



THE ROUGE PROJECT

VOUCHER AND NOTE PROTOCOL

white paper (v 1.2)

Version 1: June 2018
Version 0: June-December 2017

Abstract

We present a protocol — the Rouge Network — as a suite of smart-contracts using a specific token — the Rouge token — on the Ethereum blockchain. This open-source platform reduces costs, friction and the need for trusted middlemen to produce non-falsifiable, non-repudiable and unique usage vouchers. The Rouge platform will foster an ecosystem of decentralized applications (DApps) opening new possibilities for many kind of vouchers (e.g. discount coupons and event tickets). Trackable, verifiable, monetizable, secure, frictionless and unique vouchers are the future of ecommerce and digital marketing. The growth of digital vouchers is phenomenal, and these markets are perfect use cases for the smart-contract paradigm on a blockchain.

A real-world application for the Ethereum platform

Contents

1	The Rouge Project vision	5
1.1	A generic voucher and note protocol	5
1.2	Value propositions	6
1.3	<i>Note</i> instantiation as a coupon	7
1.4	<i>Note</i> instantiation as a ticket	8
1.5	Protocol workflow	9
1.5.1	CPA vs CPR modes	11
1.6	A Rouge coupon example story	12
2	The market	14
2.1	Coupons	14
2.1.1	All coupons will be digital	14
2.1.2	Coupons are popular and efficient	14
2.1.3	The digital coupon market is growing	15
2.2	Tickets	16
2.2.1	All tickets will be digital	16
2.2.2	The e-ticket market is growing	16
3	The Rouge Network	17

<i>CONTENTS</i>	4
3.1 The Rouge token (RGE)	17
3.2 $Note_{tare}$	18
3.3 $Note_{max.bid}$, $Note_{bid}$ and $Note_{payout}$	19
3.4 Rouge Network protocol implementations	20
4 The Rouge ecosystem	21
4.1 The Rouge Network platform governance	21
4.2 The application layer	22
4.3 DApp using the Rouge Network	23
4.4 <i>Notes</i> secondary markets	23
4.5 <i>Distributor</i> reputation systems	24
5 The Rouge Project roadmap	25
5.1 Phase I (2017)	25
5.2 Phase II (Q1-Q2 2018)	25
5.3 Phase III (Q3-Q4 2018)	26
5.4 Phase IV (2019)	26
6 Bootstrapping the Rouge Network	27
6.1 The RGE Token Generation Event	27

Chapter 1

The Rouge Project vision

1.1 A generic voucher and note protocol

The Rouge Project aims to implement a protocol — named the Rouge Network — as a global, trustless, permissionless and decentralized voucher and note platform between three types of actors: “*Issuers*”, “*Bearers*” and “*Distributors*”. In the context of the Rouge Network protocol, these three actors are represented by an address on the Ethereum blockchain.

- An “*Issuer*” is a person or entity distributing directly, or indirectly, a “right” — in the context of the Rouge Network protocol, this right will be referred to generically as a “*Note*” and is commonly any kind of voucher — valid for a specific and finite period of time.
- A “*Bearer*” is a person or entity receiving and carrying a *Note* from an *Issuer*, having the option to use it or not — i.e. commonly redeeming or not the voucher before its expiration.
- A “*Distributor*” is a person or entity to which the *Issuer* will pay a commission to distribute *Notes* to new *Bearers*.

We found that the concept of digital voucher — as a real life application — is the perfect use case for smart-contract and blockchain

technologies. The digital voucher, in its many formats¹, is a fast growing market and has many unexplored potential uses that could be discovered with a decentralized and permissionless platform.

We are first building this platform on top of Ethereum as a network using a specific utility token, but the project will also explore implementing the protocol for other blockchains.

1.2 Value propositions

It should be noted that vouchers share similar characteristics with currencies even if they are distinct concepts: they carry some “value” and you don’t want them to be counterfeited.

The concepts introduced first by Bitcoin were revolutionary because they permit scarcity in the digital world that is the internet. Not being able to copy/paste a bitcoin — i.e. solving the problem of “double spending” — was the breakthrough innovation.

