



PALM ECONOMY

Litepaper



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Introduction

The Opportunity

The PALM Economy stands as the cornerstone of the Palmyra Commodities Trading Platform, serving as the vital force that drives and scales the ecosystem.

The Palmyra Ecosystem is a groundbreaking initiative designed to redefine the commodity market landscape, which aims to address a **\$2.5 trillion dollar gap in trade access and trade finance.**



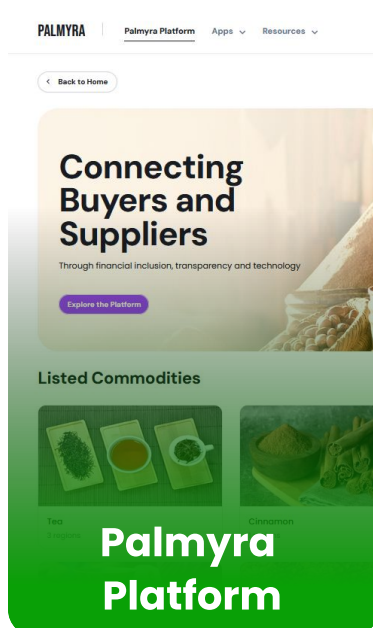
Introduction

The Three Pillars

This ecosystem is built on three foundational pillars:

- Palmyra Platform
- The PALM Economy
- Decentralized Business Development

Together, these pillars aim to transform underserved commodity markets through blockchain technology, offering a full-service supply-chain solution for commodities. The Palm Economy not only facilitates access and efficiency but also promotes economic inclusivity and sustainability across global supply chains.



Market Analysis

Focused Segment

The Palmyra Ecosystem aims to revolutionize the vast, yet technologically underserved, commodity market valued at approximately \$2.5 trillion USD.

Within this expansive market, **we have identified a focused segment worth \$423 billion USD**, which encompasses agricultural commodities and precious metals/gemstones.

Our objective is to empower these markets with advanced technology solutions, thereby enabling stakeholders to leapfrog into a more connected and efficient future.



Market Analysis

Fragmentation

The current state of the commodities market is characterized by fragmentation, opacity, and inefficiencies in trading, risk management, financing and logistics.

This has led to challenges such as high transaction costs, limited access to financing, and a lack of transparency in supply chains. However, these challenges also present significant opportunities for innovation and transformation.

By integrating advanced technologies, **we can streamline processes, reduce costs, and increase transparency**, opening up new avenues for growth and development.



High Transaction Costs
Lack of Transparency
Limited Access



Reduced Costs
Increased Transparency
Advanced Technologies

The Technology

Pivotal Role

Blockchain technology, in particular, has the potential to play a pivotal role in commodities trading.

Its inherent features of transparency, security, and immutability make it an ideal solution for addressing many of the current market challenges.

By leveraging blockchain, the Palmyra Ecosystem can facilitate secure and transparent transactions, enhance traceability in supply chains, and **provide a reliable platform for smart contracts and tokenization of assets.**

This will not only improve efficiency and reduce costs but also foster trust among market participants, paving the way for a more inclusive and equitable trading environment.

Foster **Trust**
Among
Participants

Business harvesting
Forest Hill Tea

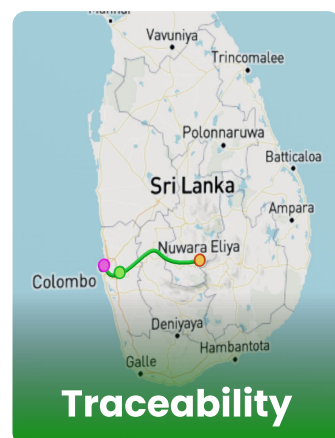
Farm Location
Holy Adam's Peak Rain Forest

Harvesting Method
Hand picked

Harvest date

13th March 2022

Transparency





Roadmap

Next Steps

Q2 2024

- Initial Distribution Offering Rounds with TMinusOne for Ergo and Cardano Communities
- Launch of the Engage to Earn Initiatives
- Launch of PALM Ambassador Program
- Public Round and Token Launch
- Decentralized Exchange (DEX) Listing Announcements and Partnerships
- Leading Market Maker Partnership Announcement
- Centralized Exchange (CEX) Listings Announcements
- Initiate Cross-Chain Access into Ergo Ecosystem via Rosen Bridge Partnership

