Web3 Enabler

Bringing Blockchain to the Corporate World

Business White Paper v1.0

Introduction

Web3 Enabler operates as a Web 2.5 company, bridging the gap between established corporate systems and the emerging decentralized technologies of Web3. Businesses adopt new technologies cautiously, ensuring their existing data and systems remain integral to their operations. Our mission is to provide seamless connectivity between legacy infrastructures and cutting-edge blockchain ecosystems.

Just as mainframes were once integrated into modern computer networks and websites evolved to fit the mobile and JavaScript-driven Web 2.0 era, today's corporate CRM and ERP systems must adapt to the decentralized future. At Web3 Enabler, we specialize in creating the tools and frameworks that enable this transition, helping corporations embrace Web3 innovations without sacrificing the value of their legacy investments.

By remaining technology-agnostic, we focus on building bridging solutions that connect disparate systems, allowing businesses to leverage the benefits of blockchain interoperability, transparency, and scalability while maintaining operational continuity.

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State of the Market

Customer Relationship Management (CRM) and Enterprise Resource Planning (ERP) systems are essential tools in modern business, enabling organizations to manage customer interactions, streamline operations, and make data-driven decisions. Market leaders like Salesforce, SAP, Microsoft Dynamics, and Oracle dominate with platforms tailored for enterprises. However, successful technology adoption hinges on seamless integration with existing systems, a challenge that has defined enterprise IT for decades.

Integration's importance is evident in the evolution of mainframes, which remain critical to enterprise infrastructure. Seventy-one percent of Fortune 500 companies rely on IBM's Z platform, with the current IBM Z16 featuring the advanced Telum processor. Recently, IBM unveiled the Telum II processor, designed for the forthcoming Z17 platform, which focuses on AI acceleration and optimization. Mainframes remain essential for industries requiring exceptional reliability and throughput, such as finance, where they process 90% of global credit card transactions and are used by 92 of the top 100 banks.

While CRM and ERP systems are adept at handling centralized data and automating workflows, they were not designed for native blockchain interoperability or integration with decentralized applications (dApps). This creates a significant gap between existing enterprise systems and the opportunities presented by Web3 technologies.

For businesses, integration remains the key to innovation. Just as SAP succeeded by interfacing with mainframes, today's solutions must enable seamless connectivity between legacy systems and decentralized technologies. Bridging these gaps will allow enterprises to leverage blockchain's transparency, security, and scalability without disrupting established operations. Solutions designed with integration at their core will drive adoption and define the next phase of enterprise technology.

Goals and Objectives

At Web3 Enabler, our mission is to become the dominant company for connecting blockchain technologies to existing corporate systems. We aim to bridge the gap between legacy infrastructures and decentralized innovations, enabling businesses to leverage Web3 while preserving the value of their current investments.

To achieve this, we are focusing on the following objectives:

1. **Start with Salesforce**
   Recognizing Salesforce as the most lucrative and widely adopted CRM platform, we

began by creating solutions tailored to its ecosystem. This strategic entry point allows us to demonstrate the immediate value of blockchain integration in the most impactful way.

2. **Expand to All Relevant Systems**
   While Salesforce is our starting point, our vision extends far beyond a single platform. We are committed to building tools that connect blockchain technologies to all major CRM, ERP, and legacy systems, including SAP, Microsoft Dynamics, Oracle, and mainframe environments like IBM Z systems.

3. **Seamless Integration**
   Develop technology-agnostic solutions that enable effortless connectivity between blockchain and existing corporate systems. Our tools are designed to function as invisible layers, minimizing disruption while maximizing interoperability.

4. **Real-World Use Cases**
   Prioritize solving tangible problems with immediate business impact. By addressing real-world challenges, we help corporations unlock the benefits of blockchain, including enhanced transparency, efficiency, and scalability.

5. **Industry Leadership**
   Position Web3 Enabler as the leading partner for enterprises seeking blockchain adoption. Through innovation, strategic partnerships, and thought leadership, we aim to drive industry-wide adoption of integrated blockchain solutions.

