
Application Level Message Protocol

Empowering Communication on Cardano

What is this about?

- Cardano **Ouroboros** protocol correctly focuses on the Blockchain criticals
- Application Level Message Protocol shifts to the *conversation* on Cardano providing tools to leverage existing SPO+relay nodes and wallet endpoints
- Optimising for Governance, Marketing and embed of 1-1, Group and communication feedback enables a new era of apps with chat/ forum
- This will bring to communities, increased adoption, increased conversation and revenue generating opportunities

What could it look like?



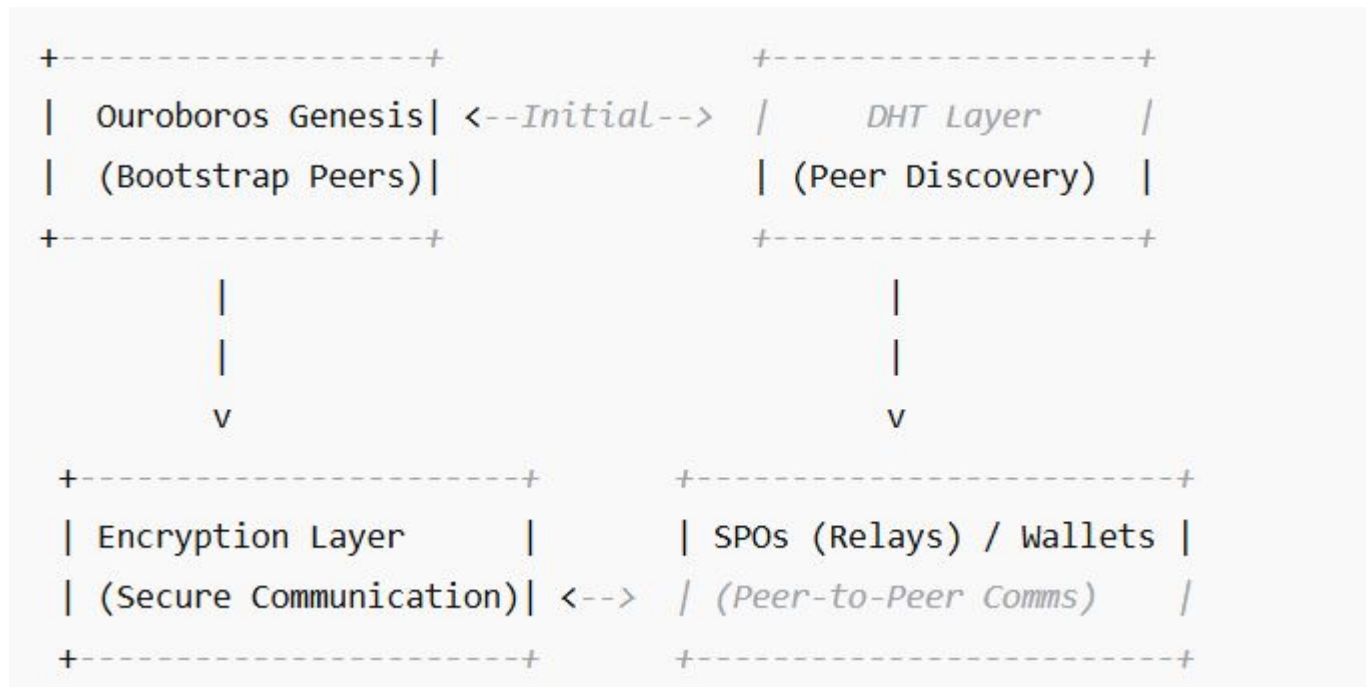
Presently - why this matters now

- Gartner surveys show application with embedded or indeed outright communication based apps have highest retention rates
- With Cardano having achieved latest Hardforks including advanced Smart Contracts, onchain Governance the Community can be leveraged to grow the Community with this Protocol
- Developer experience on Cardano focused Social Apps can be augmented with a dedicate protocol allowing communities to express 2 way opinion
- With Zero Knowledge proofs, our communication protocol can also have embedded proof of ownership or authority to represent embedded in a message or conversation, for auction style or authenticity-embed