Q3 2024

- PALM Staking and Rebate Mechanism Go-Live via Rosen Bridge Partnership
- Initiate Cross-Chain Access into EVM Ecosystems
- Rapid Expansion of East African Producers and New Regions
- Launch of Winter Protocol v2 - On-chain Traceability and RWA Tokenization
- Launch of Verifiable Credentials and On-Chain Authentication Modules
- Onboard New Oracle Partners



Roadmap

Next Steps

Q4 2024

- Launch of the PALM DAO for Decentralized Lead Generation and Business Development
- Rapid Expansion into New Commodity Markets
- Begin Partnership Discussions with Leading DeFi Protocols
- Complete architecture of Trade-DeFi Platform

Palmyra Platform

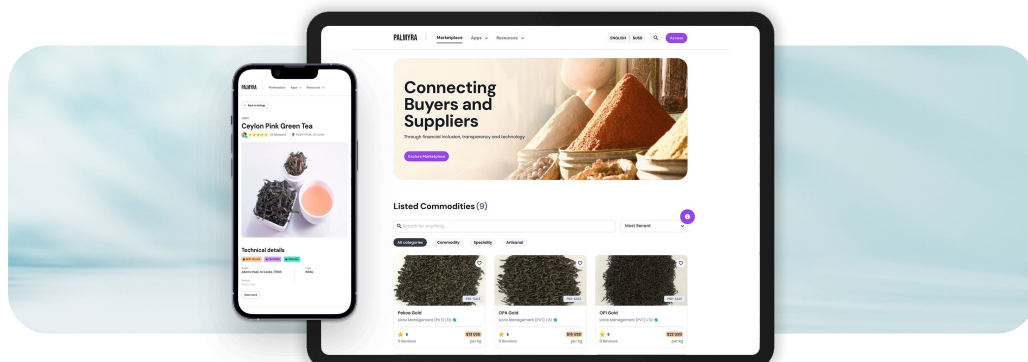
1st Pillar

The benefits of digital transformation have not been equally enjoyed globally, with some countries and businesses lagging behind in this regard, struggling to capture the efficiency gains and competitiveness associated with higher levels of digital adoption.

By entering into specific industries in specific regions, Palmyra will be able to solve existing problems for key stakeholders involved in commodity trading (in both trade access and trade finance) which have at a high level been identified as producers/sellers, buyers, and regulators/government.

While accommodating existing processes and structures, Palmyra offers additional innovative functionalities to ensure on-chain supply chain traceability, supporting verified on-chain credentials and certifications, and financial tooling/benefits to allow improved business planning and growth.

Through Palmyra, **we look to create opportunities for actors in technologically underserved commodity markets** to leapfrog into the future and not just play catch-up.