Thus, it is very natural to use a blockchain solution for the generic concept of vouchers thus — symmetrically — enforcing scarcity and solving the “double redemption” problem.

On more practical terms, the Rouge Network addresses two major problems with digital vouchers:

- Clearing-House: the immense resources challenge of keeping track, using traditional centralized databases, of billions of vouchers, their issuance, their respective users’ ownership, their redemption or the lack thereof.
- Fraud: non-authenticity, non-uniqueness, double redemption and repudiation are among the biggest problems that plague the issuance of vouchers.

The Rouge Network protocol can replace centralized voucher

¹The Rouge Project started its journey in Summer 2017, with the simple aim to build a blockchain coupon platform. Within the course of its development and due to many interactions with the blockchain community as well as industry partners, it became clear that our protocol was a perfect fit for more than just the coupons use-case. In fact, the problems that can be solved with the Rouge protocol are shared by any kind of voucher.

middlemen solutions with smart-contracts and its cryptographic nature inherently solves many problems: vouchers become automatically verifiable, non-repudiable and non-falsifiable.

Rouge could indeed enable new kinds of ecommerce and marketing voucher services that will be simpler to use, more secure, more flexible and more efficient.

1.3 *Note* instantiation as a coupon

In the use case of a *Note* as a discount coupon, let's review the role played by the three actors of the protocol.

- *Issuers*: Brands, merchants or other entities wanting to be able to define and distribute coupons for their existing or potential customers that offer a marketing privilege (typically $x\%$ off on a range of products, 1 product free for every n products bought, gift certificate, etc).
- *Beareres*: A large section of the general public is very receptive to marketing coupons as an opportunity to discover and test, at a discount, new products they don't know, or to buy at a reduced rate ones they already appreciate.
- *Distributors*: Content creators or publishers having digital real estate (blogs, online magazines, etc) and audiences to monetize. Advertisements of marketing coupons are indeed a seductive option, among others, as a monetization strategy.

The Rouge Network protocol offers here value propositions for all actors in its ecosystem. Coupon fraud is indeed a very big issue: unsecured coupons can be copied ad-infinitum or tampered with to redeem a product at the wrong price or even used for another product. Brands can lose control of the promotions they run with potential brand-image or financial risks.

- For brands and merchants (coupon "*Issuers*"), it becomes easier and less expensive with Rouge to create and manage coupons.

The platform based on smart-contracts and the public ledger will also allow them to get more information on coupons. The public tracking and cryptographic nature of each coupon will make their accounting self-evident, fraud-resistant (e.g. no double redemption) and ensure that an *Issuer* only pays a *Distributor* for the advertisement of a coupon distributed to a real *Bearer*.

- For the general public (coupon “*Bearers*”), the Rouge platform and its smart-contracts will give them verifiable guarantees on the marketing terms and real value of a coupon (e.g. bring an end to the random error message, “This coupon is not valid anymore”) and allow secondary markets where users will be able to transfer or resell coupons they acquired and do not wish to use.
- For content creators and publishers (coupon “*Distributors*”), thanks to the automatic, trustless and decentralized characteristic of the Rouge platform, with no middlemen in the equation, they will receive higher ad revenue from coupon ads. Plus, the mere nature of this new kind of digital coupon that has a provable intrinsic value (i.e. that could be resold on a secondary market) can be a reinforcing, reassuring factor to boost their own audience.

Finally, the payment transactions between all actors in this ecosystem become extremely efficient, permissionless, risk-free (since cryptocurrency payments are not reversible) and are automatically handled by smart-contracts.

1.4 *Note* instantiation as a ticket

Another example of the many use cases of the Rouge Network, would be a *Note* as a ticket (e.g. to attend any kind of event like a concert). Let’s check how the protocol instantiates in this case.

- *Issuers*: Organisations responsible for creating and managing the ticket supply.

- *Bearers*: Attendees who want to be sure their tickets are genuine and valid.
- *Distributors*: Duly authorized by an *Issuer*, intermediaries (promoters and resellers) that distribute tickets online or offline.

