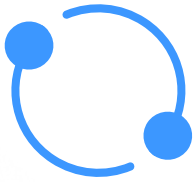


ZENLAND

Escrow smart contracts for safe and simple online trade

Lightpaper v1.0

2022

Table of contents

Vision

> **Our vision for Zenland, as a gateway to smart contracts, supports the web3 core idea of a transparent and trustless world.**

Peer-to-peer commerce is one of such areas with little transparency and trust users have for each other. Poorly regulated ad boards and posts on forums and P2P marketplaces breed scam charges and phishing attacks.

Why now

Declining trust in peer-to-peer trade creates the need for escrow.
Existing centralized escrow[1] systems (businesses, individuals) pose a challenge to:

a) payment transparency and privacy,
b) limited escrow availability due to cost and geography,
c) user experience and satisfaction.

Traditional escrow often results in high fees, and long settlement periods, and may not be available in certain countries and regions.

[1] Escrow is an agreement between two people or organizations in which money or assets are kept in custody of a neutral third person or organization until agreed conditions are fulfilled.

Problem

As a result, users are often stuck between the two substandard options.

a) Accept risks of trading through P2P marketplaces, classified ad websites, forums, and social media groups.

b) Use traditional escrow services with all their complex, overpriced, and limited infrastructure prone to breach and human error.

Altogether this creates the need for new and better way to do business online.

Solution

> **A decentralized, low-cost, and simple escrow solution for peer-to-peer trade.**

Connect via web3 wallet without email or credit card

Zenland escrow supports web3's core philosophy of keeping user identities private while the transactions remain transparent and public. Save your email address or card details for banks and web2 apps.

Access for anyone, anytime, anywhere

Pay another party with the stablecoin of your choice no matter where they are or what bank system they use. There is no standard fee, minimum escrow amount, or upfront arbitrage commission.

Set custom conditions for escrow contracts

Because each case is unique, there are no pre-set conditions for delivery deadlines, inspection periods, universal currency, etc. All contract terms are mutually agreed between the parties.

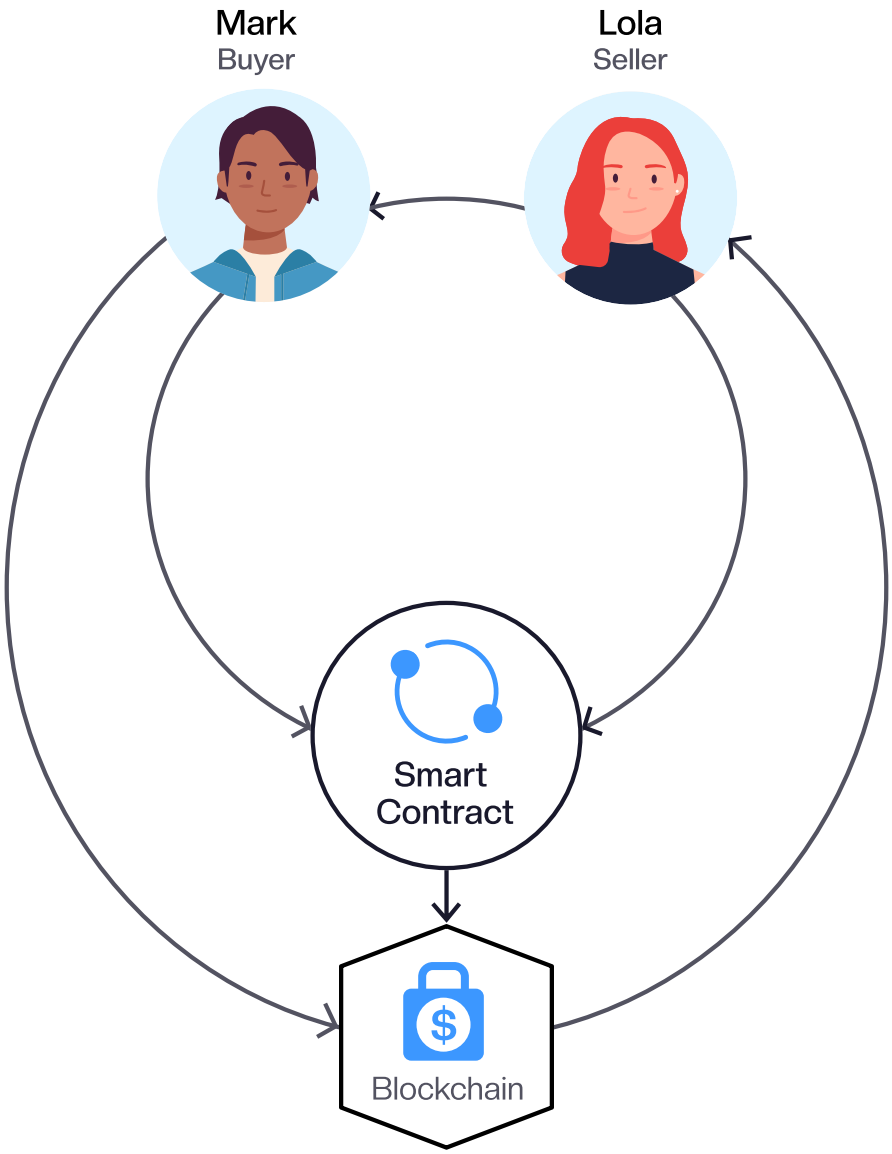
Verify operations via blockchain explorer

