

*OPEN TRADING NETWORK*

**COMMUNITY PROPOSAL  
FOR FUTURE  
OTN DEVELOPMENT**

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# PROJECT: FURTHER DEVELOPMENT AND STRATEGY OF OTN

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## **PROJECT OVERVIEW**

**Project Name** – FURTHER DEVELOPMENT AND STRATEGY OF OTN

**Voting Address** – nayan.tabby

**Team** – An MBA and a B.Tech student with optimistic vision of enhancing the blockchain technology;

**Brief Description of the Development Plan** – our plan is to execute all operations in an empathetic manner, which could turn out the system to be highly demanding because of its distinctive featured services. Our plan is to reach the same goal but with certain detour in the roadmap and white paper of the venture. ;

**Budget** – \$1,500,000-2,000,000

## **INTRODUCTION**

The concept behind the OTN is a notable one and carries a wide scope in near future. It really is the first of its kind. Of course the major issues prevailing needs to be dissolved at this early stage. The prospect that we see is the solution it is creating for blockchains, it is like the Internet of blockchains coming into being. We found certain strategies that could be followed for the further development of the system. As described in the whitepaper the strategies are developed with our analyses.

## **OPERATIONAL EFFICIENCY**

The satisfied users are the ones who receive efficiency in their operations. Users tend to swap or substitute a service when the efficiency in performing an operation lacks. The ease of operating a platform depends on how simplified and user friendly it is. If we look at the basic life cycle of a product - there are five types of users in the market viz:

- Innovators: they are basically the 2.5% of population who are risk takers with surplus finances. They use a new product/service for a change.
- Early Adopters: the 13.5% of the target population who reviews a product to analyse the sustainability.
- Early Majority & Late Majority: They are the 68% of users who adopts when the product is sustaining.
- Laggards: 16% of the total population who use a product because of its promising benefits.

OTN should continue to upgrade and fix bugs within a certain period of time with more efficient and appealing interface to acquire the early majority, late majority and the laggards. Before reaching for the laggards, the platform should convince the early adaptors that it provides the most reliable service compared to all other substitutes. Majority of the population looks for a service which enhances their ease of operation, saves their time and which offers them extra benefit others don't.

## **ALLOCATION OF RESOURCES**

Let us compare the charts of Open Trading network to that of a product life cycle:

## Open Trading Network Charts

Linear Scale Log Scale

Zoom 1d 7d 1m 3m 1y YTD ALL

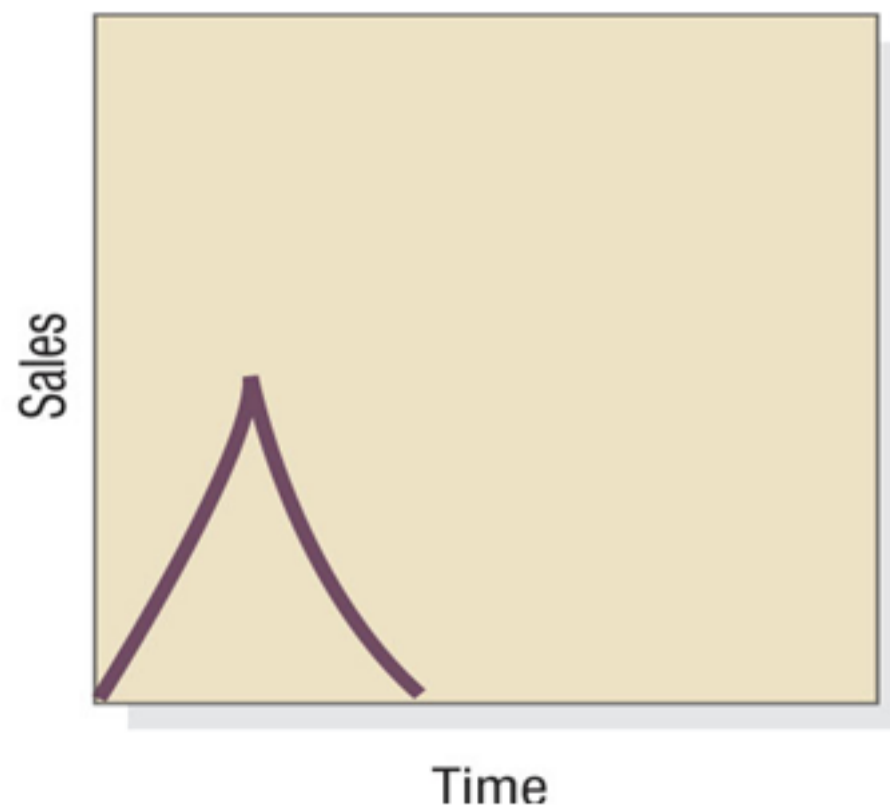
From Oct 26, 2017 To Mar 17, 2019



image source: [coinmarketcap.com](https://coinmarketcap.com)

The charts are in the pattern similar to the FAD chart of a product life cycle (PLC). There are three special categories of PLC. One of them is Fad. Fads are fashions that come quickly into public view, are adopted with great zeal, peak early and decline very fast. They tend to attract a limited audience who wants to distinguish themselves from others.

## Fad



OTN's market charts shows a similar kind of pattern. In simplest terms the products were fancy but the concept was not perceived by a majority of people which caused the market to boom at its early stage only. We believe that the lack of resources in certain areas were the reasons for the underdevelopment. The product peaked at a high price of \$55 within two months just because of the active traders that dealt with OTN while trading in IQ option.

The OTN team has abundant funds that could be used on the following resources:

- Programming: The OTN developers do have better knowledge of investing on the right resources for upgrading the algorithm and interface time to time. With the consent of setting apart other motives. The main motive with the prevailing circumstances, should only be providing the best user experience, so as to sustain in the market of decentralised technology.
- Marketing: The marketing mix and strategy determines the future of a product/service. They are crucial because they help to analyse the various elements in a business environment. The way a product is placed and promoted in the market has a lot of contribution in its life cycle.

## **MERGERS AND ACQUISITIONS WITH NICHE PLAYERS**

The blockchain technology has a large scope in the future. Companies may adopt the decentralised system of network for faster and secure transactions and because of the monopoly of data and privacy that it provides unlike centralised systems.

In near future, OTN can merge with niche players in the market to enable OTN tokens as their payment method. The niche players may be businesses with a service or a site which accepts cryptocurrencies as payment modes. Further, they may also acquire some part of the businesses of niche players, to expand its market share. Mergers and acquisitions are effective ways to be a market leader. For instance, we can look at the businesses owned by the Tata Group. They are into every businesses because of the motive to have a larger market share.

## **UNMATCHED SAFETY LEVEL**

The developers of OTN can highlight and promote their security of transactions and assets as rigid and intact compared to other platforms. To create extra security from hackers, OTN can develop or offer the feature of “cold keeping” in wallets. Wallets of this type are storing closed keys offline, so it’s impossible to steal them through Internet. These are some of the strategies that can be adopted for the further development of OTN. If we dig up statistics and data there are dozens of other strategies that can be identified to develop the OTN. We understand that, the OTN project holds a calibre with wide opportunity. The concept is genuine and is creating a value and a solution. Despite of the fact that it is emerging at this era where the decentralised systems are being neglected currently, it has the potential to distinctly enhance the future of blockchain technology. The various management teams has huge involvement in the sustainability of a product. With the right allocation of funds in the right resources, the OTN foundation is sure to boom in the market.

*Kind regards,  
nayan.tabby*