Using the Rouge Network protocol, a ticket becomes an unforgeable unique digital object. Anyone — like attendees, resellers or potential buyers — can verify their authenticity.

- For ticket issuers, the protocol guarantees mathematically that counterfeit tickets won't be created. The public ledger naturally tracks useful information: how many tickets have been acquired at any time before an event, which *Distributors* have been more efficient, and any potential abusive reselling of tickets. To sum up, *Issuers* have complete information regarding the whereabouts of the ticket and its use.
- With a Rouge ticket, attendees have a third-party and independent guarantee - the blockchain itself - that a ticket is a genuine one. If authorized by the *Issuer*, they also have a way to securely resell it.
- *Distributors* don't need to "trust" ticket *Issuers*. The blockchain and smart-contracts enforce the agreed commission when they sell a ticket (CPA) or as a success fee for actual attendance (CPR).

The transparent and trustless (smart-contracts are neutral arbiter by nature, only enforcing predetermined rules) aspects of the Rouge Network protocol is a strong asset in this use case.

1.5 Protocol workflow

A “*Campaign*” is defined in the protocol as an issuance of a fixed supply of *Notes* with an expiration date by an *Issuer*. It is represented on the blockchain by a smart-contract.

During a *Campaign*, issued *Notes* successively pass through the following three states:

- **Free:** the *Note* has been issued but has not been acquired yet by any *Bearer*;
- **Acquired:** the *Note* is associated with a *Bearer*, that is to say an Ethereum address potentially associated with an identity;
- **Redeemed:** after the right represented by the *Note* has been exercised by the *Bearer* (e.g. application of a discount in the case of a coupon).

A *Note* can only move from the “Acquired” to “Redeemed” state with the acceptance and proper signature verifications of both the *Bearer* and the *Issuer*. The platform thus prevents early repudiation by the *Issuer* before the end of the issuance *Campaign*, or the double redemption by a *Bearer*. After the expiration of the issuance *Campaign*, the passage from the “Acquired” to “Redeemed” state is forbidden.

In the protocol, *Distributors* can help *Issuers* — for a commission — get more *Notes* “Redeemed” or “Acquired”. The fees paid by *Issuers* is called respectively “Cost Per Redemption” (CPR) and “Cost Per Acquisition” (CPA).

Distributors can compete for a *Campaign* by offering a better guarantee that a *Bearer* is a real person and/or lower commissions for *Issuers*. A system of white listings and reputation marketplaces will insure that *Issuers* only work with the *Distributors* they opt-in.

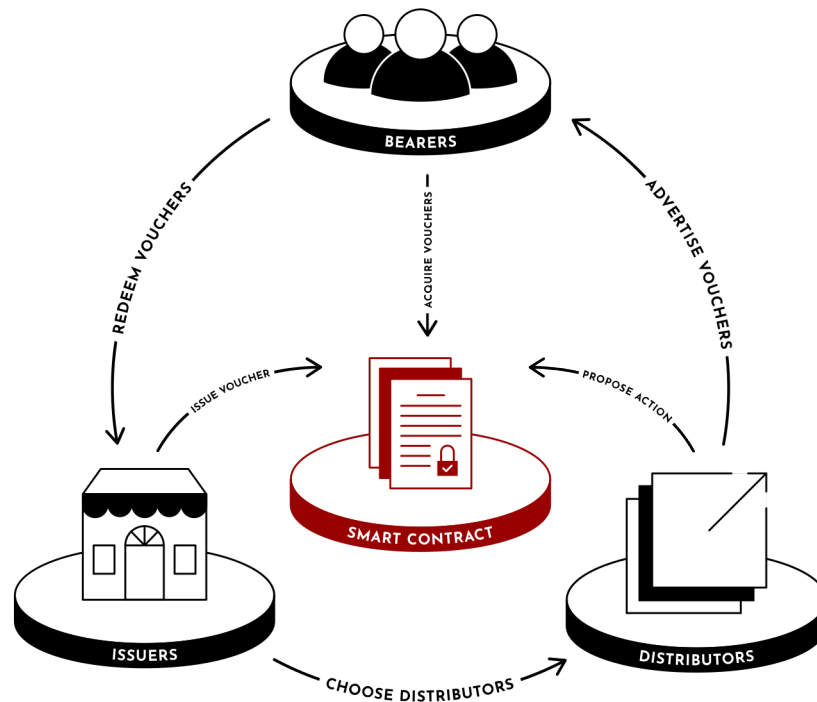
At the network level, a *Note* is a unique object that can only be associated with one *Bearer* identity at once. The associated *Bearer* identity may change when a *Note* is transferred or sold to another *Bearer*. The digital signatures of all actors in the ecosystem (*Issuer*, *Distributor* and the active *Bearer*) are implicitly attached to the *Note*, enforcing its authenticity, making it impossible to be repudiated and insuring its terms to the *Bearer* and the payout to the legitimate *Distributor*.