Every step in the smart contract escrow gets recorded in the blockchain network and can be verified via explorer. Parties can see when the payment is sent or released from the escrow contract.

Mission

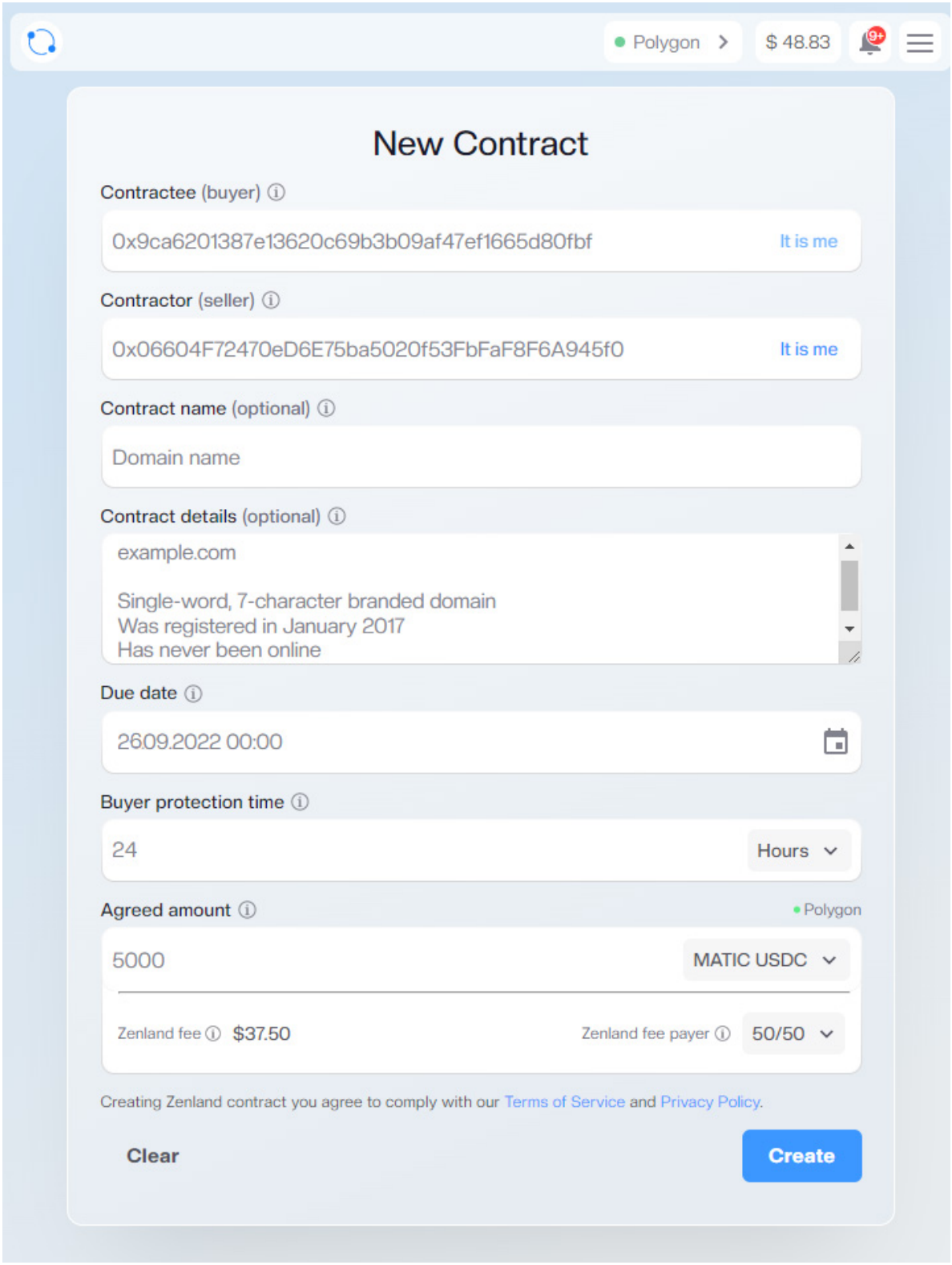
> Today, online identities are often fake, agreements manipulated, and trust between peers is compromised. Our mission is to provide a simple blockchain solution so that online users buy, sell, and collaborate directly and at no risk. An escrow smart contract is a way to make sure the seller is paid, the buyer is happy, and the deal is fair and safe for both.

