

Business Plan for RoënSpace

Blockchain-Integrated Domain Parking Service

Executive Summary

RoënSpace introduces a revolutionary blockchain-integrated domain parking service that transforms idle domains into productive, revenue-generating assets. By leveraging blockchain technology and the growing demand for decentralized storage, our patent-pending solution (Application #19/017,841) creates a dual-revenue ecosystem that benefits domain owners, storage users, and the wider blockchain community.

Our platform empowers domain owners to "own a piece of the 3rd web" while solving critical blockchain storage challenges. Through secure storage solutions, tiered pricing for diverse content types, and a cryptocurrency-based subscription model, RoënSpace enables domain owners to monetize idle domains while offering premium data storage services.

The RoënSpace platform is positioned at the intersection of two rapidly growing markets: domain parking (projected to reach \$5 billion globally by 2028) and blockchain storage (expected to grow at a CAGR of 25.5% by 2030). Our innovative approach capitalizes on approximately 200 million parked domains worldwide, transforming them from underutilized assets into valuable infrastructure for the decentralized web.

Business Objectives

Our primary objectives include establishing RoënSpace as the industry leader in blockchain-based domain parking and storage solutions; generating consistent revenue streams through subscriptions, ad monetization, cryptocurrency staking, and ROËN token transactions; driving user acquisition through innovative features including tiered storage pricing and cryptocurrency rewards; successfully completing our Initial Token Offering (ITO) to raise \$10 million for platform development and growth; and building a sustainable ecosystem with the ROËN token at its center, creating value for all participants.

Problem Statement

Two significant market inefficiencies exist today: First, approximately 200 million domains worldwide are parked, generating minimal revenue through traditional advertising models. These domains represent vastly underutilized digital real estate with untapped potential. Second, the decentralized web faces ongoing challenges related to secure, scalable, and cost-effective storage solutions. Current options are either expensive, technically complex, or insufficiently decentralized.

The market clearly demonstrates that secure, scalable, and immutable storage solutions are in high demand, while domain owners seek enhanced monetization opportunities beyond traditional advertising models.

Our Solution

RoënSpace introduces a revolutionary model that bridges traditional domain parking with blockchain technology to create a dual-revenue ecosystem.

Key Features

Our platform offers simplified blockchain integration through third-party domain access rights where domain owners grant access across major registrars (GoDaddy, eNom, Namecheap) without requiring website development. We employ smart contract automation that purchases the minimum required webspace for Web3 blockchain hosting, optimizing costs while maintaining efficiency. Our IPFS integration provides decentralized storage capabilities via parked domains, supported by tiered storage pricing models tailored to diverse content types. Domain owners receive ROËN tokens as cryptocurrency rewards for participating in the network, while our AI-driven ad optimization enhances advertising revenue through targeted, context-aware placement strategies.

Value Proposition

For domain owners, RoënSpace generates passive income through both advertising revenue and ROËN token rewards, enables participation in the blockchain ecosystem without technical expertise, and allows owners to maintain full ownership and control of domains while earning from previously underutilized assets.

For storage users, our platform provides access to secure, decentralized storage with robust security measures, competitive pricing based on data type and size, and the reliability of a distributed storage network that scales with their needs.

Market Analysis

Target Audience

RoënSpace serves two primary market segments: domain owners (individuals and businesses seeking enhanced monetization opportunities for their parked domains) and storage users (blockchain projects, developers, and businesses requiring secure, decentralized, and scalable storage solutions).

Market Size

The domain parking industry is projected to reach \$5 billion globally by 2028, while the blockchain storage sector is expected to grow at a CAGR of 25.5% by 2030. Together, these represent multi-billion-

dollar markets with significant growth potential that RoënSpace is uniquely positioned to capture.

Competitive Landscape

While we face competition from traditional domain parking platforms and decentralized storage providers, our unique integration of dual-revenue models, cryptocurrency rewards, and tailored storage solutions provides a significant competitive advantage and unique positioning through our combined offerings.

Business Model

RoënSpace employs a dual-revenue model that generates income through multiple streams while creating value for all participants.

Revenue Streams

We generate revenue through subscription fees with tiered storage plans based on data type and size, premium features for professional users, and enhanced services for enterprise clients. Our ad revenue sharing includes a 60/40 split with domain owners (60% to owners, 40% to platform) and AI-optimized ad placement to maximize returns with premium ad partnerships offering higher CPM rates. Token transaction fees include modest fees on transactions within the ecosystem, fee reduction incentives for high-volume users, and special rates for long-term contract commitments. Additionally, cryptocurrency staking provides rewards tied to Proof-of-Stake (PoS) tokens, enhanced returns for long-term token holders.

Pricing Strategy

We offer tiered subscription plans tailored to different storage needs: Basic Plan for text files and simple documents, Standard Plan for photos and PDF files, and Premium Plan for videos and XLS files. For ad revenue, we implement a 60/40 split, with 60% going to domain owners and 40% to the platform.

