



INTRODUCTION

Unifi Protocol DAO is a group of non-custodial, interoperable, decentralized, and multi-chain smart contracts providing the building blocks for the next generation of DeFi development. The Unifi Protocol is designed to provide developers with functional DeFi building blocks linking multiple blockchains together into one large DeFi marketplace. **uTrade** is the working proof-of-concept for harnessing multi-chain and multi-platform liquidity mining to power UNFI, Unifi's Global Governance Token.

The **UNFI token** incorporates the development team's tokenomics and representative blockchain governance expertise, gained through operating nodes on multiple top blockchains. UNFI's highly rewarding Proof of Stake Global Governance Model drives the formation of entire communities that are incentivized to advocate for UNFI to be as successful as possible.

Unifi Protocol was developed by **SesameSeed**.

FEATURES AND HIGHLIGHTS

Cross-chain DeFi

Unifi is a suite of smart-contract based building blocks that create and connect DeFi marketplaces by enabling simple and low-cost cross-chain trading. This includes bridging them all to the existing token rich multi-million dollar Ethereum DeFi economy.

UNFI Rewards

UNFI token holders can earn Staking Rewards, and may earn even more rewards from their chosen Community Council Representative. Rewards for staking UNFI and delegating incentivizes the community to contribute to the growth of the Protocol and UNFI.

Sustainable Unifi Utility

Unifi continues to expand and include more blockchain communities. This creates unlimited liquidity mining and varieties of products and services that can be built on the Protocol.

Tokenomics

Unifi provides a tokenized rewards system which allows built in yield farming and removes the limitations created by providing native blockchain token rewards. Unifi captures the power of multi-chain and multi-platform liquidity mining into the UNFI token, Unifi's Global Governance Token.

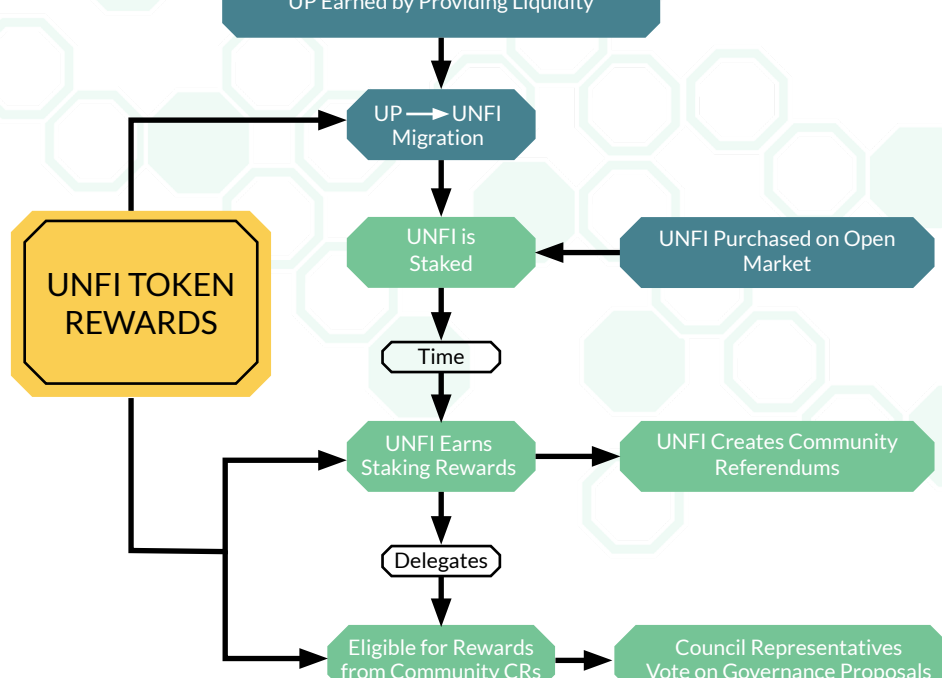
Experienced Team

The UNFI token incorporates the development team's tokenomics and representative blockchain governance expertise, gained through operating nodes on multiple top blockchains.

UNFI GOVERNANCE

Under the UNFI Proof of Stake ecosystem, candidates will campaign for election as a Community Council Representative (CR), who have the ability to propose or vote on changes to the Unifi DAO. UNFI token holders can earn Staking Rewards for staking their UNFI tokens, and may earn even more rewards from their chosen CR after delegating their staked UNFI.

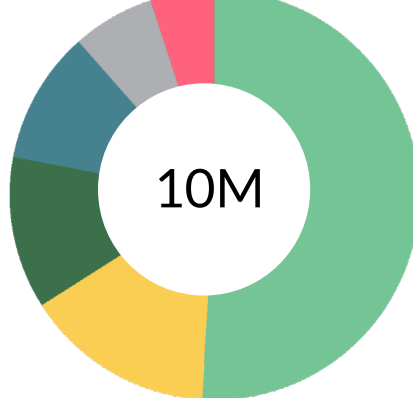
UNFI tokens can be obtained by purchasing UP tokens on the open market or by migrating UP tokens to the Protocol. The UP to UNFI migration ratio is balanced by market forces which will ensure UP on all blockchains has access to UNFI.