Optionally, the problem of verifying *Bearer* identity can also be outsourced to third party mechanisms (such as uPort).

Coupon *Issuers* can easily check and track their vouchers at an atomic level on the public ledger (the Ethereum blockchain), from

the time of issuance to that of the potential redemption or expiration.

Finally, it should be noted that the role of *Distributors* is optional. *Issuers* can also distribute vouchers directly to *Bearer*s (their clients or contacts).



1.5.1 CPA vs CPR modes

In the “Cost Per Redemption” (CPR) mode, the *Distributor* will only receive a payout from an *Issuer* the moment after a voucher has been redeemed by a *Bearer*, referred by the *Distributor*. This mode brings more responsibility to the side of the *Distributor* than the *Issuer*, and CPR fees should be expected more expensive than CPA fees.

In the “Cost Per Acquisition” (CPA) mode the *Distributor* will receive a payout from an *Issuer* the after a voucher has been acquired by a *Bearer* referred by the *Distributor*. There is a possibil-

ity of fraud here if there is a cheap and easy way for *Distributors* to associate fake *Bearer* identities to vouchers. This risk can be mitigated by forcing an identity check for each acquisition and/or the use of a reputation system to eliminate malevolent *Distributors*.

Using the Rouge Network means that the *Issuer* has the best chance to only pay a commission for a voucher distribution when it clearly get associated with a real *Bearer* who is a potential customer or targeted voucher recipient.

1.6 A Rouge coupon example story

Let's describe step-by-step a concrete story to illustrate how the Rouge Network protocol work.

- John (*Distributor*) is renting space for potential Rouge coupon advertisement on his blog, and the characteristics of this real estate are registered on the blockchain with smart-contracts. In particular, he sets the minimum bid he is willing to accept to advertise a coupon.
- DoBestClothes eshop (*Issuer*), is creating a campaign with a pool of 100 coupons: each coupon allowing a 20% discount on all tee-shirts on their website from September 2018 to November 2018. Each individual coupon is registered on the blockchain in a smart-contract representing the campaign. A reserve value is paid during the issuance step to cover the future costs of this campaign (see details in chapter 3).
- The eshop is selecting from the platform marketplace a few rules to control where its coupon could be advertised (white-list). One of the spaces automatically chosen during the bidding process of the DoBestClothes' coupon campaign happened to be John's blog website.
- A reader on John's blog, Marie (*Bearer*), sees DoBestClothes' coupon offer and decides to acquire it. She just needs a few clicks on her smartphone to link that coupon with her identity.

- Marie may choose to redeem the coupon she just acquired on DoBestClothes eshop to buy a tee shirt with a 20% discount. The Rouge ecosystem is offering merchants a simple API to check the validity of the coupon and avoid any “double-redemption” of it. In any case, that information is always visible on the public ledger that is the Ethereum blockchain.
- Marie may instead resell this coupon on a Rouge ecosystem secondary market to another user (new *Bearer*)
- The bidding process has assigned an advertising value (paid by the *Issuer*, DoBestClothes) to Marie’s coupon. This payout goes to the *Distributor*, John, minus a small commission for the Rouge Network itself.
- Depending on the model, CPA or CPR, the payout to John is paid when the coupon is acquired by Marie or when the coupon is redeemed on DoBestClothes (by Marie or a secondary market buyer).
- The advertisement for coupons displayed on John’s website that didn’t end up with an acquisition or redemption (in respectively the CPA or CPR payout system) do not trigger the payout. Instead, this amount is returned back to DoBestClothes (the *Issuer*) at the expiration of the campaign.
- To fight spam and favor well-calibrated campaigns, DoBestClothes’ unredeemed coupons also trigger a minor “tare” fee (paid by by the *Issuer*, DoBestClothes), which is a negative incentive to diminish low quality campaigns (see details in chapter 3).