6. **Scalability and Security**
   Ensure enterprise-grade scalability and security in all our solutions, meeting the rigorous demands of industries such as finance, supply chain, and healthcare, where reliability is paramount.

7. **Future-Proof Innovations**
   Stay ahead of technological trends to anticipate and meet the evolving needs of businesses. Our goal is to create solutions that address today's challenges while preparing enterprises for a decentralized future.

By focusing on these objectives, Web3 Enabler is positioned to become the trusted bridge between traditional corporate systems and the decentralized technologies that will define the next era of enterprise innovation.

Markets Targeted

Web3 Enabler focuses on markets where blockchain technology can create transformative value while complementing existing enterprise systems. By addressing key use cases, we aim to demonstrate blockchain's potential to improve efficiency, security, and transparency across diverse industries. Our efforts are concentrated on solving real-world challenges, with solutions tailored for specific markets where decentralized technologies can seamlessly integrate into corporate operations.

International Payments

The international payments market is not just about disruption—it's about speed, efficiency, and seamless data integration. While consumers enjoy rapid payment systems like credit cards, businesses often operate under outdated payment terms, such as Net 30 or Net 60, leading to delayed cash flows and operational inefficiencies. Blockchain technology offers a transformative alternative by enabling immediate settlement and real-time data synchronization. Web3 Enabler focuses on bridging these advancements with corporate systems, ensuring blockchain-based payments integrate seamlessly into ERP, CRM, and financial platforms to streamline operations.

Stablecoins

Stablecoins provide an unparalleled opportunity for businesses to accelerate payment processing while maintaining currency stability. Unlike wires, which can take days and require manual intervention to download data into ERP systems, stablecoins settle instantly and offer automated triggers for integrated workflows. Payments can initiate CRM events such as email or SMS confirmations, Slack notifications to key stakeholders, and updates to accounts receivable systems in real time. This level of automation not only reduces human error but also enhances visibility and responsiveness, giving businesses a competitive edge in managing cross-border transactions.

Other Cryptocurrencies

Bitcoin (BTC) is a critical tool for companies and countries seeking alternatives to the dollar-dominated financial system. Its decentralized nature and global recognition make it an attractive option for conducting cross-border transactions without relying on traditional banking infrastructure or being subject to currency zone limitations. BTC provides a censorship-resistant, secure, and efficient payment mechanism, empowering businesses and governments to operate in regions where dollar-based systems may be inaccessible, costly, or undesirable.

While Bitcoin is a focal point, Web3 Enabler also supports other leading cryptocurrencies, including Ethereum (ETH), XRP, and Dogecoin (DOGE). These altcoins offer unique capabilities, such as faster transaction speeds or specialized use cases, providing businesses with additional flexibility in managing their international payment strategies.

Web3 Enabler ensures seamless integration of cryptocurrency transactions into ERP and CRM platforms, automating processes such as payment tracking, compliance monitoring, and financial reporting. By connecting Bitcoin and other cryptocurrencies to corporate workflows, businesses can adopt these innovative payment methods without sacrificing efficiency, transparency, or control over their operations.

Corporate Managed Wallets

As blockchain adoption grows, enterprises require secure and compliant solutions for managing digital assets. Corporate managed wallets provide businesses with the ability to hold, transfer, and track blockchain-based currencies while adhering to strict regulatory requirements.

In addition to regulatory compliance, these wallets must prioritize robust security features, including role-based permissions to define user access levels, tracking of individual authorizations for transactions, and maintaining a full audit trail for accountability. This ensures businesses can monitor and validate every action taken within the wallet ecosystem.

Ease of use is equally important. Non-technical accountants and finance teams need intuitive interfaces and workflows that align with traditional financial tools, reducing the learning curve and fostering adoption. Transparency is another critical factor; businesses must have visibility into wallet activity and balances, enabling seamless integration with finance and audit processes.

Corporate wallets also provide mechanisms to maintain operational continuity, such as the ability to reassign or transfer assets from a terminated employee to authorized team members. Web3 Enabler's solutions address these requirements, empowering businesses to manage their digital assets securely, efficiently, and transparently.