Dior Khasanov,
Zenland founder & CEO



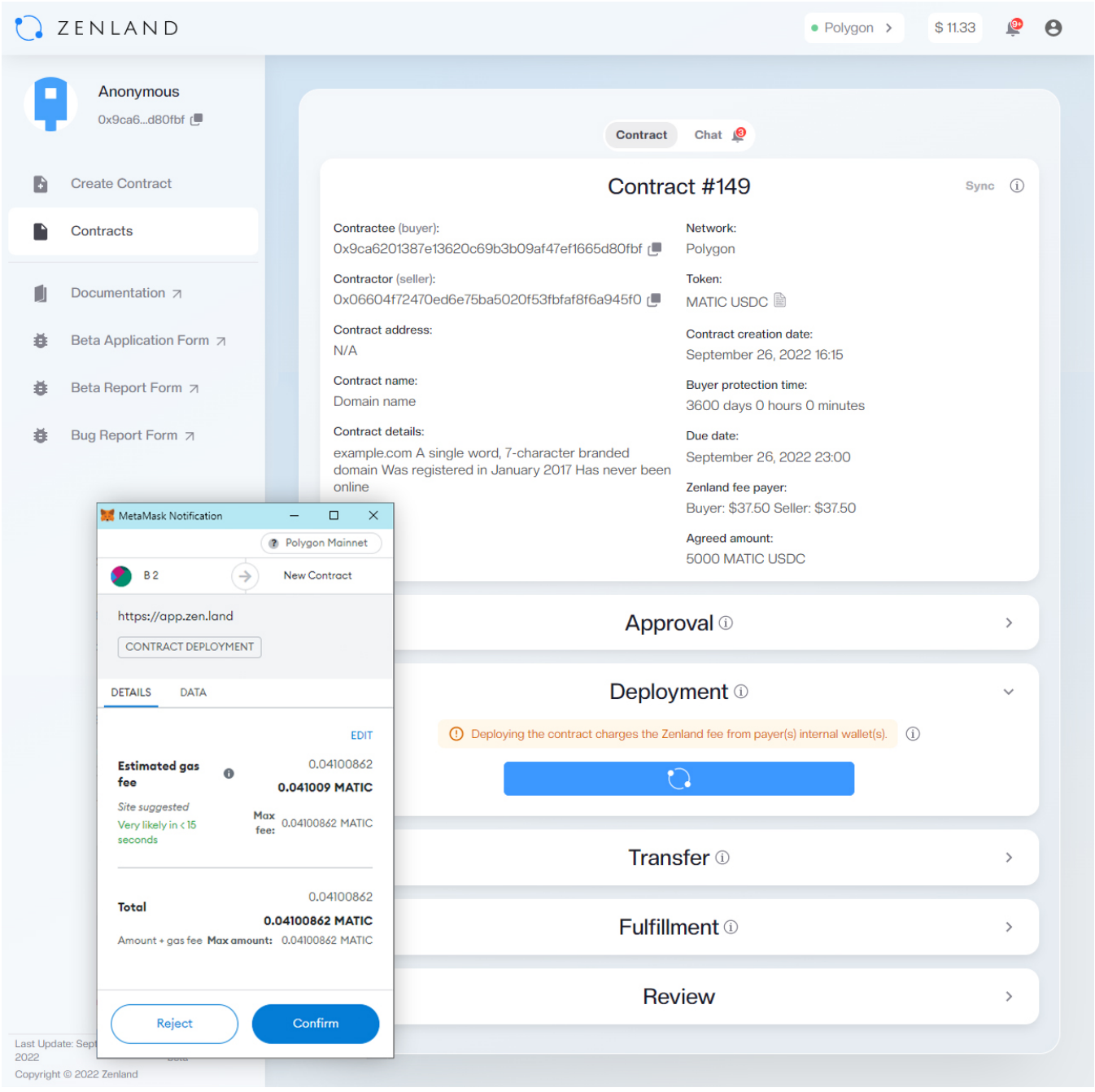
How Zenland escrow works

1 Buyer and seller create and edit payment terms until the contract is mutually approved.



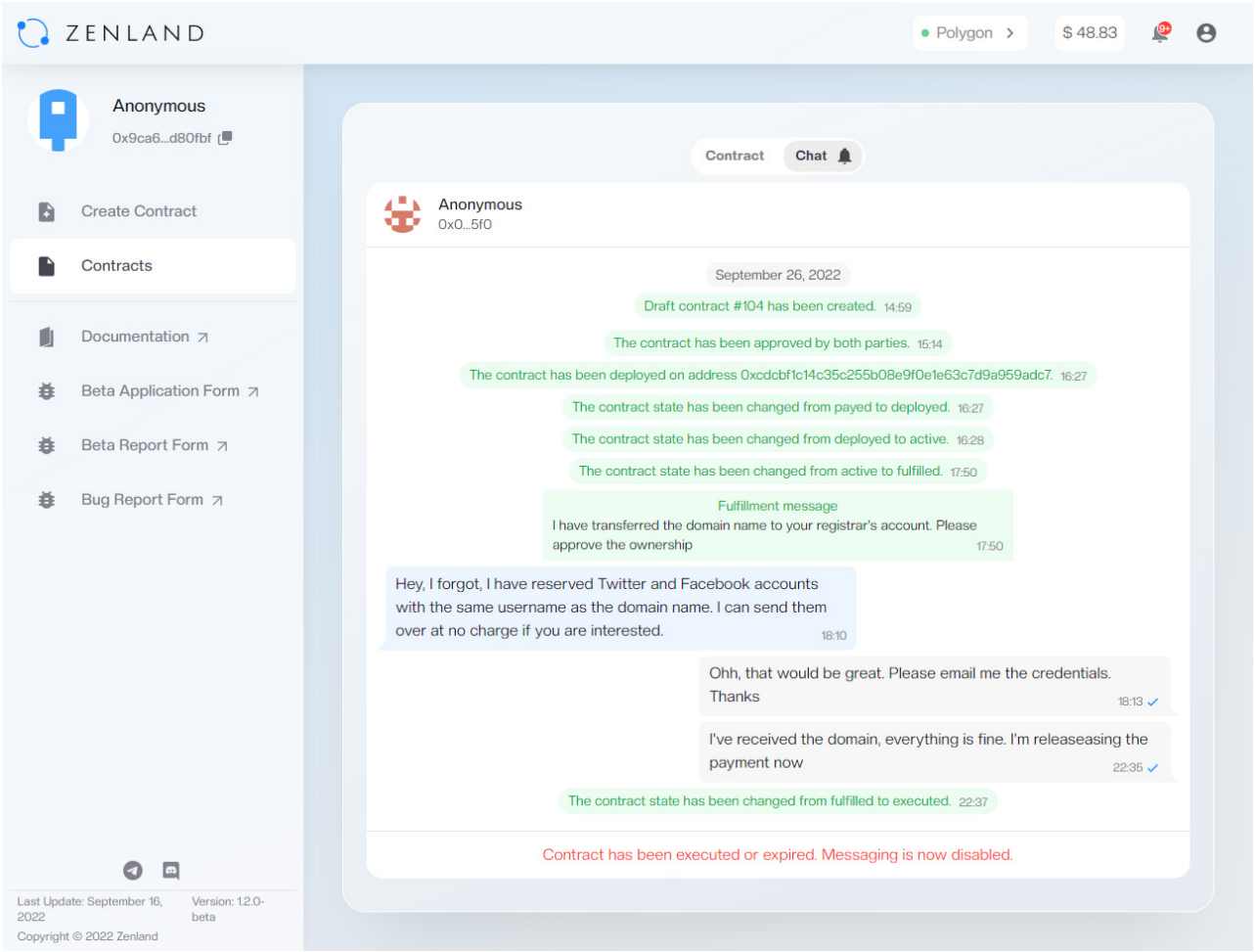
How Zenland escrow works

2 Publish it to the blockchain, and follow the contract flow approving transactions in Metamask.

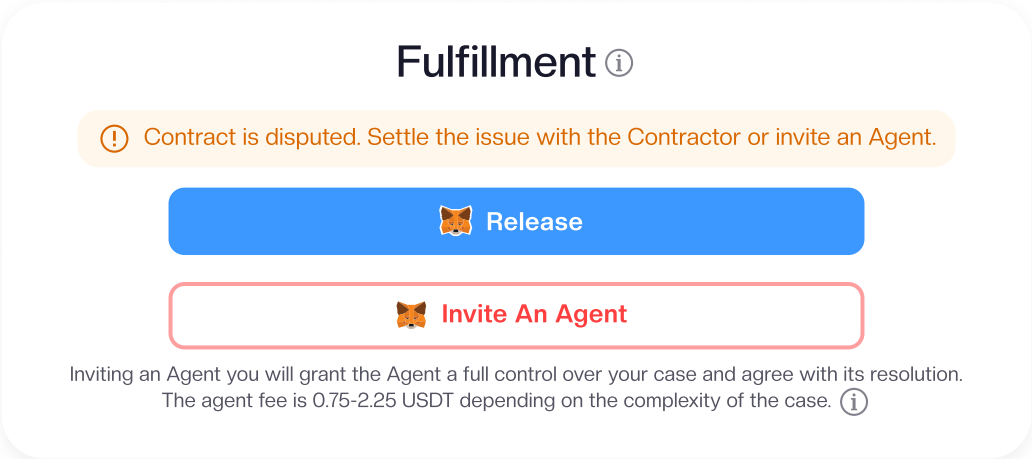


How Zenland escrow works

3 Close the deal, renegotiate terms, or dispute anonymously via the contract chat.

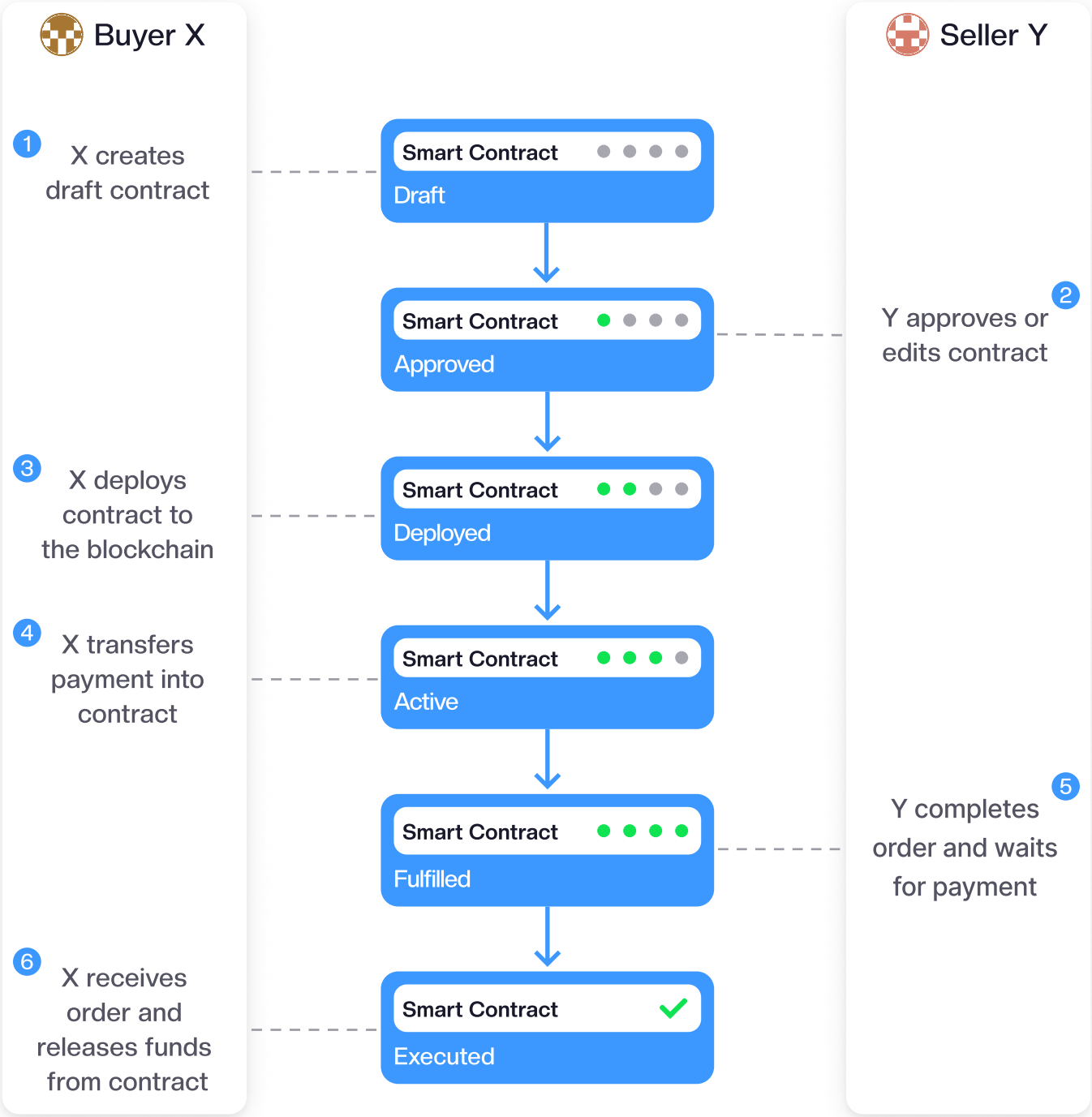


4 Escalate a dispute to a neutral third party (an Agent) to resolve.



Smart contract escrow structure

Zenland escrow contracts are governed by a series of logical operations performed by the user known as contract actions. The interaction between the user and the escrow contract through contract actions results in activation of the specific condition written in the code and change(s) made to the contract state.



Use cases

The number of peer-to-peer sales through the "sharing economy" platforms and freelance marketplaces is growing. So does the number of fake profiles, reviews, and listings, fraudulent chargebacks, and unsatisfied users. A smart contract escrow fulfills that need for a decentralized, low-cost, and simple solution for trustless peer-to-peer trade.

