



THE PRIMORDIUM NETWORK

Written by BCJ Development, LLC

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Executive Summary

Primordium will be the first iteration of for-profit DAOs modeled on the new business DAO framework detailed in the Primordium [whitepaper](#).

BCJ Development, LLC (BCJ), authors of the Primordium whitepaper, are creating and deploying the Primordium DAO smart contracts to the Ethereum blockchain.

BCJ is writing this multi-phase business plan as an estimated proposal for building and launching a web platform that (a) is owned and operated by the Primordium DAO and (b) makes the business DAO framework accessible to any project or community through no-code interfaces. DAOs that are deployed and hosted through this web platform will pay on-chain fees to Primordium in exchange for the platform services, generating ongoing revenue for Primordium.

BCJ will be operating as an external contractor for Primordium in constructing this web platform. Phase I of this business plan will be proposed on-chain to Primordium once it has been deployed and governance operations have been initialized.

The Primordium Network: A Proposed Web Platform

Primordium is built on a new business DAO framework where it is both 100% funded and 100% owned and operated by its members. There are no special privileges; every member has equal and transparent entry conditions, governance controls, and withdrawal rights. This is upheld by the trustless open-source smart contracts that Primordium is built on.

Primordium's first mission is to make a platform that allows other communities to also form and operate in a decentralized business-oriented way. To ensure transparency and authenticity, the decentralized Primordium community will have complete ownership and control of the platform. All decisions for the platform will be implemented via Primordium's trustless on-chain voting system, removing the need to rely on a centralized authority.

At its core, the web platform will be an easy and accessible way for anyone to take part in business DAOs. The platform will serve as a network hub for decentralized businesses and communities to build and grow. Each DAO will be able to carry out all operations directly on the blockchain, and the platform will serve as an access point for users to find, join, and interact with DAOs. All DAOs on the platform will be true to the same open-source smart contract framework that Primordium itself uses.

How it Works

All features of the web platform will be open to anyone through no-code interfaces. By simply connecting a wallet, users will be able to create, join, and interact with DAOs directly.

Users will be able to create and customize a new business DAO according to the following flow:

- 1) Build a profile describing the new DAO project and its mission.
- 2) Input initial founding parameters for the DAO (such as the token price, the max token supply, the token sale window, initial trusted contractors, etc.).
- 3) Connect a wallet and deploy the DAO directly to the Ethereum blockchain.

Once a DAO has been deployed, it will be open for anyone to view and/or join. At a minimum, the following features will be available to the platform users:

- DAOs deployed on the platform will be openly listed for anyone to browse.
- Users can search for specific DAOs based on names and keywords.
- The full profile for each individual DAO will be openly viewable for anyone to read.
- Users can join a DAO by directly purchasing membership tokens with their wallet.
- DAO members can enter governance portals to vote on existing proposals or create new ones.
 - The user interfaces for creating a new DAO proposal will include no-code options for common transaction types (i.e., sending money to a contractor). Members will also be able to write custom transactions for more specific proposal actions.

- DAO members can withdraw their membership at any point and will receive their proportional share of the DAO's treasury funds.
- Learning resources will be included to provide users with additional information about business DAOs, how they work, and how to participate.

Service Fees

The platform is designed to run on a for-profit basis, and DAOs hosted on the platform will pay service fees to Primordium. Service fees will be automatically collected on-chain from each of the platform DAOs as:

- 1) 2.5% of DAO capital contributions
- 2) 1.0% of DAO profit distributions

The specific service fee percentages will be updateable on-chain via Primordium's on-chain voting protocols. The platform DAOs will always pay the real-time percentage fees as set by Primordium.

*No fees will be collected until a DAO has successfully voted to enter governance, allowing founding members to withdraw 100% of their contributed capital before a DAO has officially begun its operations. For more details about the business DAO framework and how a DAO enters governance, please see the Primordium [whitepaper](#).