TOKEN ALLOCATION

Ticker: UNFI
Total Supply: 10,000,000

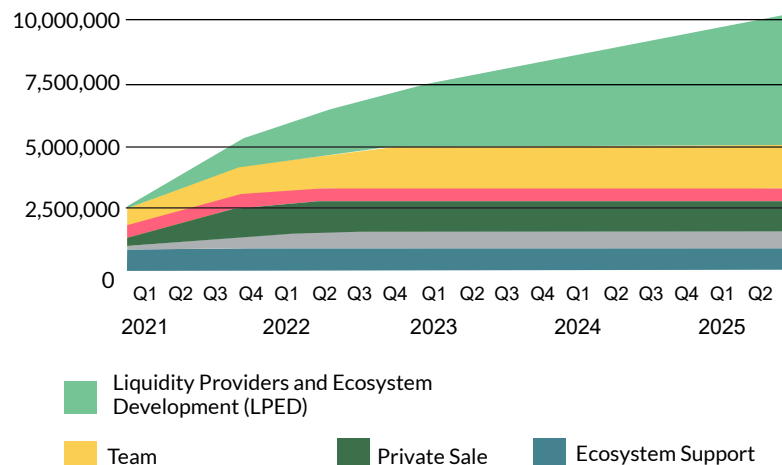
Over half of the total supply of UNFI tokens are allocated to the Liquidity Providers and Ecosystem Development (LPED) fund. The LPED incentivizes the use and growth of the platform which includes rewards for participation in the governance of the Protocol.



%	CATEGORY	ADDITIONAL
51%	Liquidity Provider Pool and Ecosystem Development (LPED)	Incentives for Liquidity Providers + Enhancements of UP/UNFI Ecosystem
15%	Team	Core Team Retention
12%	Private Sale	Investors Private Sale
10.5%	Ecosystem Support	Strategic Partnerships
6.5%	Seed Sale	Early Investors Incentives
5%	Pool Mining	Public Token Allocation

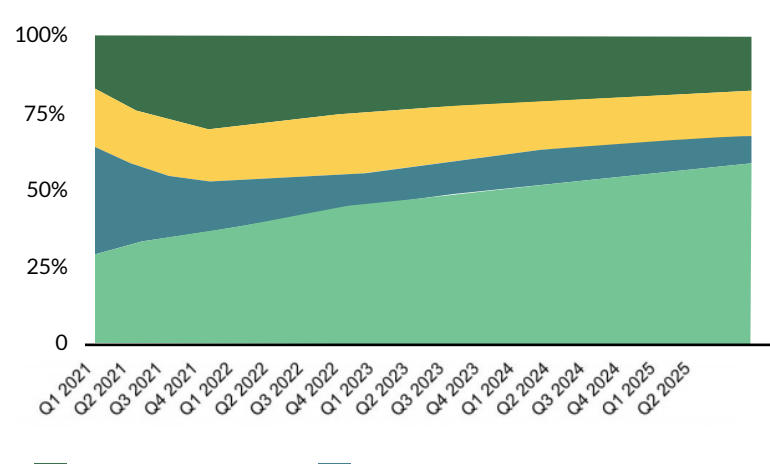
VESTING SCHEDULE

UNFI tokens will slowly enter circulation over the course of 5 years. Users of the platform and participants in its governance will accumulate the majority of UNFI tokens over time.