Technology Infrastructure

System Components

Our technology stack includes a domain parking platform with a web-based interface for managing parked domains that integrates with major registrars and incorporates AI-powered advertising optimization. Our blockchain integration features a custom Proof-of-Stake (PoS) blockchain with IPFS integration, employing smart contracts for automated subscription management and token rewards. The storage network consists of distributed nodes providing redundancy and low-latency access with tiered storage options based on file type and size. Our client dashboard offers a unified interface for domain management, storage access, and subscription controls, alongside token earning and exchange functionalities.

Technical Workflow

The technical process begins when domain owners grant RoënSpace third-party access rights to their domains. Smart contracts automatically purchase the minimum webspace required for hosting. The system then configures the domains to serve as IPFS nodes within the RoënSpace network. Storage users purchase space using ROËN tokens, domain owners receive tokens as rewards for providing storage capacity, and advertising revenue is split between domain owners and the platform.

Token Economics

The ROËN token is the native utility token of the RoënSpace ecosystem, designed to facilitate transactions, incentivize participation, and govern the network.

Token Utility

ROËN serves as a medium of exchange for purchasing storage space, paying for premium features, and exchanging for advertising credits. It functions as a rewards system where domain owners earn tokens based on storage capacity provided. Token holders receive governance rights to vote on platform upgrades and feature implementations. Value accrual mechanisms include token burn from platform fees, staking incentives, and increasing utility.

Total Supply and Distribution

The total supply consists of 100,000,000 ROËN tokens distributed as follows: 20,000,000 tokens (20%) for pre-sale, 30,000,000 tokens (30%) for public sale, 10,000,000 tokens (10%) for the loyalty program, 10,000,000 tokens (10%) for marketing, 10,000,000 tokens (10%) for engineering, 10,000,000 tokens (10%) for the airdrop program, and 10,000,000 tokens (10%) for advisors.

Vesting Schedule

Pre-sale investors will have a 6-month cliff followed by linear vesting over 18 months. Team and advisors will have a 12-month cliff followed by linear vesting over 24 months. Marketing and engineering allocations will have a 3-month cliff followed by linear vesting over 12 months.

Token Burn Mechanism

To maintain token value stability, RoënSpace will implement a strategic token burn mechanism. A portion of platform fees will be used to periodically buy back and burn tokens from the open market, reducing the circulating supply and potentially enhancing long-term token value.

Operations Plan

Initial Token Offering (ITO)

RoënSpace is conducting a \$10 million Initial Token Offering to fund the development, launch, and scaling of the platform.

Token Warrant Pre-Sale

Prior to the public ITO, RoënSpace will offer token warrants to early investors as certificates giving holders the right to purchase ROËN tokens at a specific price in the future, secured through our mobile application with Stripe payment processing, offering an early price advantage compared to public sale prices.

ITO Details

The target raise is \$10,000,000 with token price ranges of \$0.02-\$0.03 per token for the warrant pre-sale and \$0.08-\$0.10 per token for the public ITO. The minimum purchase is \$100 and the maximum purchase is \$500,000. Accepted currencies include major cryptocurrencies (BTC, ETH) and select fiat currencies via Stripe.

Funds Allocation

Development will receive 60% (\$6 million) for core platform development, blockchain infrastructure, mobile application enhancements, and security audits and testing. Marketing will receive 25% (\$2.5 million) for user acquisition campaigns, partnership development, community building initiatives, and market education. Operations will receive 15% (\$1.5 million) for team expansion, legal and compliance, office infrastructure, and a strategic reserve fund.

Development

Our development roadmap is structured into five phases:

Phase 1: Foundation (Q2-Q3 2025) will focus on completing the ITO and securing funding, establishing a legal framework and compliance structures, developing core platform architecture, launching a mobile application for warrant purchases, and securing partnerships with major domain registrars.

Phase 2: Development (Q4 2025 - Q1 2026) will involve building and testing blockchain infrastructure, implementing smart contracts for domain access and storage management, developing a domain owner dashboard, integrating the IPFS storage system, and completing comprehensive security audits.

Phase 3: Launch (Q2 2026) will include releasing the platform beta version, beginning to onboard initial domain owners, implementing the token reward system, integrating with exchange partners, and launching the storage marketplace.

Phase 4: Growth (Q3-Q4 2026) will feature a full platform launch, scaling user acquisition, expansion to additional domain registrars, enhancing advertising partnerships, and developing advanced features.

Phase 5: Evolution (2027 and beyond) will focus on introducing governance mechanisms, developing additional token utility, expanding into new market segments, enhancing decentralization features, and pursuing strategic industry acquisitions.

Marketing and Sales

Our strategy includes targeted campaigns via social media and industry events, partnerships with domain registrars and blockchain communities, educational content about blockchain storage benefits, introductory discounts and referral bonuses for early adopters, and geographic expansion into emerging markets with additional language support.

Support and Maintenance

We will provide 24/7 technical support, regular platform updates, user feedback loops for continuous improvement, robust security monitoring and incident response, and educational resources for platform users.