1 Online commerce

Everything from domain names and websites to small electronics and sports gear can be traded through simple escrow contracts. Users set custom conditions, network, and token, and verify contract operations and payment via applicable network explorers.

2 OTC trade

Buyers and sellers within the same city can trade directly as easily as buyers and sellers from different parts of the world. Simple one-page smart contracts with multiple network integrations allow setting mutual terms to safely transfer in-game assets, collectibles, or crypto.

3 Freelance services

Contract conditions approved by both sides, affordable fees, and blockchain transparency remove the confusion freelancers and their clients often experience. For each contract, users agree on the number of edits, contracted work hours, output details, due date, inspection time, etc.

4 Digital art and NFT

Blockchain transparency and secure web3 access to a smart contract escrow ensure a safe and anonymous ownership transfer of non-fungible tokens and the transfer of digital artwork. Its permanent record of all contract transactions remains indefinitely in the blockchain.

My word is my bond, or is it?

From our experience in peer-to-peer commerce, we know it's hard to trust someone we only know by their nickname. Often our next "big deal" wouldn't go as planned. Either the seller "has fallen off the face of the Earth" after receiving the payment, or the buyer claimed a chargeback while keeping the purchase.

 **Nick, a domain name/website trader** "As an online trader I want to know I'll get paid after transferring the ownership of the domain name/website."

 **Mina, a serial blogger** "As a serial blogger who often contracts designers and copywriters, I have to know the work gets done on time and as agreed."

 **Ali, a gamer/streamer** "As a gamer who buys and sells in-game assets, I want to deal with other gamers directly without the risk of losing my profit."

 **Sara, a freelance designer** "As a freelance designer, I need a more transparent alternative to Fiverr with lower fees and less control over my profits."

 **Mark, a website developer** "As a developer dealing with clients over the internet, I want to know I'll get paid on time once the contract has been fulfilled."

 **Lola, a viral promoter** "As a promoter who works with big-name clients, I wish to keep the contracts anonymous so that both of us feel secure and private."

In short, we all want peace of mind when dealing with strangers through forums and P2P marketplaces.