The Business Plan: How BCJ Will Build and Launch the Primordium Network

The project will be broken up into three phases to design, build, and launch the web platform. The scope of work, deliverables, estimated timeline, and estimated fees for each phase are detailed in the pages below. Each phase of work has been divided into the following four categories:

- 1) **Design and Marketing** – *Designing the user experience on the web app, as well as building all content and marketing materials for the platform’s landing pages and learning resources.*
- 2) **App Back-End** – *Engineering the smart contracts and database APIs for the web app.*
- 3) **App Front-End** – *Developing the web app’s no-code front-end interfaces that allow users to operate on the platform.*
- 4) **Miscellaneous** – *Additional business and legal logistics related to launching the platform.*

The total project timeline for all three phases is estimated to be about 10 months from start to finish. BCJ Development will submit on-chain proposals to Primordium for each phase of work. A phase will begin once its corresponding proposal has been successfully executed by Primordium.

Phase I

Estimated Timeline: 10 - 12 weeks

Estimated Budget: \$18 million

<i>Design and Marketing</i>	<i>App Back-End</i>	<i>App Front-End</i>	<i>Miscellaneous</i>
<ul style="list-style-type: none"> • Community Research <ul style="list-style-type: none"> ○ Outreach ○ Resources <ul style="list-style-type: none"> ▪ Forums, newsletters, updates, etc. ○ Growth and engagement • Ideation and Conceptualization <ul style="list-style-type: none"> ○ Generate brand strategy ○ Generate content strategy • UI/UX <ul style="list-style-type: none"> ○ Website architecture ○ Wireframes ○ User flows ○ App style guides 	<ul style="list-style-type: none"> • New open-source smart contracts: <ul style="list-style-type: none"> ○ Platform admin ○ DAO generator ○ Revenue stream • Design cloud architecture <ul style="list-style-type: none"> ○ Database and data indices ○ Decentralized storage ○ Ethereum network connections ○ API services 	<ul style="list-style-type: none"> • App setup <ul style="list-style-type: none"> ○ Tech stack ○ Wallet connections • DAO Governance <ul style="list-style-type: none"> ○ Viewing proposals ○ Creating proposals (built-in transaction options) ○ Voting • Web3 API Wrappers <ul style="list-style-type: none"> ○ JSON-RPC method calls ○ Chain ID toggles (testing) 	<ul style="list-style-type: none"> • Primordium DAO LLC incorporation in WY (if DAO votes to do so) • Primordium operating agreement • Initializing legal guidelines <ul style="list-style-type: none"> ○ Primordium community protections ○ Content policies ○ Transparency and ethos • Logistics <ul style="list-style-type: none"> ○ Domain registration ○ Cloud hosting fee projections

Deliverables:

- Wyoming articles of incorporation for Primordium's LLC (if DAO votes to do so)
- Primordium's operating agreement
- Open-source smart contracts:
 1. Platform admin: *settings customizable by Primordium for DAOs created on the platform*
 2. DAO generator: *contract(s) that users use to create new platform DAOs*
 3. Revenue streams: *creating DAO revenue streams, optionally with revenue share agreements*

Phase II

Estimated Timeline: 16 - 18 weeks

Estimated Budget: \$32 million

<i>Design and Marketing</i>	<i>App Back-End</i>	<i>App Front-End</i>	<i>Miscellaneous</i>
<ul style="list-style-type: none"> • (Phase 1 continued) • Design <ul style="list-style-type: none"> ○ Graphic design ○ Animations ○ 3D designs • Build <ul style="list-style-type: none"> ○ Static front-end development ○ Integrate UI/UX flows 	<ul style="list-style-type: none"> • Smart contract audits • Implement data layers <ul style="list-style-type: none"> ○ Data caching for platform DAOs ○ Search engine and filtering • Implement APIs <ul style="list-style-type: none"> ○ Ethereum node connections and APIs ○ DAO data queries • Deploy staging environment <ul style="list-style-type: none"> ○ Gated for Primordium members ○ Testnet smart contract deployments 	<ul style="list-style-type: none"> • Wireframe implementations <ul style="list-style-type: none"> ○ DAO lists ○ DAO list filters ○ Search functionality • Build flow for creating DAOs <ul style="list-style-type: none"> ○ Step-by-step no-code views ○ Creating DAO project descriptions ○ Setting initial DAO parameters ○ Cache values to platform database ○ Connect to DAO generator smart contract • Styled Components <ul style="list-style-type: none"> ○ Follow design style guides • Deploy staging environment <ul style="list-style-type: none"> ○ Testnet authorization wall for Primordium members 	<ul style="list-style-type: none"> • Learning resources <ul style="list-style-type: none"> ○ DAO ethics <ul style="list-style-type: none"> ▪ Transparency standards ○ Platform user guides • Web platform legal content <ul style="list-style-type: none"> ○ Terms of service ○ Legal review