Digital Asset Management Strategy

Strategic Asset Retention

RoënSpace implements a comprehensive digital asset management strategy centered around a 10% float retention policy across all platform assets.

The 10% Principle

This principle applies to our domain portfolio, where RoënSpace retains a 10% ownership stake in all domains onboarded to the platform, establishing the company as a minority stakeholder in the network's fundamental infrastructure. It also applies to blockchain storage capacity, where the platform reserves 10% of all available storage capacity for strategic purposes including system redundancy, emergency backup provisions, promotional campaigns, and partner integrations. Additionally, beyond the specified token allocations, RoënSpace maintains an additional 10% of tokens in a transparent, multi-signature corporate treasury to support strategic initiatives.

Benefits of the Float Strategy

The float strategy provides RoënSpace with diversified exposure to all platform assets, creates multiple revenue streams that fund ongoing platform development, gives RoënSpace sufficient influence to guide ecosystem development while ensuring decentralized decision-making, and signals long-term company commitment to the platform's success.

Transparency and Governance

All corporate-held assets are publicly auditable through blockchain transparency mechanisms. Regular reports detail asset composition, utilization rates, and strategic initiatives, while a clear governance framework guides asset management decisions.

Strategic Platform Partnerships

RoënSpace is building a robust ecosystem through strategic partnerships that expand platform utility and create additional value for token holders.

Fractional Art & NFT Investment

We have established a partnership with leading NFT marketplaces and fractional ownership platforms to enable domain owners to showcase and monetize digital art directly through their parked domains, creating additional utility for the ROËN token.

P2P Betting Integration

Our collaboration with decentralized betting protocols allows for seamless integration of peer-to-peer wagering functionality within the RoënSpace ecosystem, enabling domain owners to incorporate betting widgets on their parked domains and earn additional token rewards.

AI Domain Advertisement Technology

We have secured an exclusive partnership with a leading AI advertising technology provider specializing in contextual analysis and user intent prediction, enhancing the advertising component of our dual revenue model.

Cryptocurrency Exchange Partnerships

We have established relationships with multiple tier-1 and regional cryptocurrency exchanges to ensure liquidity and accessibility for ROËN tokens, including commitments for token listing upon ITO completion.

Financial Projections

Our financial model shows strong growth potential with Year 1 projections of \$1M in revenue, \$700K in operating costs, and \$300K in net profit; Year 3 projections of \$5M in revenue, \$3M in operating costs, and \$2M in net profit; and Year 5 projections of \$15M in revenue, \$8M in operating costs, and \$7M in net profit.

Risk Management

We have identified several key risk categories and developed mitigation strategies for each:

Technical Risks include security vulnerabilities (mitigated through regular third-party audits and bug bounty programs), scalability challenges (addressed with modular architecture designed for progressive

scaling), and data integrity issues (managed with redundant storage and multiple verification layers).

Market Risks include token price volatility (managed through a strategic reserve fund and burn mechanisms), competition (addressed through continuous innovation and first-mover advantage), and adoption barriers (mitigated with simplified onboarding and educational resources).

Regulatory Risks include compliance changes (managed through ongoing legal monitoring and an adaptable framework), jurisdictional variations (addressed with phased global expansion with localized compliance), and token classification (managed with a clear utility focus and transparent operations).

Team

Executive Team

Allan Wilson, Founder & CEO: Allan is a cyber security certified contractor with an extensive technical background in Information Management. He brings valuable experience as a venture partner in real estate interests and as a financial services professional. Allan is currently heading up a Kentucky-based non-profit legal management company, providing strategic leadership and vision to RoënSpace's revolutionary domain parking platform.

Jayper Sanchez, Senior Developer: Jayper is a Fullstack Engineer currently working at Virland Chainworks. His notable accomplishments include development of Shyft Network's SHFT token and managing the creation of software architecture for JobDeal as CTO. Jayper brings a wealth of experience with his portfolio of developed Web 2 and Web 3 industry applications, making him instrumental in building RoënSpace's blockchain infrastructure.

Myla Camomot, Business Development Director: Myla is a business development professional with top agent experience across diverse industries. She is an expert at qualifying leads and building strategic partnerships, bringing her tech-savvy approach to CRM platforms and data analysis. Myla connects blockchain innovation with enterprise needs through exceptional execution, driving RoënSpace's market penetration strategy.

Advisors

We have assembled a group of advisors who are experts in blockchain, advertising, and data storage industries to provide guidance on technology implementation, market strategy, and regulatory compliance.

Conclusion

RoënSpace represents a groundbreaking opportunity to transform the domain parking industry through blockchain integration. By creating a dual-revenue ecosystem that benefits domain owners and storage

users alike, we are building a platform that addresses real market needs while leveraging cutting-edge technology.

Through our Initial Token Offering and the ROËN token, we invite investors, domain owners, and storage users to join us in building the infrastructure for the next generation of the web—a more decentralized, efficient, and rewarding digital ecosystem.

For more information, please visit www.roen.solutions or contact our team at info@roen.solutions.