A well-built blockchain escrow contract fulfills our needs for safety, transparency, and security while buying or selling products or services online.

Competition

A quick overview of the core concept and features that give Zenland a competitive advantage over existing escrow systems.

	Zenland	Smartlink	Escrow.com	Individual escrow
User identity	Decentralized	Decentralized	Centralized	Centralized
Core philosophy	Anonymous (no KYC)	Anonymous (KYC for off-chain transactions)	KYC, bank data	Depends on agent and payment method
Supported networks	Ethereum, Polygon, BSC, Avalanche, Fantom	Tezos	Does not support blockchain networks	Depends on agent and payment method
Stablecoin support	USDT, USDC, BUSD, DAI	USDt, USDC	Fiat based	Depends on agent preferences
Contract Pre-approval	Yes	No	No	No
Conditional terms editing	Yes	No	No	Depends on escrow agent and parties
Chat integration	Yes	No	No	No
Transaction synchronization	Yes	No	No	No
Service fee	1.75% - 0.5%, no minimum fee	1% + 15 000 SMAK tokens	3% + 3.05% payment processing fee ($10.00 min fee)	Depends on agent and payment method
Dispute resolution	Self-resolution/ Decentralized agent selection	Decentralized	Third-party	Vary

Validation

The recent reports from beta users pave the way to early adoption.

