



Echelon Proposal

Overview

Priming is a new-age asset management platform for Web3 gamers to engage, explore, trade, and compete across premier titles. Backed by ParagonsDAO, we enable gamers with the content and tools they need to perform at their best. As a three-sided marketplace, we connect gamers, gaming ecosystems, and service providers to create a value-aligned flywheel that incentivizes participation from all parties.

We see our platform providing value to the Echelon community along the following dimensions:

1. Introduce an asset management and incentivized content hub for Echelon titles
2. Provide novel use cases and utility, external to the existing ecosystem, for PRIME
3. Offer new channels for user acquisition and partnerships

Approach

We're building on the core experience our first version offered. Raritycapital (current Head of Product at Paragons DAO) and BigInt were co-founders of The Priming (v1), a free community tool that reached peaks of 2,750+ monthly active users. Due to external circumstances and increased costs, the project was headed towards being shut down. ParagonsDAO acquired The Priming and brought Raritycapital aboard to maintain continuity, and prevent the inevitable. Since then, the team has been hard at work building a new and improved version, while modelling out a scalable path forward for the business.

We're excited to share our proposal for a grant that will help us expedite the relaunch of Priming, and introduce the first PRIME sink external to core Echelon offerings—all in a way that sets up Priming to be self-sustainable into the future (without requiring future grants for new features), offer one-of-a-kind analytics and asset management features, while simultaneously providing ongoing financial benefits to the Echelon community.

Our scope for the Priming consists of (3) core experiences:

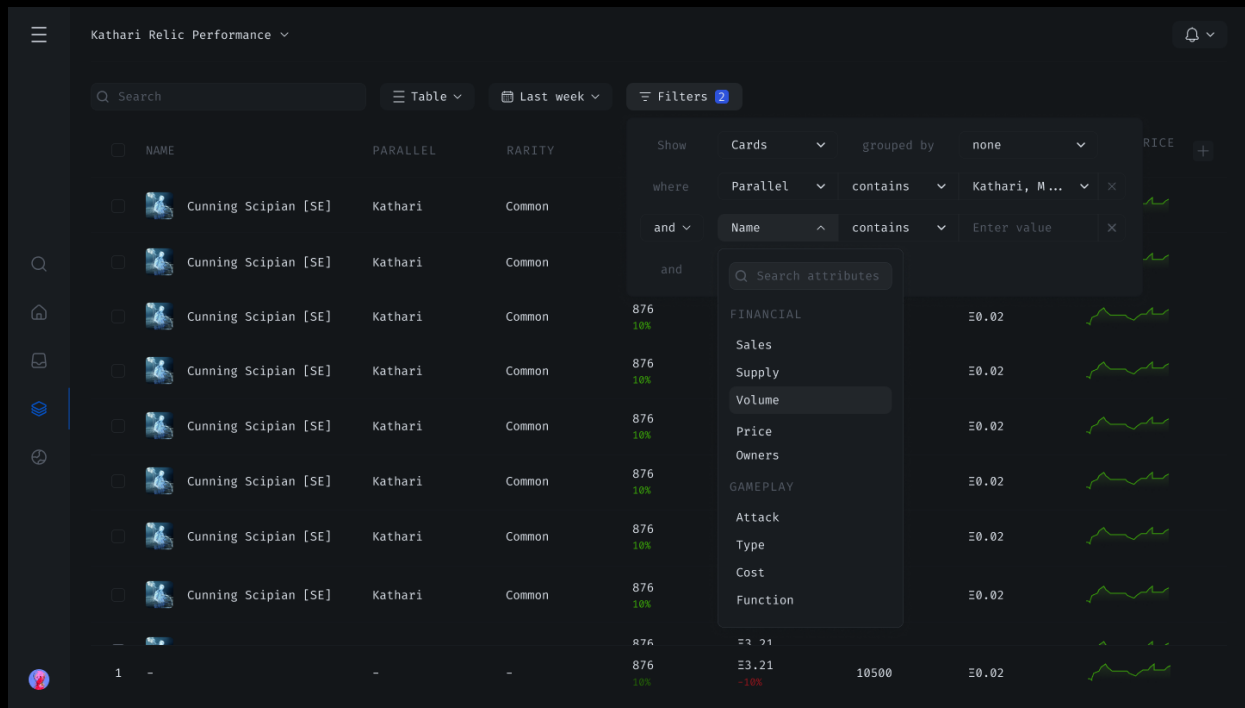
Explorer

Retail users need accessible avenues to maintain an edge—our flexible, collaborative analytics platform allows users to discover opportunities within trading markets *and* game clients. We believe gamers who hope to succeed in this new paradigm of GameFi need to embrace both of these hemispheres, and that the most valuable insights will require data points from both.