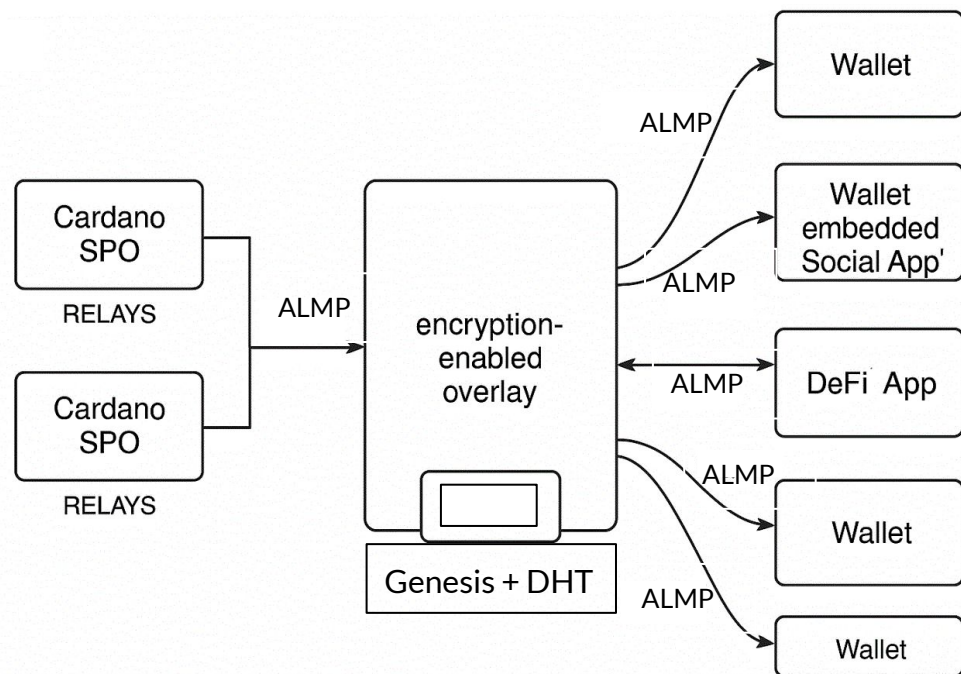
Why you are the right team

- Experience of delivering multiple Hardforks on Cardano at IOHK
- Worked with over 40 DApps in the ecosystem to introduce Smart Contracts, Onchain voting and support streamlined engineering at IOE
- Experience in Community Building and advocacy of new initiatives
- Team have OG experience in building Wallets including Daedalus and cross-chain experience with Ethereum
- Architectural experience in building optimised networks including review experience on libp2p, MQTT and low level protocol delivery for AMMs

What does good look like (lo-level)?



What does good look like (hi-level)?



- We are leveraging existing infra of SPOs plus Ouroboros Genesis and Full Nodes
- A clean protocol leveraging user wallets to deliver 1-1 or Group Messaging
- Multiple DApps and services can use this
- Sustainable building of DApps, Wallets, Social Apps

Application Level Message Protocol enables?

- Campaign broadcasting with feedback loop
- Governance discussion with forum integration
- Communication Protocol supporting Agentic AI
- New Era of 1-1 and Group chat embed opportunity
- Secure Channels (p2plib, MQTT)



CTA - Spec will be published

Community Builders will be engaged

Why is this worth the cost?

- Governance on Cardano can leverage this Application Level Message Protocol to build Social Use Cases over low level technical items
- We will focus on delivering a positive developer experience with recipes
- Enabling broadcasts relating to Governance Campaign and Cardano Growth
- A dedicated protocol also ensures independence of the blockchain network which is optimised for block production and validation purposes
- DApps have the opportunity to build monetizable services, embed blockchain transactions and signing for Gaming and Micropayments

TL;dr we are saying

**DApps with
Communication or
chat have 35%
retention possible**

Gartner

**Cardano
community
experience is
changing**

DApps 2023/24

**Super Apps on
Cardano are game
changing as will an
Application
Communication
Protocol**

Audience at recent meetup

**CTA - Spec will be
published**

**Community Builders
will be engaged**

Audience at Cardano Meetups, Discord

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Thank You