Chapter 2

The market

2.1 Coupons

2.1.1 All coupons will be digital

While paper coupons will still be used for some time, the coupon market is naturally becoming paperless and moving to the mobile/smartphone platform. In the US, for example, the number of mobile coupon users went from 61 to 104 million between 2013 and 2016.¹

The key drivers of this evolution are, of course, the reduction of costs for issuers of coupons using digital technologies and the very simple solution of using coupons directly on the smartphone for the users. Another major factor is the ease of linking digital coupons with CRM solutions, loyalty programs and big data tools.

2.1.2 Coupons are popular and efficient

Digital coupons are a popular marketing tool for both merchants and users:

- An Inmar study claims that as much as 70% of shoppers want

¹<https://www.statista.com/statistics/275670/adult-mobile-coupon-users-in-the-united-states/>

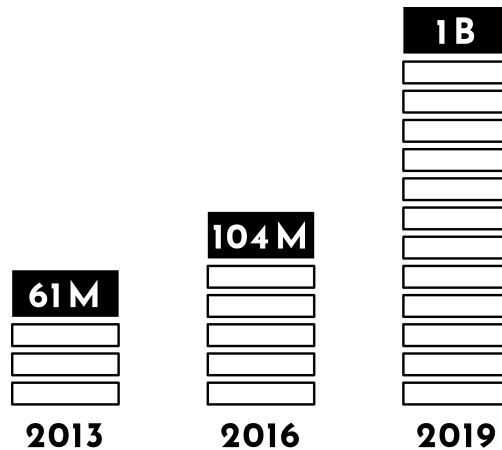
coupons for products they buy normally.²

- In 2016, eMarketer found that 44.5% of all US retailers will use mobile coupons for marketing purposes, increasing from 40.5% in 2015.³

2.1.3 The digital coupon market is growing

A study from Juniper Research predicts that there will be 1.05 billion mobile coupon users by 2019.⁴

Another report on the prospects of the global mobile coupon market forecasts a growth at a CAGR of 73% between 2016 and 2020.⁵



²<http://www.prweb.com/releases/2014/06/prweb11953328.htm>

³<https://www.emarketer.com/Article/Digital-Brings-Greater-ROI-Retail-Marketers/1013675>

⁴<https://www.juniperresearch.com/press-release/coupons-pr1> , data graphics source: www.statista.com

⁵<http://www.reportsnreports.com/reports/759410-global-mobile-coupons-market-2016-2020.html>

2.2 Tickets

2.2.1 All tickets will be digital

Similar with coupons, the ticket market is becoming paperless and moving to the mobile/smartphone platform. Worldwide, the number of is larger than 30 billion USD in 2017.⁶

2.2.2 The e-ticket market is growing

It's also a very fast growing market. +21.3% annual growth (including sport, music and cinema) for digital tickets in 2017, and a forecast of 24% in 2018.⁷

⁶<https://www.statista.com/statistics/524520/global-comparison-online-sports-events-tickets-revenue-digital-market-outlook/>

⁷<https://www.statista.com/outlook/264/100/event-tickets/worldwide>

Chapter 3

The Rouge Network

3.1 The Rouge token (RGE)

The project has created a specific open-source ERC20 compliant token with a fixed supply: the Rouge token (ticker **RGE**, see section 6.1, the Token Generation Event).

The **RGE** token is a utility token used by all actors of the protocol (*Issuers, Distributors, Bearers* interacting with the Rouge Network’s smart-contracts). The ownership of **RGE** tokens doesn’t confer any right or entitlement other than the possibility to use the Rouge Network protocol.