The data offered by our Explorer isn't your typical 'Marketplace Pro' data model.

- **Imputed Metadata & Gameplay:** We afford not just access to basic asset metadata, but also imputed values—labels which titles may not offer on their own. Additionally, we want to ensure in-game trends are exposed, and we've already begun planning to expose win-rates, player utilisation, and other aggregate gameplay metrics.
- **Advanced Metrics & Aggregations:** On the financial side of the equation, simple point-in-time sales or volume is inadequate for retail to maintain an edge. From launch, we'll be offering statistical aggregators over custom periods to allow you to pin-point emerging trends and equip you to seize opportunities. Perhaps even transact.
- **Pivots & Visualisation Types:** In addition to providing a wider breadth of data, we also want to ensure that patterns and trends are properly expressed, whether that requires grouping your assets by Prime Set, or any other provided metadata. Even if you can't find what you're looking for, our flexible tooling allows users to define their own bespoke tags for segmentation. Finally, we're building towards allowing users to match their insights to the visualisation method that best communicates their narrative.

Estimated Delivery of Initial Version: July

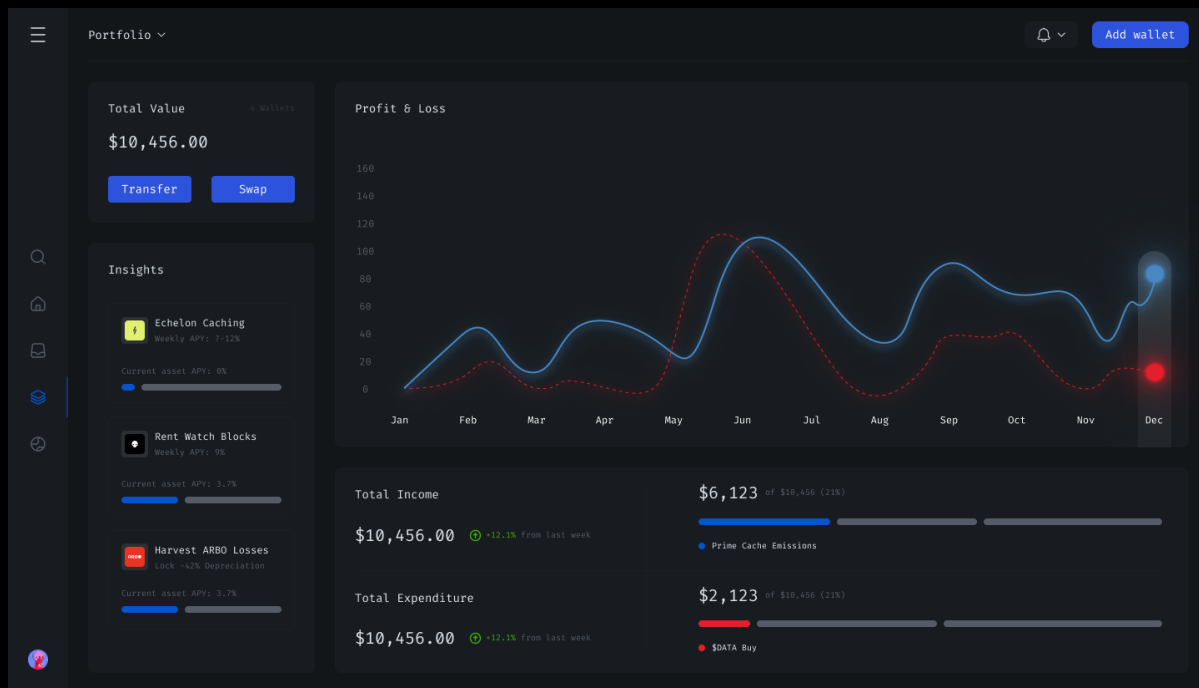


Portfolio

Broad, market-wide solutions for token tracking or asset management cannot sufficiently offer the intricate modelling required for GameFi projects. Priming fills this niche by exclusively focusing on vetted, premier titles at a deep and detailed level. This allows our platform to adjust and pivot to ecosystem nuances without concern of being overly customised, or not agnostic enough. The bottom line is that Web3 games will be complex, and most gamers will need help—Priming offers that in a seamless and approachable package.