Decentralized File Storage

The evolution of corporate file storage demonstrates a natural progression toward decentralization. Initially, businesses relied solely on centralized storage solutions, trusting mainframes and proprietary systems for data management. This evolved into file servers and local PC storage, and eventually the widespread adoption of cloud-based solutions. While cloud storage faced initial skepticism, it has since become a cornerstone of corporate IT infrastructure.

Decentralized file storage represents the next step in this evolution, offering enhanced scalability, security, and cost efficiency. By distributing data across blockchain-based networks, these solutions reduce dependency on centralized providers and give businesses greater control over their data. However, widespread corporate adoption will depend on the availability of secure environments and service level agreements (SLAs) to meet enterprise IT standards.

Beyond these foundational needs, decentralized file storage provides significant advantages, including shared file access, comprehensive tracking, and audit capabilities. Businesses can benefit from immutable history logs, ensuring that every interaction with stored data is recorded and unalterable. This level of transparency is particularly valuable in highly regulated industries or collaborative environments where accountability and data integrity are paramount.

Web3 Enabler equips enterprises with the tools to integrate decentralized storage solutions seamlessly into their IT ecosystems. By addressing security, SLA requirements, and

compatibility, we help businesses transition to decentralized storage, unlocking its potential for efficiency and reliability without compromising operational standards.

AI Agent Managed Wallets and Systems

The convergence of artificial intelligence and blockchain represents an exciting new frontier in enterprise technology. AI agents are poised to not only analyze data but also execute transactions and automate complex workflows within blockchain environments. For businesses, this evolution requires infrastructure capable of supporting AI-driven decision-making and actions.

The makers of leading enterprise platforms, such as Salesforce and Microsoft, are already developing AI-powered tools like Salesforce Agentforce and Microsoft Copilot. These platforms bring advanced AI capabilities directly into the corporate workflow. Web3 Enabler focuses on building integrations that connect blockchain systems to these platforms, enabling AI agents to seamlessly transact within decentralized environments.

By connecting blockchain infrastructure to these AI-powered systems, we allow businesses to unlock new efficiencies. For example, an AI agent within Salesforce Agentforce could automate payment approvals based on predefined rules or risk assessments, while Microsoft Copilot could oversee asset transfers, optimize digital wallet balances, or audit blockchain transactions. These integrations empower businesses to leverage cutting-edge AI tools to manage blockchain processes effectively and securely.

Web3 Enabler's solutions ensure that AI agents can act within blockchain environments while maintaining compliance, transparency, and operational control. By bridging AI and blockchain, we enable businesses to embrace the future of automation and intelligence-driven enterprise systems.

Go To Market Strategy

Web3 Enabler's go-to-market strategy is designed to reach buyers of corporate IT by leveraging both traditional and modern approaches. By addressing the needs of enterprise decision-makers while embracing the efficiency of self-serve options, we aim to create a hybrid approach that maximizes reach and impact.

Traditional Enterprise Channels

Corporate IT buyers are accustomed to established channels for discovering and adopting new technologies. Web3 Enabler will engage these buyers through:

- **System Integrators**: Partnering with leading system integrators who are trusted advisors to enterprises. These relationships allow us to position our solutions as part of comprehensive IT strategies.

- **Trade Shows and Conferences**: Participating in major industry events to demonstrate our solutions directly to enterprise IT leaders, fostering engagement and credibility.
- **Trade Publications**: Showcasing thought leadership through articles, white papers, and advertisements in key trade publications. These platforms allow us to communicate the value of our technology to targeted audiences.

Marketplace Presence

Modern enterprises increasingly rely on technology marketplaces as central hubs for discovering, evaluating, and deploying solutions that integrate seamlessly into their existing systems. Web3 Enabler recognizes the strategic importance of these platforms and is committed to building a strong presence in marketplaces that align with our target audience, ensuring accessibility, trust, and visibility.