The fundamental utilities of the **RGE** token are as follows:

- Tare (i.e. negative incentive) to deter spam, abusive behavior and malevolent use of the Rouge Network
- Escrow of potential *Distributors* payouts (CPA/CPR)
- Price discovery mechanism for the usage of the Rouge Network

Every individual *Note* issued carries a “reserve” value in **RGE**. Thus, an *Issuer* has to escrow/deposit n times this reserve to be able to issue n *Notes* to create a *Campaign*.

This reserve is calculated with the following formula:

$$Note_{reserve} = Note_{tare} + Note_{max.bid}$$

During the life of a *Campaign*, the $Note_{tare}$ and $Note_{max.bid}$ are locked in the *Campaign* smart-contract until some conditions are satisfied to release them (acquisition, redemption or expiration following rules explained in the next sections). It means that the free supply of the RGE utility token in the Rouge Network is always inversely proportional to its current usage.

3.2 $Note_{tare}$

At the date of the publication of this white paper, the $Note_{tare}$ is set to exactly one RGE¹. The $Note_{tare}$ is locked into the *Campaign* smart-contract until the *Note* is redeemed, or the *Campaign* has expired.

The $Note_{tare}$ is automatically paid back to the *Issuer* Ethereum address when a *Note* is redeemed. When a *Campaign* expires, the $Note_{tare}$ of an unused *Note* is burned. This $Note_{tare}$ plays a central role in making ineffective, uncalibrated or malevolent *Campaigns* more “expensive” than well-thought-out *Campaigns*. It is a strong incentive for higher value and quality *Note* terms and a better and intelligent use of the Rouge Network.

The fact that some RGE tokens will inevitably get burned and that the RGE supply is capped to 1 billion tokens means that the total number of accessible tokens can only decrease over time. This “sink” is a factor for the stabilization of the price of RGE token and is a transparent “compensation” paid by malevolent *Issuers* to benevolent *Issuers*.

Effectively, the RGE token is pricing “the cost of issuing *Notes* on the Rouge Network that are never redeemed”, and we expect that the market will tend to put a stable price on it in the long term.

For the *Issuer* with a well-calibrated *Campaign* that redeems all its *Notes*, there is no fee to use the Rouge Network (of course, not counting the Ethereum transaction costs). Thus, copycats of the

¹The project may change this value depending on the RGE price and Rouge Network usage.

Rouge Network layer are less probable: they can't create better financial conditions for benevolent *Issuers* and don't have the network effect of the Rouge platform's first mover advantage.

3.3 $Note_{max.bid}$, $Note_{bid}$ and $Note_{payout}$

The $Note_{max.bid}$ is set by the *Issuers* as the maximum bid they are ready to "pay" for the distribution of a *Note* by a *Distributor*.

We should probably expect that the market will put a higher $Note_{max.bid}$ in a CPR payout context than CPA context, but it is not enforced by any rules on the platform.

The $Note_{max.bid}$ can be set to zero for *Campaigns* that the *Issuer* prefers to distribute *Notes* without the help of any *Distributor*.

Distributors are competing to associate themselves with each individual *Note* (both in the CPA and CPR payout systems). The bidding system is a reverse auction where the lowest bidder ($Note_{bid}$) wins the right to distribute a *Note*. The minimum duration [TBD] for which a *Distributor* has exclusive distribution rights after winning the reverse auction on a *Note* will be defined.

The effective payout paid to the *Distributor* when the *Note* is acquired or redeemed respectively for the CPA and CPR context is thus calculated with the following formula:

$$Note_{payout} = Note_{bid} * (1 - Note_{platform.commission})$$

The $Note_{platform.commission}$ [TBD, but probably around 2%] will be transferred to the Ethereum address of the organisation in charge of the Rouge Network platform.

When a *Note* is redeemed or a *Campaign* has expired, the $Note_{surplus}$ in RGE is simply paid back to the *Issuer* Ethereum address:

$$Note_{surplus} = Note_{max.bid} - Note_{bid}$$

3.4 Rouge Network protocol implementations

The first implementation of the Rouge Network protocol is available on The Rouge Project github.