Palm Economy

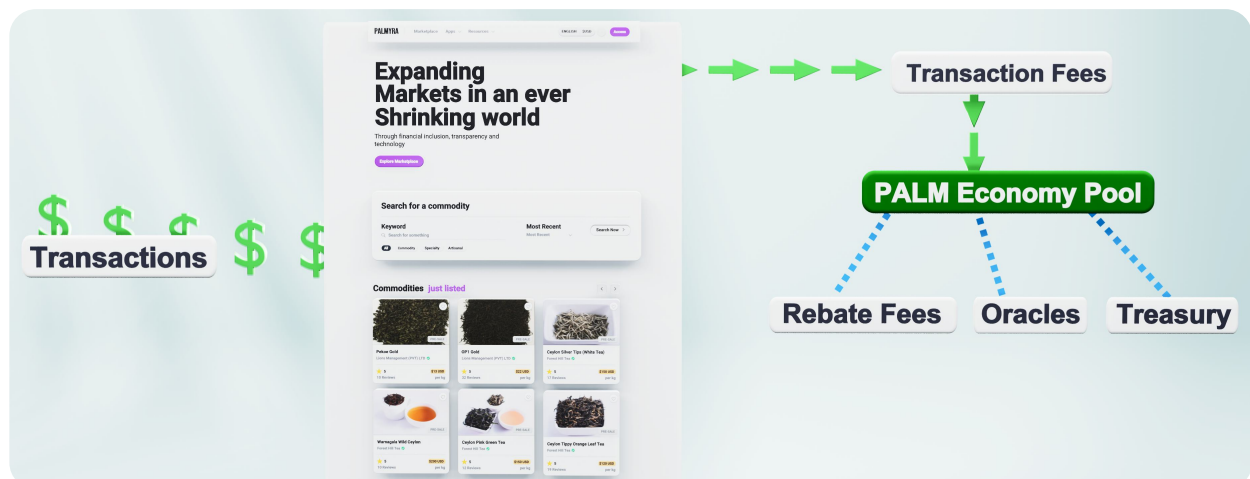
2nd Pillar

The PALM Economy functions as a self-sustaining cycle within the Palmyra Platform, driven by the trading of real-world assets (RWAs). The use of the platform generates transaction fees, enabling users to earn rebates by staking PALM tokens.

This cycle is further reinforced by a dynamic Burn Mechanism that preserves the token's value and a Treasury function that reinvests protocol revenues back into the ecosystem.

Together, these elements are further empowered through Decentralized Business Development, which enables PALM holders to actively participate in governance and the growth of the ecosystem. This engagement helps shape the platform's strategic direction and bolsters a community-driven management approach.

The self-sustaining nature of the PALM Economy is depicted in the accompanying image, illustrating the interconnected roles these mechanisms play in continuously enhancing and maintaining the ecosystem's vitality.



Funding Rounds

Strategic Investors

Category	Allocation	Price (USD)	Raise (USD m)	Fully Diluted Value (USD m)
Angel	1.00%	\$0.00027	0.135	13.5
Seed	2.00%	\$0.0003	0.300	15
IDO	2.00%	\$0.0004	0.400	20
ISPO	2.00%	\$0.0005	0.500	25
Private	4.00%	\$0.0006	1.200	30
Public	4.00%	\$0.001733	3.465	87
Total	15.00%			6.00M USD

PALM Token Allocation

Distribution

Category	Allocation	TGE (Liquidity)	Vesting
Incentives	50%	10%	Curve
Angel	1.00%	0.1%	1 Month Cliff 24 Months Vesting
Seed	2.00%	0.2%	
IDO	2.00%	0.2%	
ISPO	2.00%	0.2%	
Private	4.00%	0.4%	
Public	4.00%	4%	No Vesting
Team	15%	0%	12 Months Cliff 36 Months Vesting
Advisors	5%	0%	12 Months Cliff 36 Months Vesting
Partnerships	5%	0%	1 Month Cliff 36 Months Vesting
Treasury	10%	4%	
Total	100%	19.1%	

Decentralized Business Development

3rd Pillar

The Palmyra treasury plays a critical role by funding initiatives that drive growth and market expansion within the ecosystem. It incentivizes community participation by allocating **PALM Tokens for contributions to business development activities – PALM DAO** – such as market research, partnership formation, and onboarding new users and commodities.

This strategic integration ensures that community members are directly rewarded, aligning their interests with the long-term success of the platform.

The approach not only democratizes growth but also fosters a vibrant, engaged community that actively contributes to the platform's expansion across different regions and commodities, while scaling the Platform at the same time.

This creates a self-sustaining cycle where the success of the platform directly benefits its active contributors, encouraging ongoing innovation and participation.