- **Valuation & Profit and Loss:** Don't be blindsided by big numbers, know how your incremental investments have contributed to your wallet's value over time. And better yet, understand how those decisions have impacted your portfolio, whether they span multiple games or are denominated in a specific token.
- **Asset Browser:** Browse your assets regardless of if they're cached, distributed across multiple wallets, or even loans to other guild-mates. Priming knows where all of your assets are at all times, as well as how much you're earning.
- **Optimization Strategies:** Not only do we track where you've put your assets, we can provide insights to assist in optimization of where to place them next. Whether it's advice on caching, trading, or gameplay strategies, Priming is your guide to performing better and earning more.

Estimated Delivery of Initial Version: October



Content

Not every gamer is an analyst, nor should they strive to be. In order to appeal to the masses, meta content and gaming analyses should be made approachable. We want to ensure that users can share, collaborate, and broadcast their findings to the right intersections of the current (and prospective) community. Our tooling will enable such sharing, while also kicking back a portion of revenues to those who create the most compelling content.

- **Embeddables:** Take any analysis you've put together within the Explorer and drop it into our CMS. We provide options on whether to keep the data live or remain static, to ensure you can tailor the insights to match your narrative.
- **Content Management System:** Publish and manage both short and long-form articles to frame various analyses and guide users towards specific strategies, meta-analyses, or participation in downstream services like buying, selling, or borrowing.
- **Community:** Connect with friends or newfound community members to facilitate collaborative experiences—whether trading, producing content, or even creating shared guilds and services.

Estimated Delivery of Initial Version: November

Rationale

Priming is excited to offer a PRIME sink, external to Echelon, that will expose additional parties to the ecosystem, enabling both partnership and user acquisition opportunities.

By tying all sink utilisation (regardless of token denominations) with the corresponding popularity of a gaming title's ecosystem, we ensure communities are awarded proportionally to the value they drive to the platform. Additionally, by combining incentivized content creation with tools like our Data Explorer, we enable grassroots contributions that elevate conversations, insights, and visibility on game ecosystems. Our team is doubling down on being a true social and economic partner to games.

Our offering will provide a free, and tiered subscription plan(s) to all users. The subscription options will be denominated exclusively in the integrated games' native tokens; to start, that will be PRIME (no plans to support Ethereum or USDC; if so, solutions will be provided to allow users to select their game of preference). The inflows of a given token will map directly to the sink schedules for the associated ecosystem (e.g. 25% of all PRIME denominated subscriptions will be routed towards the Echelon distribution schedule, other subscription denominations would not). This mechanism both aligns and rewards communities' usage with proportionate contributions to the respective token economies.

In order to expedite contributions to the Echelon ecosystem commensurate with the upfront grant, Priming will operate a dynamic sink schedule that will initially map to the following allocations:

Pre-Match

- 25% to ParagonsDAO Treasury
- 0% to ParagonsDAO Token Stakers
- 25% to Content Producers
- 50% to {Game} Sink Distribution Schedule

The 50% allocated to the {Game} Sink Distribution Schedule will curve towards 25%, at a rate proportional to the ratio of distributed tokens relative to the initial grant amount. This allocation will be updated at the end of each epoch distribution period.