Any owner of the Rouge token (RGE) on the Ethereum "mainnet", can call the function `newCampaign` of the Rouge token smart-contract to initiate an issuance *Campaign*. The function takes only two arguments:

- `issuance`: the fixed supply of *Notes* to issue.
- `value`: the amount of RGE to transfer to the campaign contract to be used as the total $Note_{reserve}$.

Please refer to the documentation in the repository for more information with the current implementation and its usage.

Chapter 4

The Rouge ecosystem

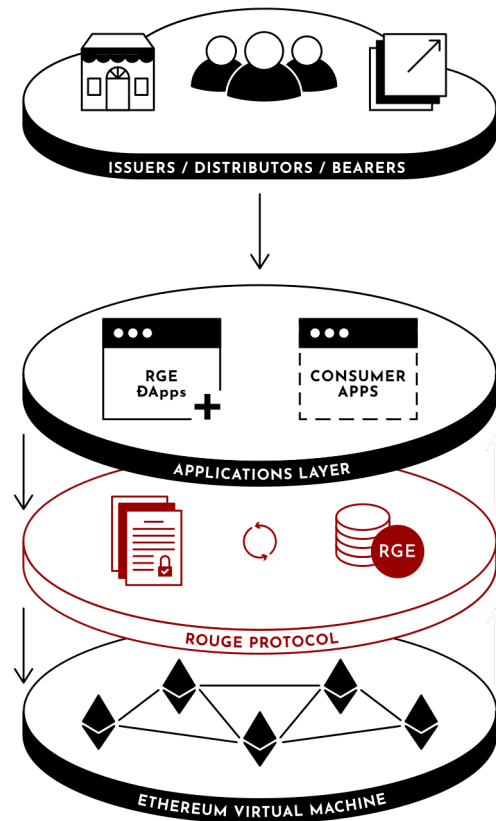
4.1 The Rouge Network platform governance

The Rouge Project’s aim is to create and maintain a neutral decentralized platform open to developers, third parties applications and partnerships.

A legal structure registered in Estonia - “The Rouge Foundation OÜ” - has been in charge of organizing the Token Generation Event and is leading the development of the Rouge Network platform, maintaining its coherence, efficiency and scalability in the long term, and promoting the ecosystem.

Its roles include fostering and financing the software development of a coherent framework of smart-contracts, DApps and open-source tools useful for the platform. It will also commission audits and assist the third parties using the platform.

For example, a “RGEscan” website at the application layer will be built to monitor the Ethereum blockchain and offer a friendly, exhaustive and neutral view of vouchers on the network layer. The website should also provide valuable statistics on the usage of the Rouge Network : RGE currently locked, the *Note_{tare}* burned, CPA/CPR statistics for every campaign, etc.



4.2 The application layer

As a permission-less platform, the Rouge Network could be leveraged by separate entities (for-profit or not) to put in place high-level voucher services with user-friendly apps (using for example a SaaS model on web+smartphone).

The mission of such companies could be to propose intuitive interfaces for *Issuers* to easily create vouchers and track their usage. Most probably, these applications will be targeted to only one use case, for example a ticketing system or a white label coupon system. *Distributors* might have also their own interfaces and API to interact with *Issuers* and follow the acquisition stream and their revenues.

One of the main objectives of actors using the Rouge Network platform might be to build decentralized applications (DApps) and tools that do not require the understanding of the blockchain underneath and cryptocurrencies in general: high-level and simplified interfaces to enable anyone to participate. It is possible that state channels or other off-blockchain techniques might be necessary in this context to offer scalable and fast solutions.

Such a company business model is out of the scope of this white paper. But it might consist of levying fees at the application layer only, for the use of its high-level interfaces, since the use of the Rouge Network itself is open for everyone and free for use if you interact directly with the network layer (the CPA/CPR advertising platform commission is not a cost paid by the *Issuer* but by the *Distributor*). Another possibility would be to charge fees for converting fiat to cryptocurrencies for users willing to use the platform without cryptocurrencies.