Woodie
Clean and nice contract, I like this !

Coin_trader
I really like the summary of the contract at the top part to have a reference for both party transaction. The chat feature is what makes this escrow app very unique on other dapps.

GxSTxV
The most attractive thing is the simplicity with the platform where you don’t need to register or open an account or put any of your informations to use the escrow service, both seller or buyer can create the contract and set the details they want.

Hispo
Zenland is a good project with a good potential to occupy a place in the decentralize escrow market, still needs some polishing but in its state it is pretty much functional and I am satisfied with how it worked.

Text
I like the integration, synchronization of all the processes, and the concept specification.

entebah
I just try the website with a few contracts made and after all for me it's awesome.

NotATether
Zenland is a quite promising smart contract solution if only because I trust it not to exit scam (trust is a rarity in this space)

examplens
I acted like a complete beginner but not for a single moment did I have the feeling that I had lost my way and that I was not sure which part of the process I was in. everything is quite clear.

icalical
I am a freelance graphic designer, so when this app finally release I will definitely use it.

PaulBf1
First of all, I would like to thank the Zenland team for doing this testing campaign. It really shows that they care about the opinion of the community and value their clients.

rdluffy
All documented, another positive thing.

Source: https://bitcointalk.org/index.php?topic=5410085.0

Timeline

The concept of Zenland as the end-user-ready smart contract escrow platform was born in October 2021. Through the collective input of team members and beta testers, the recent versions of smart escrow contracts have been successfully tested on five major EVM-supported networks.

Q3 2021

Zenland idea and concept development

- Smart contract escrow concept research
- Idea development and team buy-in
- White-board user story mapping
- Resource building and allocation (bootstrapped)

Q4 2021

UI/UX application design

- Escrow smart contract form
- Contract control interface
- Contract chat interface
- Inner pages design

Q1 2022

Ethereum escrow smart contract development

- Smart contract model and mechanism
- Escrow logic implementation
- Contract deployment and testing
- Dispute resolution logic implementation
- User testing and contract deployment
- User documentation development

Q2 2022

dApp development and backend integration

- Escrow contract form development
- Contract control interface and in-app wallet integration
- Smart contract and backend integration
- Control interface and backend integration
- User testing on Rinkeby, Ropsten, Kovan, and Goerli
- Polygon, Avalanche, BSC, Fantom networks integration
- User testing on Mumbai, Fuji, BSC and Fantom Testnets
- Official website development
- Public release of beta version

Q3 2022

Beta testing and UX improvement

- Selective tests for multi-browser support
- Accessibility and user feedback collection
- Market validation and strategy building
- Bug fixing and UI/UX adjustments
- User testing through test and main networks

Q4 2022

Feature development and contract audit

- Pre-approved model development
- User profile and product/service listings
- dApp optimization and bug fixing
- Escrow smart contract audit

Q1 2023

New contracts development and integration

- Vault smart contract development and integration
- Full EVM support for blockchain networks of choice
- Escrow marketplace model development
- Profile review analytics development