- **Salesforce AppExchange**: Salesforce dominates the CRM market, serving as the backbone for many enterprises' customer relationship strategies. Web3 Enabler's solutions integrate blockchain functionality directly into the Salesforce ecosystem, empowering businesses to enhance transparency, streamline processes, and unlock new efficiencies. Our offerings on the AppExchange focus on seamless integration, minimal disruption, and delivering measurable value to Salesforce users.
- **Zoho Marketplace**: Zoho's widespread adoption in the Global South positions it as a key platform for reaching emerging markets and fast-growing businesses. Web3 Enabler provides tools that enable businesses in these regions to adopt blockchain technologies effortlessly, leveling the playing field with larger enterprises. By tailoring our products to Zoho's user-friendly environment, we ensure accessibility for organizations with leaner IT resources, empowering them to thrive in competitive markets.
- **QuickBooks App Store**: QuickBooks remains a go-to platform for accounting and finance teams, particularly within small and medium-sized businesses. By integrating blockchain solutions into the QuickBooks ecosystem, Web3 Enabler simplifies the management of digital assets and transaction data for finance professionals.
- **Xero App Store**: Xero's growing user base, particularly in startups and smaller enterprises, makes it a strategic marketplace for introducing blockchain functionality. Web3 Enabler's integrations with Xero provide streamlined tools for tracking, managing, and reconciling blockchain transactions within a familiar financial interface.
- **SuiteApp (NetSuite)**: As a leading ERP solution, NetSuite offers a powerful platform for enterprise-level financial and operational management. Web3 Enabler leverages SuiteApp to deliver blockchain solutions that integrate seamlessly into NetSuite's workflows, enhancing efficiency and transparency for large organizations.
- **HubSpot App Marketplace**: HubSpot's popularity as a CRM and marketing automation platform, particularly among SMBs, makes it an important marketplace for blockchain integrations. Web3 Enabler's solutions on the HubSpot App Marketplace allow businesses to connect blockchain transaction data to marketing and sales workflows, providing actionable insights and streamlining customer-facing operations.

By tapping into these platforms, Web3 Enabler positions itself where IT decision-makers actively seek innovative tools to enhance their systems. These trusted enterprise ecosystems not only help drive adoption but also foster confidence in our solutions by aligning with marketplaces businesses already rely on. This strategy allows us to meet the needs of diverse business segments, from global corporations to agile startups.

Hybrid Sales Approach

To address the diverse needs of enterprise buyers, we combine traditional enterprise sales with modern self-serve options:

- **Enterprise Sales**: Engaging directly with corporate IT teams through dedicated sales representatives who provide tailored demos, consultations, and deployment support.
- **Self-Serve Options**: Offering simplified onboarding through intuitive self-service tools, allowing smaller teams or departments to deploy our solutions independently. This approach lowers the barrier to entry and accelerates adoption across organizations.

This hybrid model ensures we meet the expectations of both large enterprises requiring personalized engagement and smaller teams seeking streamlined, independent solutions.

Conclusion

Web3 Enabler is at the forefront of bridging the gap between traditional corporate systems and the transformative potential of blockchain technology. By focusing on real-world applications, seamless integration, and enterprise-grade solutions, we empower businesses to adopt decentralized technologies without disrupting their existing operations.

From international payments and corporate managed wallets to decentralized file storage and AI-driven automation, our solutions address critical market needs while positioning our clients for future growth. Through a thoughtful go-to-market strategy that blends traditional enterprise sales with modern self-serve options, we are well-equipped to reach corporate IT buyers and drive widespread adoption.

As blockchain becomes an essential part of the global business landscape—much like HTTP and HTML defined the early internet—Web3 Enabler aims to lead the charge in creating the tools and partnerships that make this transition seamless. By building on existing enterprise ecosystems like Salesforce AppExchange and fostering trusted relationships with system integrators, we ensure that blockchain adoption is not just feasible but also transformative for businesses worldwide.

Web3 Enabler's vision is clear: to be the dominant force connecting blockchain to legacy corporate systems, enabling enterprises to unlock the full potential of decentralized technologies.