Deliverables:

- Completed smart contract audits
- Initial platform minimum viable product (MVP): *beta test access for Primordium members*

Phase III

Estimated Timeline: 8 - 10 weeks

Estimated Budget: \$12 million

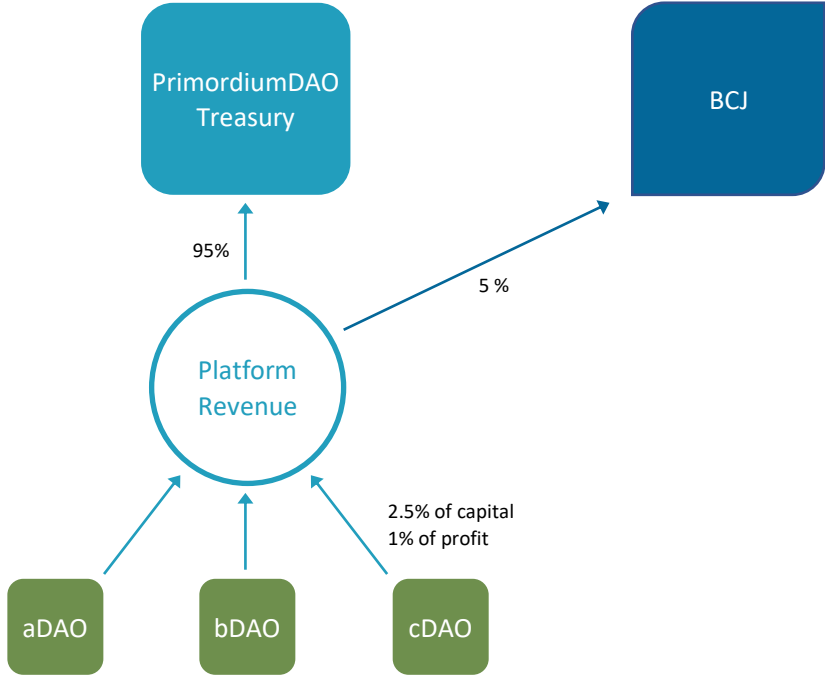
<i>Design and Marketing</i>	<i>App Back-End</i>	<i>App Front-End</i>	<i>Miscellaneous</i>
<ul style="list-style-type: none"> • User testing <ul style="list-style-type: none"> ○ Feedback ○ Debugging • Improvements and optimization <ul style="list-style-type: none"> ○ Finalize designs and user flows • Push to production 	<ul style="list-style-type: none"> • Comprehensive testing and debugging <ul style="list-style-type: none"> ○ Deploying new DAOs ○ Test DAO business contracts ○ Governance functionalities ○ Network API connections ○ Data API queries • Final smart contract audits (as needed) • Production environment <ul style="list-style-type: none"> ○ Deploy scalable production services ○ Deploy mainnet smart contracts and connect to Primordium DAO ○ Push to production 	<ul style="list-style-type: none"> • Design reviews <ul style="list-style-type: none"> ○ Optimize styling for brand cohesion • Test UI/UX <ul style="list-style-type: none"> ○ DAO creation flows ○ DAO lists and searches ○ DAO governance portals • Debug and finalize • Production environment <ul style="list-style-type: none"> ○ Remove authorization walls ○ Push to production 	<ul style="list-style-type: none"> • Final legal reviews of website content and resources • Push to production <ul style="list-style-type: none"> ○ BCJ will initialize production deployment and maintain the launch

Deliverables:

- Finalized and deployed static website
- Launch of production application

BCJ Revenue Share

As part of the contract services to build the platform, BCJ will deploy a 5% platform revenue share on-chain that will be active for at least 5 years following the platform’s launch. After this period, Primordium will have control to update or remove the revenue share. The chart below demonstrates the on-chain flow of fees and revenues:



On-Chain Operations

After BCJ has finalized and deployed the Primordium DAO, Primordium's membership tokens will be available for sale for a minimum of 30 days. Once Primordium's members have successfully voted to enter governance, BCJ will submit an official on-chain proposal for phase one. The project will begin as soon as the phase one proposal is passed and executed by the Primordium members. BCJ will submit on-chain proposals for each subsequent phase as soon as the prior phase deliverables have been shared with the Primordium community.

For updates on the development process, follow us at:

- [Twitter](#)
- [Substack](#)
- [Github](#)
- [Discord](#)
- primordiumdao.xyz

Terms and Conditions

BCJ Development, LLC (the “Agency”) will provide services to Primordium (the “DAO”) according to the following terms and conditions:

DEFINITIONS

As used in these terms and conditions:

- a) “DAO” refers to Primordium, the decentralized autonomous organization paying for the design, development, and related services.
- b) “Agency” refers to BCJ Development, LLC, the company rendering the design, development, and related services.
- c) “Agreement” refers to an agreement of services to be provided to the DAO by the Agency, which will take effect according to these terms and conditions when the Agency has signed and dated this document *and* a proposal submitted by the Agency to the DAO on the Ethereum blockchain is successfully passed and executed according to the proposal voting mechanisms encoded in the DAO’s smart contracts.
- d) “Services” shall be used to refer to the services provided to the DAO by the Agency as part of any entered Agreement, where the scope of services for the Agreement will be that which is described in the corresponding on-chain proposal submitted by the Agency.
- e) “Fees” shall be used to refer to any fees or other payments owed to the Agency by the DAO as part of any entered Agreement, where the specifics of the fees owed will be that which is described in the corresponding on-chain proposal submitted by the Agency.
- f) “Channel” shall be used to refer to any communication channel used by the Agency to deliver information to the DAO community or for the Agency to communicate directly with the DAO’s community members. Example channels include, but are not limited to: Twitter, Discord, etc.

TERM AND TERMINATION

This document may contain suggested phases of work with estimated terms and fees, but none of the suggested services or fees in this document are part of any binding agreement. The specific Services and Fees for any given Agreement will be explicitly defined in each Agreement’s on-chain proposal. An Agreement shall begin according to these terms and conditions once an on-chain proposal of Services and Fees submitted by the Agency is passed and executed via the DAO’s smart contracts on the Ethereum blockchain. The Agreement is only valid if the proposal was submitted by the Agency *and* the Agency signed and dated these terms and conditions prior to the proposal’s creation.

Once an Agreement has begun, it shall continue until all Services are complete and delivered, or until the Agreement is terminated. Either party may terminate an Agreement at any time. The DAO may terminate an Agreement by passing and executing an on-chain proposal that requests termination of an Agreement. The Agency may terminate an Agreement by submitting an on-chain proposal to the DAO as a notice of termination (the termination proposal submitted by the Agency does not need to pass the vote; it only serves as an on-chain record of termination). In either case, the proposal for termination of an Agreement must reference the original Agreement’s proposal number.

In the event of an Agreement’s termination, the Agency shall submit any work it has completed up to the date of termination. The Agency shall keep a prorated portion of the Fees due, the exact amount of which will be determined by the Agency based on the amount of work completed through the date of termination.

COMPENSATION AND PAYMENT

Subject to the terms and conditions of this document, the DAO agrees to pay the Agency the Fees required for any Services to be rendered as part of any Agreement.

RELATIONSHIP OF THE PARTIES

Neither party (DAO or Agency) is authorized as an agent, employee, or legal representative of the other. No agency, partnership, or joint venture is intended or created between the DAO and the Agency. Neither party shall have the power to control the activities and operations of the other. The Agency is an independent contractor, and it shall determine, in its sole discretion, the manner and means by which the Services are accomplished. The DAO may not control the hours, timing, or schedule that the Agency works. The Agency reserves the right to work with or hire any external parties or contractors they choose in rendering the Services.