PALM Token Utilities

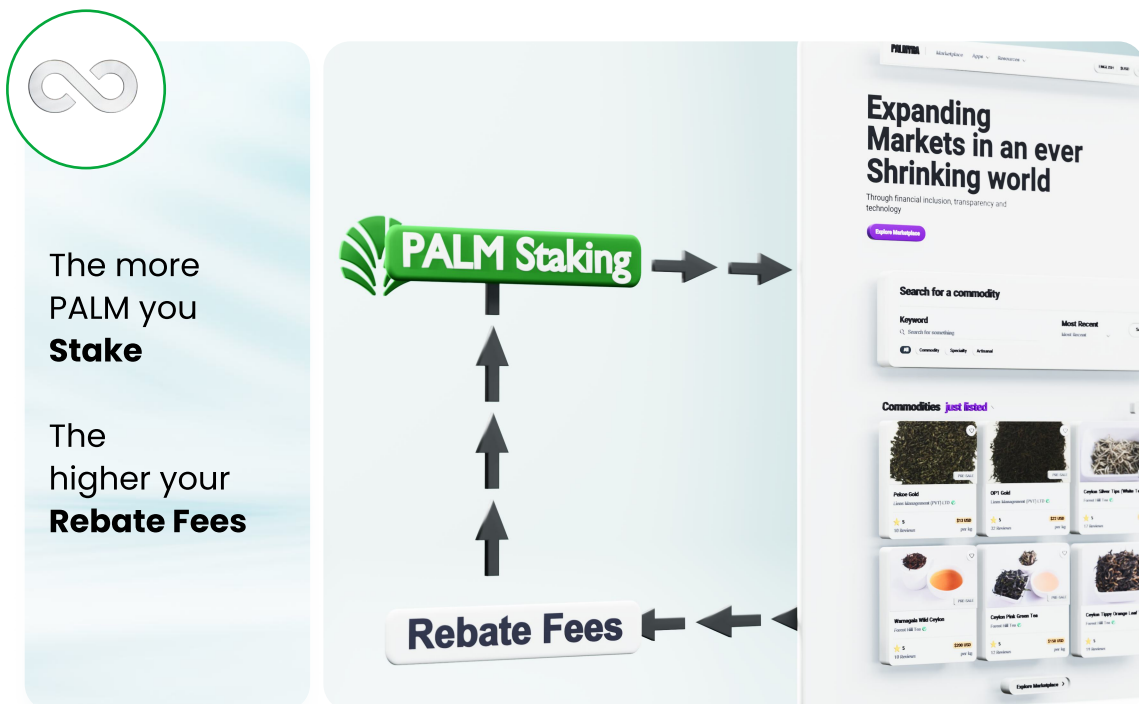
Rebate Fees

The PALM token serves as the cornerstone of the PALM Economy, intricately linking the ecosystem's pillars through its unique utility functions:

Rebate Fees:

Users can stake PALM tokens to receive rebates on transaction fees incurred on the Palmyra Platform.

This mechanism incentivizes platform usage and liquidity, directly tying the PALM Economy to the platform's operational success. The rebate system ensures that **the more users engage with the platform, the more benefits they receive**, creating a virtuous cycle of growth and participation.



PALM Token Utilities

Oracles

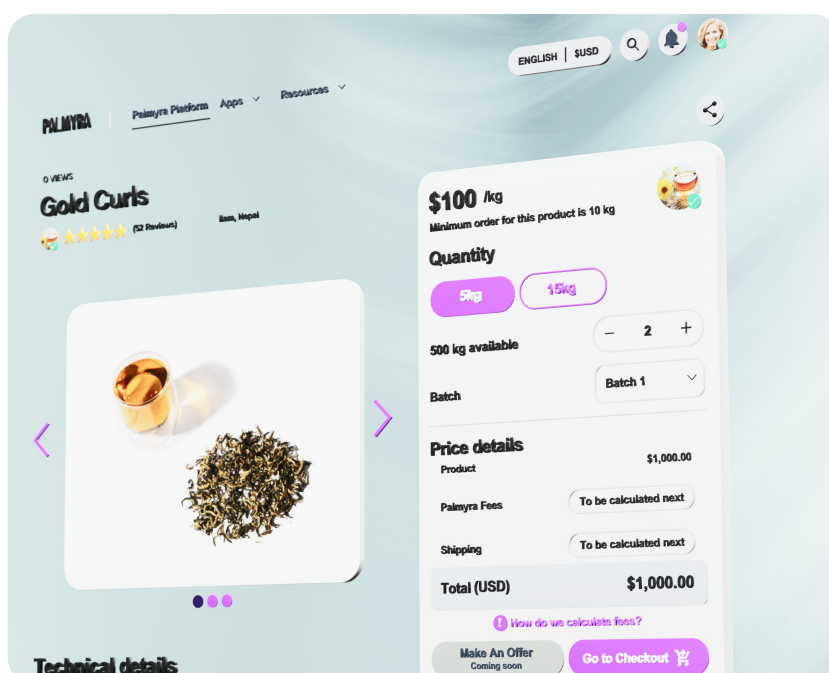
The PALM token serves as the cornerstone of the PALM Economy, intricately linking the ecosystem's pillars through its unique utility functions:

Oracles:

The PALM Economy employs a **decentralized oracle system to ensure the accuracy and integrity of off-chain data** used within the ecosystem.

The role of oracles are pivotal in opening up the ability for the platform to partner with DeFi protocols such as lending/borrowing as well as parametric insurance.