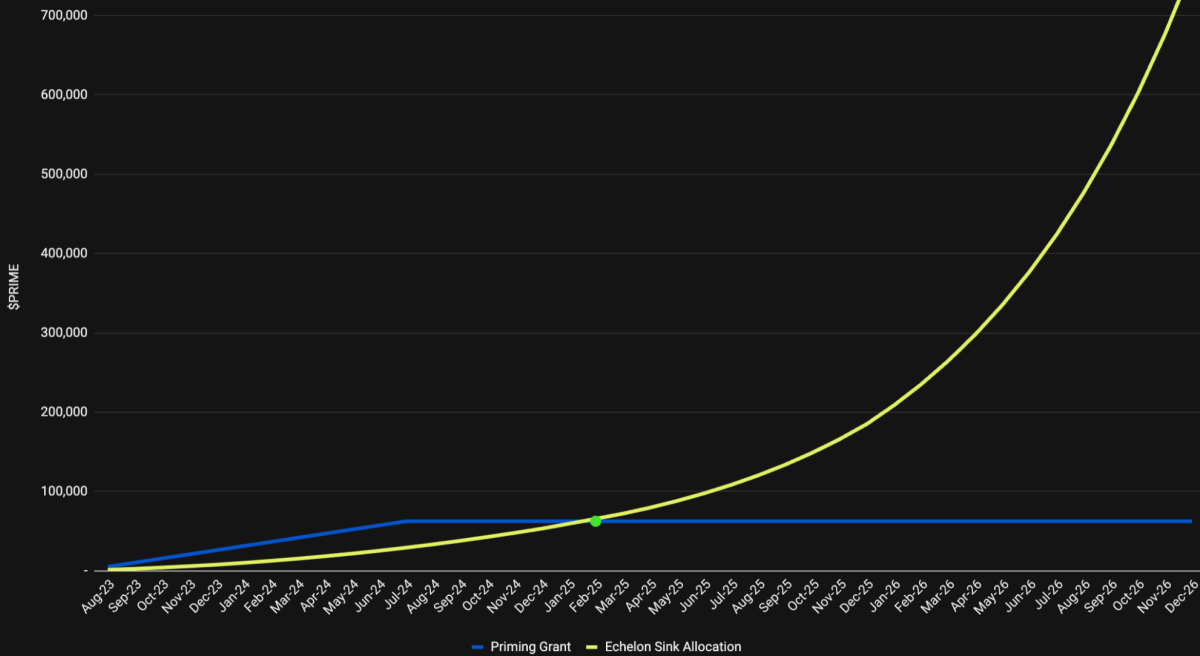
After distributions equivalent to the initial grant have been sunk, the final sink distribution schedule will map to the following allocations:

Post-Match

- 25% to ParagonsDAO Treasury
- 25% to ParagonsDAO Token Stakers
- 25% to Content Producers
- 25% to {Game} Sink Distribution Schedule

Current modelling suggests the initial grant amount would be matched by Echelon's allocation from Priming's subscription sink in 18 months—approximately February 2025. If Parallel surpasses our conversation estimations this period could be shortened, and we have belief that it will. Afterwards, the sink would be adding net positive contributions to the Echelon ecosystem in perpetuity.

PRIMING: SUBSCRIPTION SINK MODEL



Model:

<https://docs.google.com/spreadsheets/d/1Yju5e5U5lFiaTBmjyqYE55jo2goZqMQGm-hYLy95UHo/edit?usp=sharing>

[Note: this model suggests that the PRIME equivalent of the requested USDC grant value would average to 2x current price throughout the entire period.]

Subscription fees will be collected on the first of each month from a pre-authorized address. Payouts will be determined based on the subscription fees collected from the previous month, and are paid out on the last day of the month. These distributions will be subject to change during annual review cycles, which will begin 2 years after the initial sink distribution.

To thank the Parallel and Echelon community for their long-lived support throughout our applications refactor, we'd like to extend a 6 month exclusivity period for subscriptions denominated in Prime.

Proposed Use of Grant

Grant funds will be used to subsidise the costs of Priming operations including infrastructure, engineering, design, product, and marketing resources.

