



TREASURY XRPL VENTURE “The shark tank of the XRPL”

Introduction

With little support available to the many talented people looking to the XRPL to launch their project, Treasury XRPL is proud to announce the launch of Treasury Venture.

Our platform is designed to deliver a “shark tank” experience for start-up and young projects to pit themselves against three other projects in each voting cycle. The winning project will walk away with funding, a new community of supporters, mentorship and a suite of other support/products to give them all the tools to set them up for success.

Treasury Venture will be open for all \$UtiliteX holders to participate in. \$UtiliteX is Treasury XRPL ecosystem's utility token. Available to purchase off the dex, or be rewarded with by holding our native token \$TRSRV, holders will be able to vote with their \$UtiliteX and back their favourite project/start-up.

Who can apply to list a project on Venture?

Because of the wide-ranging utilities and usecases that can be adopted by projects on the XRPL it is very difficult to formulate specific eligibility criteria for projects/people looking to apply for Venture.

Projects or teams applying for Venture however will need to:

1. Have a project that is pre-launch or in early launch stages (less than 90 days in market or considered on a discretionary basis)
2. Have a solid proposal and are able to present their proposed project's use case or utility clearly either through a whitepaper, pitchdeck or project plan
3. Are prepared to doxx fully (if not already done) by offering full clarity on the core team members behind the project
4. Offer a clear roadmap of what the project intends to deliver and by when. This roadmap should cover the first/next 12 months of the project and clearly lay out what is planned in terms of deliverables
5. Be prepared to join an AMA hosted by Treasury
6. Have something to incentivise \$UtiliteX voters to back your project. This may include an exclusive AD of tokens (that you know are going to real people) if you intend to issue one. It may also be some free merchandise, a personalised NFT, a white list place, an invite to a launch event or anything else you may think of.

What are the benefits to my project if we win?

- *Seed funding:* Treasury Venture is by no means intending to replace the likes of XRPL Grants and instead slot in to provide very early start-ups the opportunity of some funding to contribute to their start-up costs
- *Mentoring:* From initial contact with us and all the way through the Venture voting cycle, we will be on hand to advise and offer input from our time in the XRPL
- *Networking:* With being an established project on the XRPL we are fortunate enough to have created strong bonds with many of the other well-established projects, and the teams behind them. We will look to facilitate meetings and help with introductions to people as and when possible that will be able to help you or offer advice with your project, an invaluable resource
- *A Spotlight on your Project:* Do not underestimate the huge benefit going through a Venture voting round will do for your community growth. This is the single biggest hurdle for new projects in getting eyes on you and what you are launching. The AMA's you will be invited to as well as other collaborations with us on socials will deliver just that.
- *Additional suite of support:* this will include products, services and tools made available to you thanks to our Venture Partners (see website for full information)

How does the voting process work?

If your project is approved for a Venture voting cycle, you will be pitted against 3 other projects.

The online Venture voting platform will allow \$UtiliteX holders the opportunity to access all the information you make available, and vote for your project.

Voting will be tracked by creating a dedicated wallet for each project that will follow you through the whole process for complete transparency. This wallet will hold all the \$UtiliteX tokens that people have voted with, and in the event that you win will eventually hold the XRP funding that is payable to you.

If your project wins the voting cycle, Treasury XRPL will *double* the total held in the wallet, and the \$UtiliteX will be sold in 3 separate transactions for XRP which will also be held in this wallet, ready for distribution to your project wallet as you hit the milestones laid out in your roadmap/project plan.

The 3 projects that didn't win will be invited to join a future Venture voting cycle, and the \$UtiliteX held in their dedicated wallets will be returned to the voters.

How can you apply?

Before applying we are very happy to arrange a call to discuss your proposal/project and answer any questions to do with Venture on an absolute no obligation basis. So if you are interested but have not made up your mind yet, please get in touch with us via our socials.

Ready to apply? Contact us today.