A portion of the protocol revenue is allocated to oracle providers, compensating them for their critical role in data verification. This setup enhances the platform's reliability and trustworthiness, essential for commodity trading and financial transactions.



Oracles
Critical
Role in **Data**
Verification

PALM Token Utilities

Treasury

The PALM token serves as the cornerstone of the PALM Economy, intricately linking the ecosystem's pillars through its unique utility functions:

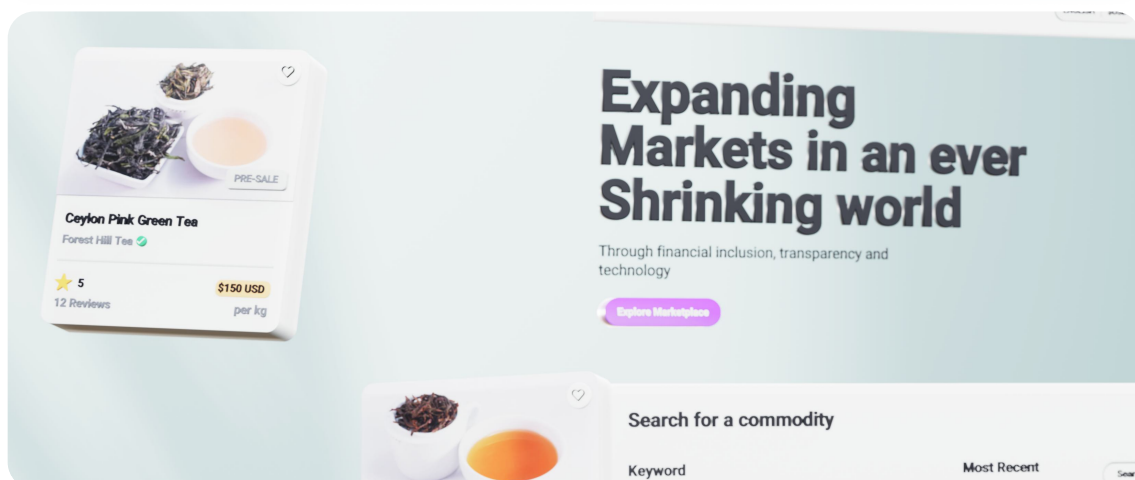
Treasury:

The treasury represents the ecosystem's commitment to Decentralized Business Development. After allocations for rebates and oracles, the remaining protocol revenue is directed to the treasury.

This fund supports decentralized lead generation and decentralized business development, fueling community-driven proposals, innovations, and initiatives that propel the ecosystem's growth. This strategic allocation not only fosters collaboration but also ensures **sustainable expansion by directly reinvesting in the community's most impactful ideas.**

Treasury

Support Proposals from the Community
to **Scale Business Development**



Palmyra Team

Diverse Team

A proven team of 20 with strong experience across blockchain technology solutions, commodity trading and exchange building, logistics and risk management



**Daniel
Friedman**

Chief
Executive Officer



**Sam
Lambert**

Chief
Operations Officer



**Nicholas
Despopulous**

Chief
Business Officer



**Theodore
Morisis**

Head
of Operations



**Asela
Withanaarachchi**

Head
of Ops Sri Lanka



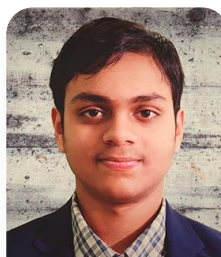
**Luca
D'Angelo**

Lead
Blockchain Dev



**Jonathan
Wynne**

Senior
Full Stack Dev



**Shishir
Pai**

Blockchain
Dev



**Victor Hugo
Leme**

Head
of Content



**Richie
Munro**

PALM
Community Lead

Advisors

World Class Advisors

PALM Economy Advisor**James Bowater**

Founder of Digital Commonwealth and Crypto AM, with over 3 decades of global experience.

Advisor to **top-tier Web3 projects** such as World Mobile, Minutes Network, Cornucopias and Cudos.

PALMYRA Advisor**Lamon Rutten**

Over 4 decades in the commodities sector. Key roles include: **Former UN Chief of Commodities**, CEO of the Indian Multi Commodities Exchange and CEO of the Indonesian Commodity & Derivatives Exchange.