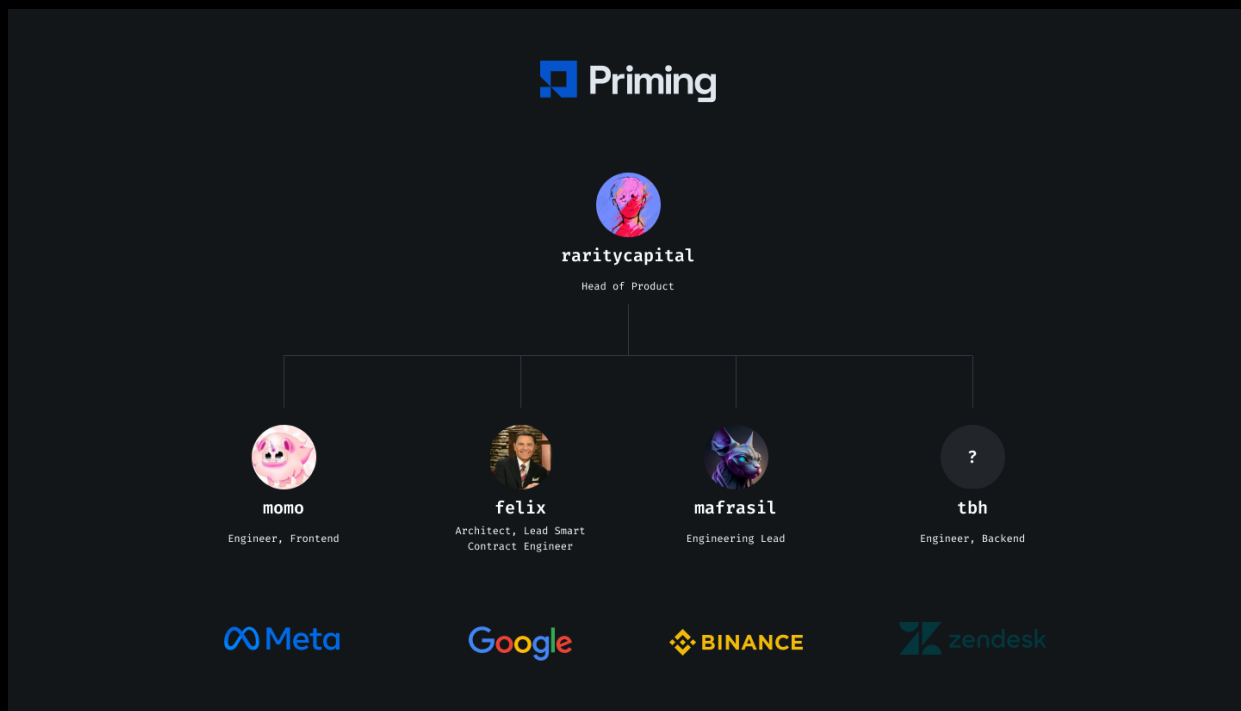
This platform is both a consumer application, as well as infrastructure-as-a-service. Substantial industry experience is required to realise these functional requirements, as well as upfront investment to ensure systems and toolings scale to usage we all hope to see Echelon achieve.

About the Team

Priming has a stellar reputation within the Parallel community, long referenced as one of, if not the highest quality community-built resource. That said, it's well known that an upgrade is needed.

After acquiring Priming, ParagonsDAO has staffed Priming's operating team with 3 full-time developers, in addition to design and product resources, who have shared experiences at well-known firms such as Google, Binance, Meta, PepsiCo, and more. Team members have also contributed to Echelon's codebase, as well as many other smart contracts across EVM and Solana blockchains.

While the team is not doxxed, we've met a prominent portion of the Parallel and Echelon teams in person, and have been operating within the Parallel community since the very first pack drop.



Timeline

Our initial release is slated for late July to coincide with Parallel's Beta Launch, and will contain a first version of our Explorer, as well as email/wallet-based authentication.

The remainder of the scope is not guaranteed in the exact order specified. This project is heavily influenced by our community and user base and so we reserve the right to adjust to our users needs at any point. However, we believe that the roadmap, in its entirety, can be completed within 6 months of our initial launch.

Requests

- \$225,000 USD value, denominated and issued in Prime, to help offset initial build costs and ongoing maintenance of the platform
 - Grant to be vested linearly over a 12 month period
 - Initial scope estimated at 4 months of development for a team of (6) core contributors
 - 3 Developer(s)
 - 1 Product Manager
 - 1 Product Designer
 - Infrastructure, managed services, and other workflow licences
- Official partnership between Priming, backed by ParagonsDAO, and Echelon Foundation
 - Content and links supported on each entities' web applications
 - Echelon feature requests to be supported via a public forum