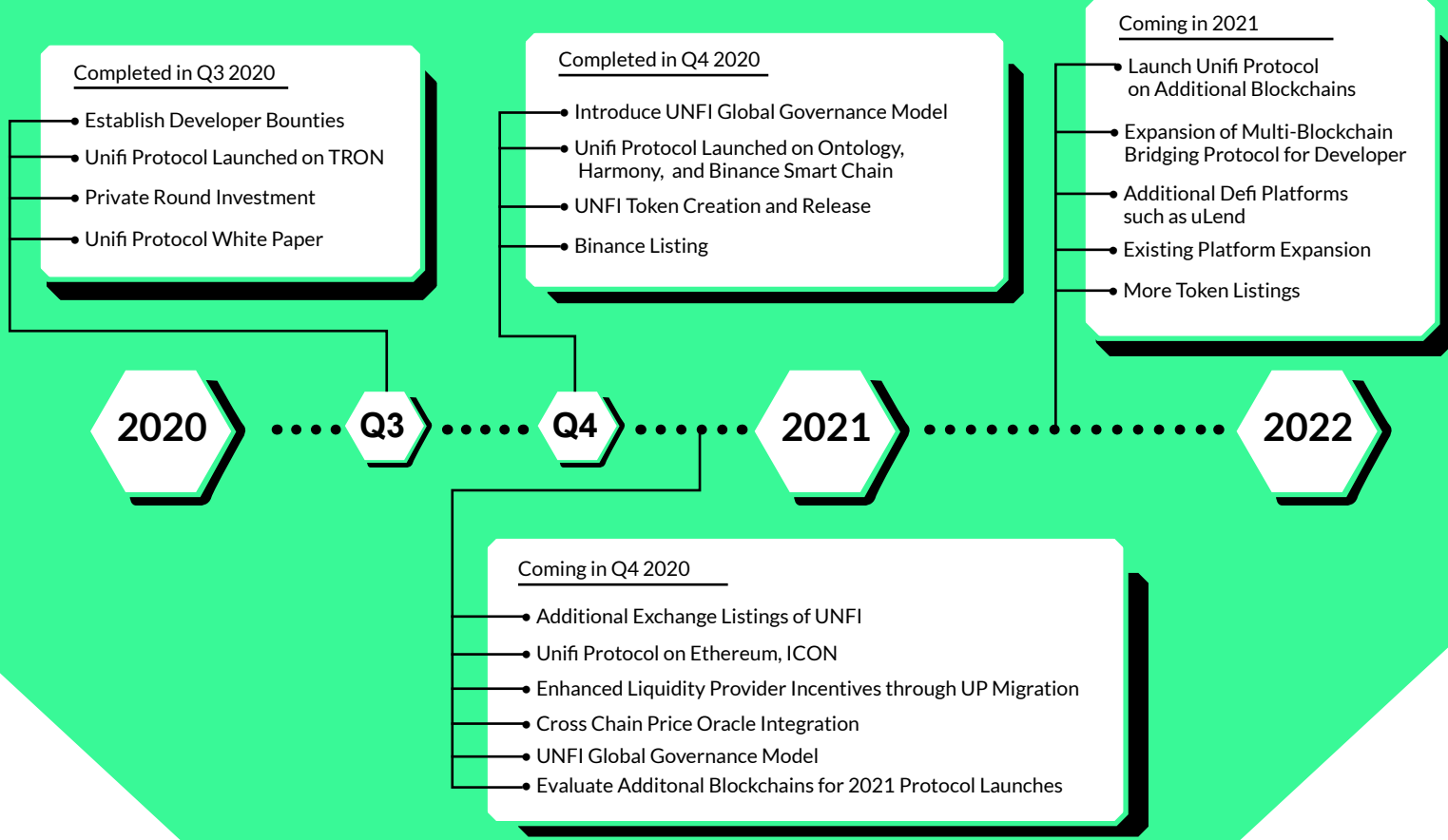


NET TOKEN DISTRIBUTION OVER TIME

As Represented as % of Circulating Supply



ROADMAP



PARTNERS AND INVESTORS



Each of Unifi's investors, advisors, and strategic partners were carefully selected based on their ability to support Unifi. Unifi's investors and strategic advisors include major blockchains, exchanges, and media outlets.

Four major exchanges, Binance, MXC, Bibox, and HBTC, have all invested in the Unifi Protocol ensuring adequate token distribution and liquidity. Other investors include Chain Capital (Polkadot, EOS, Algorand, OmiseGo, ælf) Signum Capital (Kyber, Wax, Zilliqa, ælf, Tomochain) Consensus Labs (QuarkChain, Bitfexor), Odaily (Odaily.com), Bitblock Capital, Vector Capital, Waterdrop Capital, Skylink Capital, BlockArk, CRC Capital, Cabin VC, and several others.

ADDITIONAL RESOURCES

White paper: <https://bit.ly/2F3qaQS>

Medium: <https://medium.com/unifiprotocol>

UNFI Proof of Stake: <https://bit.ly/3k6anzr>

TEAM

Unifi DAO is developed by SesameSeed, a multi-chain digital asset staking community which started as a grassroots social media campaign in April 2018. SesameSeed's vision for transparency and community representation have allowed it to stand out as a trusted voice for innovation and leadership in the blockchain space. Believers from the community became a core team, providing their broad range of skills to further that vision. Spanning multiple countries and speaking several languages, the worldwide SesameSeed team is a representation of the diverse community which has embraced Unifi.



Julin Brabon

CEO of SesameSeed. Lean Six Sigma Executive with 10 Years of Executive Leadership. Community advocate and believer in a fair, transparent, and inclusive economy that provides equal representation to all of its members.



Kerk Wei Yang

Head of Smart Contract Development. Community enthusiast and Computer Science graduate with First-Class Honours from Nanyang Tech University, with a broad spectrum of experience in software and blockchain development.



Daniel Blanco

Lead Developer, Software engineer with 8+ years of experience, with a passion for creating 'SOLID' software. Always grateful to learn from other developers, continuously build more skills and take on new challenges.