DELIVERABLES

Except as otherwise detailed in an Agreement, all deliverables and work products submitted by the Agency as part of an Agreement are provided "as is."

SUPPORT SERVICES

After all Services are completed, the Agency agrees to provide support services to the DAO for troubleshooting problems with deliverables related to the Services of an Agreement, at no additional cost to the DAO. However, the Agency maintains full discretion over deciding whether the support services requested by the DAO are in fact reasonably related to the Services of an Agreement, or whether the requested services are separate and require additional fees.

DELAYS

Any delay caused by conditions beyond the reasonable control of the parties shall not be considered a breach in an Agreement. The Agency will use reasonable efforts to notify the DAO of any delays via one or more Channels. Conditions beyond the reasonable control of the parties include, but are not limited to: natural disasters, acts of government after the initiation of an Agreement, power failure, fire, flood, acts of God, labor disputes, riots, acts of war, terrorism, pandemics, and epidemics.

ACCREDITATION AND PROMOTION

The Agency shall be entitled to place accreditation, as a hyperlink, in the form, size, and location as incorporated by the Agency in the final deliverables of an Agreement. The Agency retains the right to reproduce, publish, and display the project deliverables in the Agency's portfolios and websites.

CONFIDENTIAL INFORMATION

Confidential Information refers to any information which is confidential and/or commercially valuable to the party that the information pertains to. The Confidential Information may be in the form of documents, techniques, methods, practices, tools, specifications, inventions, patents, trademarks, copyrights, equipment, algorithms, models, samples, software, drawings, sketches, plans, programs, or other oral or written knowledge and/or secrets and may pertain to, but is not limited to, the fields of research and development, forecasting, marketing, personnel, customers, suppliers, intellectual property, and/or finance or any other information which is confidential and commercially valuable to the party that the information pertains to. Confidential Information shall not be disclosed to third parties and shall only be used as needed to perform the Services of an Agreement.

INTELLECTUAL PROPERTY AND WARRANTIES

The Agency represents and warrants to the DAO that to the best of the Agency's knowledge, the deliverables resulting from the Services will not violate the rights of any third parties.

The Agency agrees that all works created and delivered to the DAO pursuant to the Services of an Agreement shall be deemed works-made-for-hire for the DAO. Therefore, the Agency will grant copyright ownership of the final deliverables to the DAO upon the completion of the Agreement. Nothing contained in this provision shall limit the ability of the Agency to use the Agreement deliverables in the Agency's portfolios and websites.

INDEMNIFICATION AND LIABILITY

The DAO hereby agrees to indemnify the Agency against any and all damages, liabilities, costs, losses, expenses, or legal fees arising out of any claim, judgement, demand, or action by a third party and/or court as a result of the Services rendered under an Agreement or any matter connected with the Services of an Agreement or the relationship between the Agency and the DAO.

The services and the work product of the Agency are provided "as is." In no event shall the Agency be liable for any lost data or content, lost profits, business interruption or for any indirect, incidental, special, consequential, exemplary, or punitive damages arising out of or relating to the deliverables, materials, or the Services provided by the Agency, even if the Agency has been advised of the possibility of such damages.

GENERAL PROVISIONS

An Agreement shall be governed in all respects by the laws of the state of Wyoming. If any provision(s) of an Agreement is held invalid or unenforceable, the remainder of this Agreement shall remain in full force and effect, and the invalid or unenforceable provision(s) shall be interpreted in such manner as to be effective and valid under applicable law where possible.

An Agreement may only be amended if the Agency submits a new on-chain proposal detailing the amendments to the Agreement, and this new proposal is passed and executed by the DAO.

Headings in these terms and conditions are for convenience only and shall not be construed to limit or otherwise affect these terms and conditions.

Failure of either party to enforce any term of an Agreement shall not constitute the waiver of such term or any other term. Only an additional on-chain proposal submitted by the Agency and passed and executed by the DAO can constitute waiver of any of the terms of an Agreement between the parties.