PALMYRA Advisor**Joyce Maina**

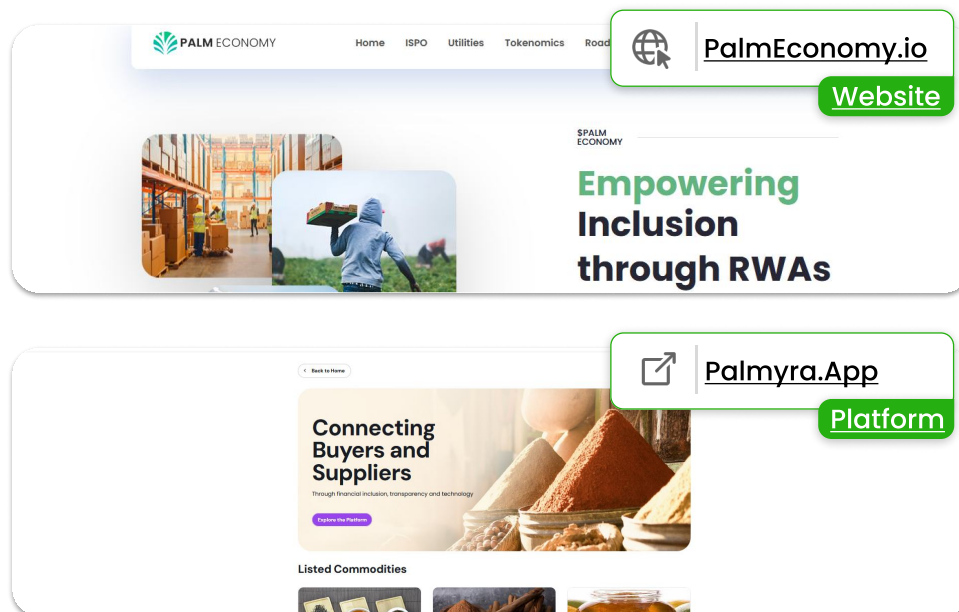
International Tea Expert with over 3 decades of global experience working with leading brands and institutions. Serves as a **Director of the European Speciality Tea Association** and UN Consultant for Agri-Trade Access Solutions.

PALMYRA Advisor**Darrell O'Donnell**

Founder of Continuum Loop and global expert building Ecosystem Governance Frameworks. Past experience includes working with leading Web 3 companies such as **Input Output Global**.

Useful Links

Learn More



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Legal Disclaimer

Documentation

Project Purpose : By contributing towards PALM tokens, you acknowledge your intent to participate in the Palmyra ecosystem and access services provided within the ecosystem. The Company, the Distributor, and their affiliated entities are responsible for developing and contributing to the underlying source code of the Palmyra ecosystem. It's important to note that the Company acts as an impartial third party in relation to the distribution of PALM tokens, without assuming the role of a financial advisor or fiduciary for any individuals involved.

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(b) You are solely responsible for ensuring compliance with all applicable laws, regulations, and restrictions at your own expense.

(c) You understand and agree that PALM tokens may not have any inherent value, and there is no guarantee or representation regarding their value, liquidity, or suitability as an investment product or for speculative purposes.

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(e) You acknowledge, understand, and agree that if you are a citizen, national, resident, domiciliary, or green card holder of a geographic area or country where the distribution of PALM tokens could be considered the sale of a security, financial service, investment product, or where participation in token distributions is prohibited by applicable law, decree, regulation, treaty, or administrative act (including, but not limited to, the United States of America and the People's Republic of China), you are ineligible to participate in the distribution of PALM tokens. To comply with relevant checks, you agree to provide any requested identity verification documents.

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- (a) PALM tokens lack tangible or intrinsic value, and no representations are made regarding their value.
- (b) They are non-refundable and cannot be exchanged for cash or other digital assets
- (c) Holding PALM tokens does not confer any rights with respect to the Company, the Distributor, their affiliates, revenues, assets, dividends, voting, ownership, or participation in shareholder matters.
- (d) They are not meant to represent rights under contracts for differences or any other profit-seeking contracts.
- (e) PALM tokens are not intended to represent money, securities, commodities, bonds, or financial instruments.
- (f) They are not loans or debts owed by the Company, the Distributor, or their affiliates, and no profit is expected from holding them.
- (g) PALM tokens do not grant ownership or any other form of interest in the Company, the Distributor, or their respective affiliates.

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