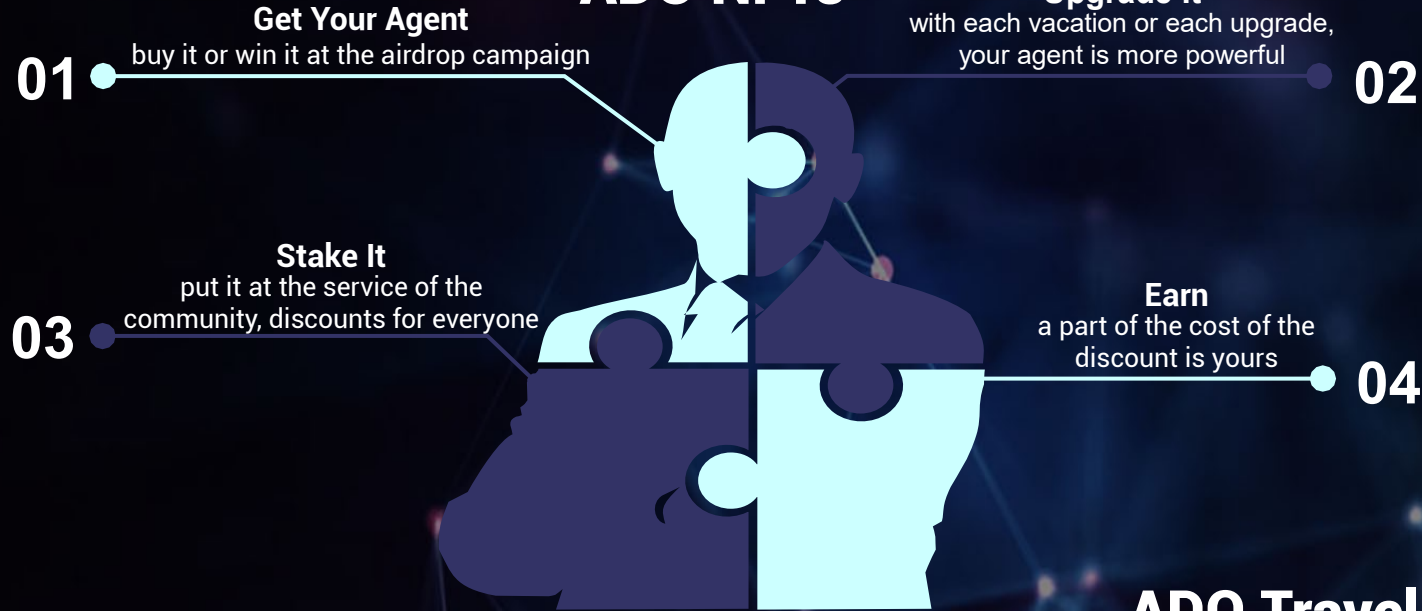
Revenue from NFTs sale, NFTs upgrade, Discount code generator and Travel services.