4.3 DApp using the Rouge Network

A proof of concept DApp using the Rouge Network protocol for the coupon use case (CouponDemo version 2) is available online at the following address:

<http://demo.rouge.network/>

CouponDemo DApp works with MetaMask or a local Ethereum node.

4.4 Notes secondary markets

Optionally, the issuance *Campaign* smart-contract permits that a *Note* already acquired by a *Bearer* be transferred (for a fee or not) to another *Bearer*. That opens the possibilities of creating secondary markets on top of the Rouge Network layer where *Bearers* exchange or resell their vouchers.

This feature is not part of the core protocol, but the Rouge

Project will participate in the creation of reference secondary market solutions (fully on-chain or not) and encourage the creation of third-party solutions.

4.5 *Distributor* reputation systems

As *Distributors* compete to get whitelisted for an issuance *Campaign*, the Rouge ecosystem should include reputation systems to let *Issuers* arbitrate which *Distributors* should be included in their whitelist for a *Campaign*.

That feature is not part of the core Rouge protocol itself, but more generally, its ecosystem. Several types of whitelisting solutions and reputation systems will be experimented with. In particular, The Rouge Project may create a Token Curated Registry (TCR) to rank *Distributors*.

Chapter 5

The Rouge Project roadmap

The project will make choices to enable the long-term sustainability of the development team and a partner-like relationship with all its stakeholders, therefore this roadmap may be updated depending on future factors.

5.1 Phase I (2017)

The project was seeking feedback from the Ethereum community, touring Fintech, blockchain and Ethereum conferences, to enrich the white paper (version 0) and project vision.

The project also developed and released to the public a proof-of-concept CouponDemo ÐApp v1.

5.2 Phase II (Q1-Q2 2018)

The goal of this phase was to showcase a minimal viable version of the Rouge Network platform as described in this white paper (version 0).

The CouponDemo ÐApp v2 was built and the decision was taken to generalize the use of the Rouge protocol from the coupon use case to any kind of voucher.

The first RGE Token Generation Event took place in June 2018 and 303,983,408 RGE tokens were distributed.

5.3 Phase III (Q3-Q4 2018)

Full implementation of the Rouge Network platform as a generic voucher platform (white paper version 1).

The project will also start using real RGE tokens on the mainnet Ethereum (testnet versions with faucet also available).

The project will be focusing on adoption and experimentation with the protocol by industry partners.

5.4 Phase IV (2019)

The last phase will aim to bootstrap the ecosystem and help all stakeholders build application layers that use the Rouge Network platform.

Chapter 6

Bootstrapping the Rouge Network

6.1 The RGE Token Generation Event

The RGE token is an Ethereum open source smart-contract following the ERC20 token standard. Its code is published on the Rouge Project github ¹with the smart-contract of the TGE. An external independent audit²by the company New Alchemy was conducted on both contracts.

Token type	open source ERC20
Token symbol	RGE
Total supply	1 billion
TGE distribution	303,983,408 RGE
Reserve pool y+1	300,000,000 RGE ³
Reserve pool y+2	396,016,592 RGE ⁴
TGE Price (ETH)	.000127307447485678 ⁵

The goal of the Token Generation Event (TGE) was to distribute RGE tokens to the largest pool of users possible. From 4th June to 8th JULY 2018, the TGE distributed about 304 million tokens.

The rest of the tokens (pool “Y+1” of 300 million RGE and pool “Y+2” of 396 million RGE) will be locked respectively for a minimum of 1 and 2 years after the TGE. The Rouge Project will organize the distribution of these two reserve pools, taking into consideration the experience accumulated and the best interest of the Rouge Network platform for the future.

Following the rules of the Rouge Network explained in chapter 3, it should be noted that the total supply of RGE tokens can only decrease over time since they can be burned for every unredeemed *Note*.

¹<https://github.com/TheRougeProject>

²<https://medium.com/new-alchemy/the-rouge-project-smart-contract-audit-ac7b554a74bc>

³locked for a minimum of 1 year after TGE

⁴locked for a minimum of 2 years after TGE

⁵equivalent to \$0.076 USD as determined on Coinmarketcap on 4th June 2018 at 1pm UTC

The future of digital vouchers is on the blockchain.