App/Platform Features



Business Model

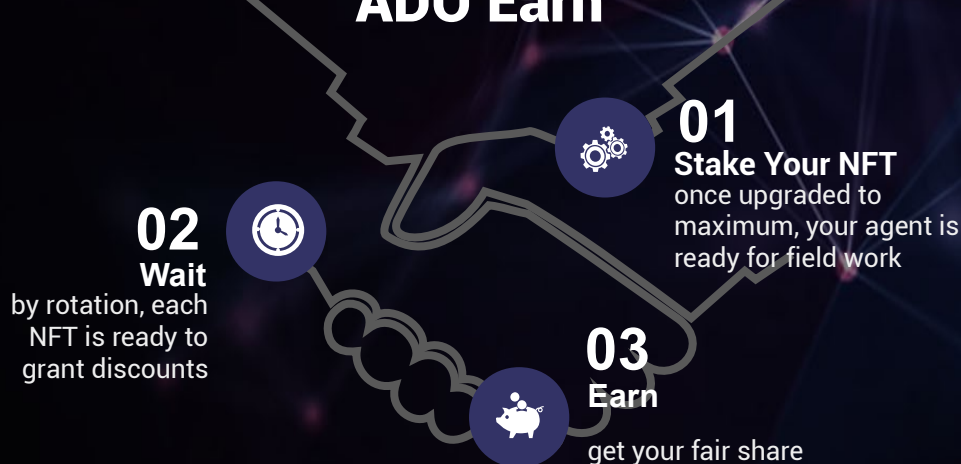
ADO NFTs



ADO Travel

is  **BINANCE** for travel

ADO Earn



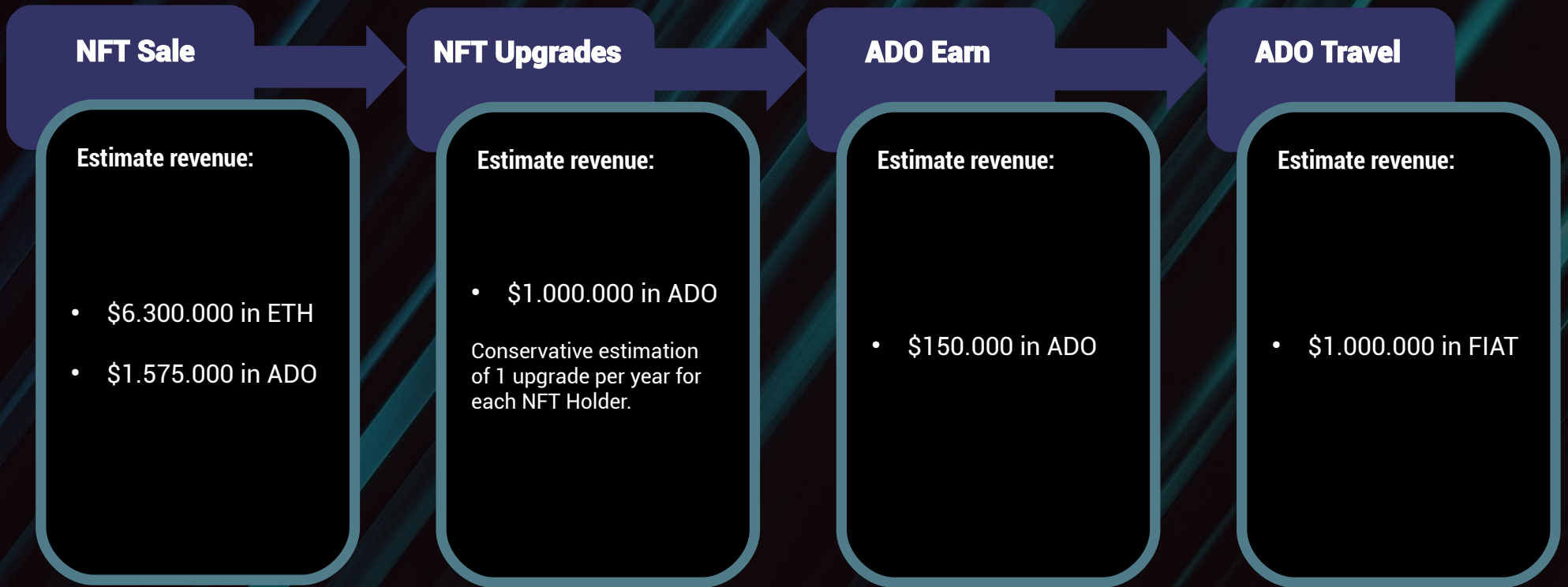
01

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

Business/Revenue Model



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

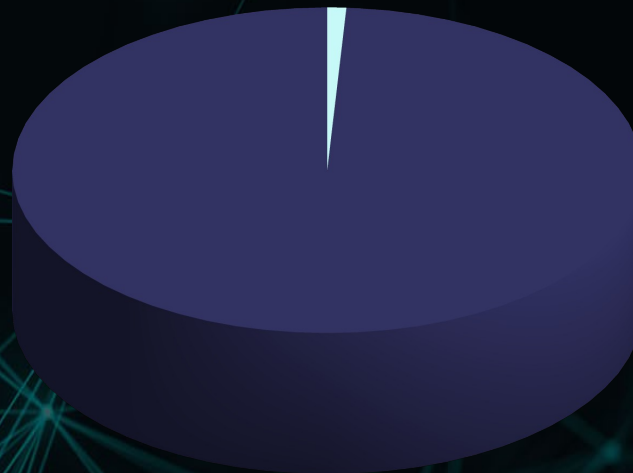
The global online travel market was **valued at USD 475 billion in 2022.**

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



Multiple Revenue Streams

Disruptive Technologies

An Involved Community

NFT Discount

	ad 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 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.

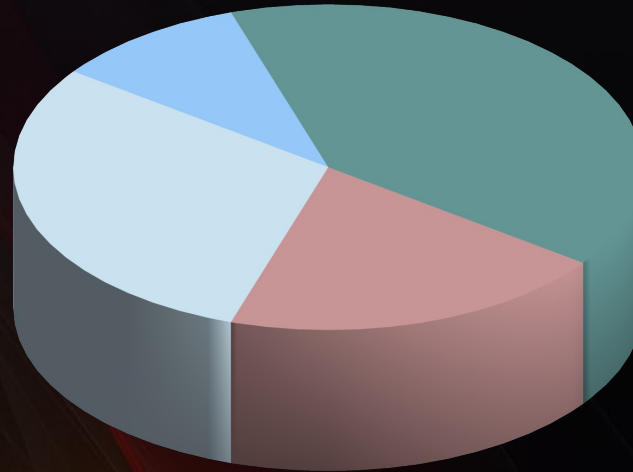
06

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



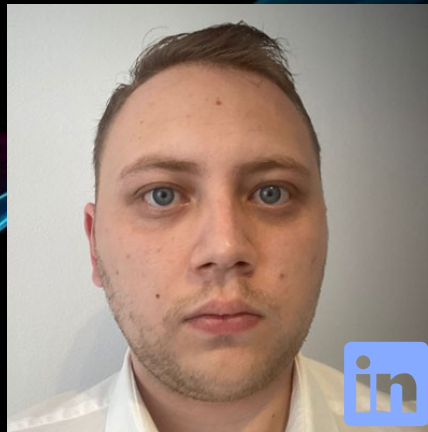
Bogdan Paduraru
co-founder & CEO



Ana-Maria Paduraru
co-founder & NFT Artist



George Enea
co-founder & CTO



Marius Buidan
customer relations

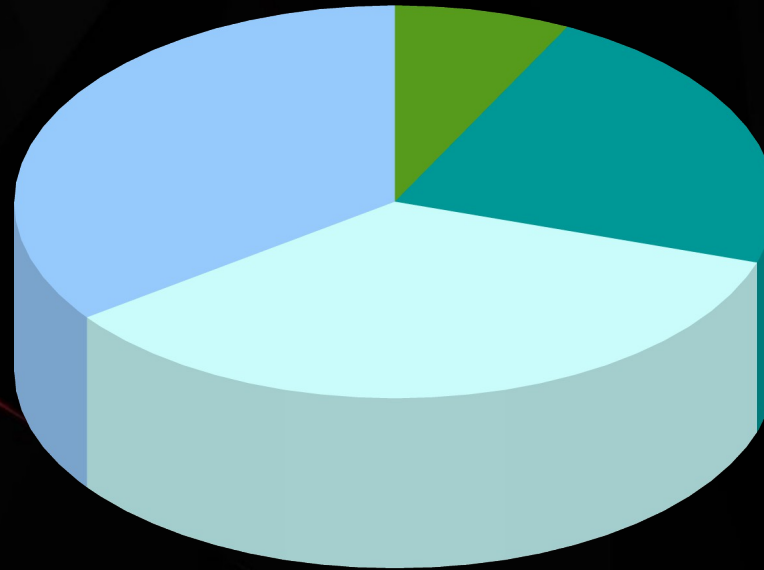


Cristi Nedelcu
lead developer

The Ask

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

- 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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