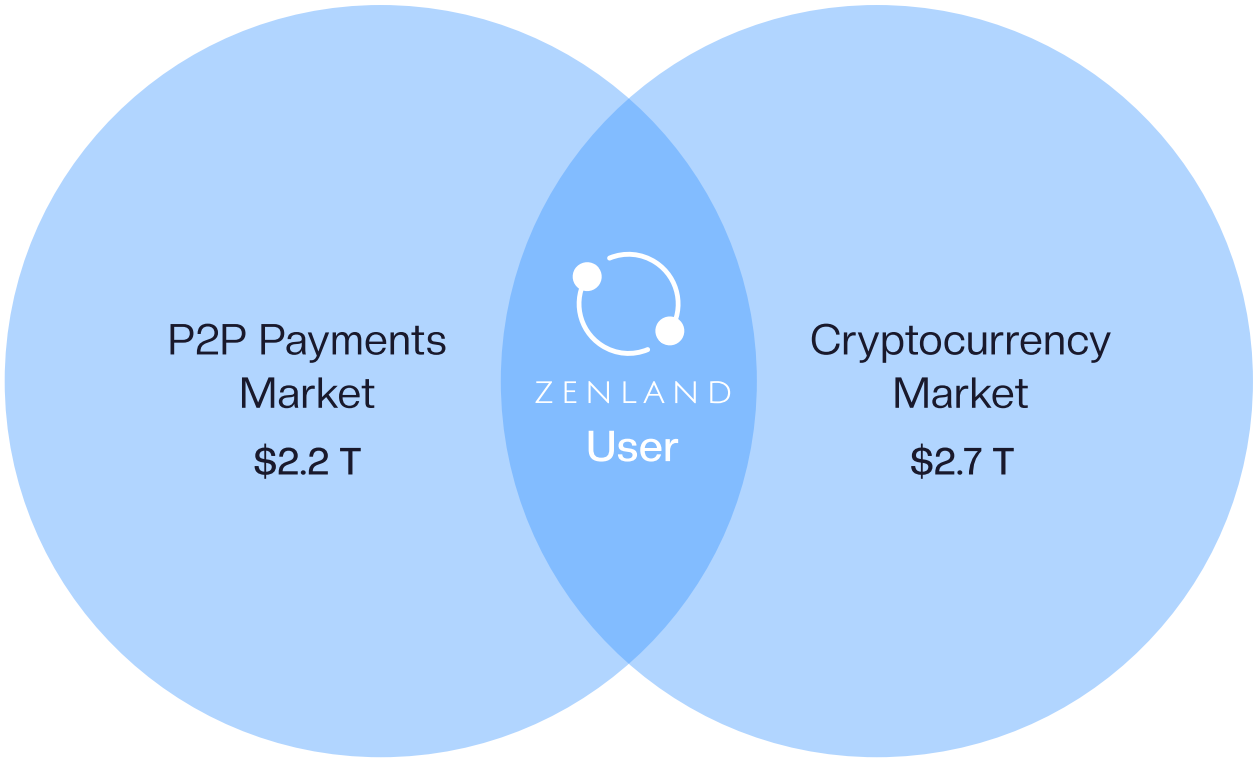
Revenue model

Zenland escrow implements a pay-per-unit model with users paying the fee for contract deployment[1]. The fee is the percentage of the amount transferred into the contract. The fee breakdown structure is represented in the table below.

Escrow amount	Zenland fee
Less than $10 000	1.75%
$10 000 - $99 999	1.5%
$100 000 - $999 999	0.75%
Over $1 000 000	0.5%

[1] the service fee does not include Agent dispute resolution or gas fees

Target market

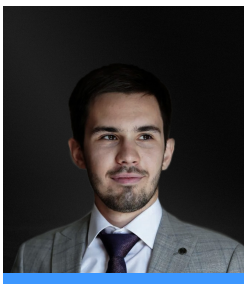


Source: 1. https://www.alliedmarketresearch.com/P2P-payment-market (2021)
Source: 2. https://coinmarketcap.com/charts/ (2021)

Team

We are a small product-focused team. Our interests and expertise range from digital marketing, SEO, crypto trading, and e-commerce to the blockchain, and web3 programming, UI/UX design, and application development.

Dior Khasanov
The founder & CEO

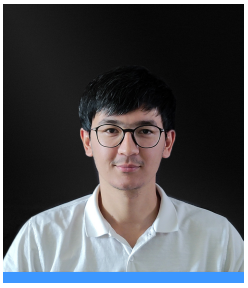


Ruslan Sh.
Team lead &
backend developer

Ravshan H.
Front end developer

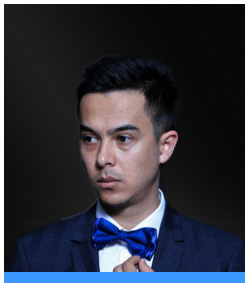
Olim R.
Product
(UI/UX) designer

Khusan K.
QA manager



Rakhmatilla A.
Market analyst

Mila K.
Content writer



Aziz U.
Assistant writer

Key points

A brief summary of why Zenland is the only blockchain escrow the world needs today.

1 Decentralized:

No third-party or central authority can control or execute Zenland escrow contracts. Users time-lock the escrow funds in the contract stored on the blockchain and not someone's private account.

2 Easy-to-use:

Zenland has a built-in escrow contract template, an interface to manage contracts, contract chat with transaction logs, and a notification system. This ensures the contracts are easy to create, manage, and execute at all times.

3 Anonymous:

No personal data that directly identifies a user (KYC), other than standard browser data, is collected or stored on our server before, during, or after the contract execution. Web3 wallet login is enabled.

4 Trustless:

Users don't have to trust each other or any third party, including the Zenland team, with the escrow amount. It is stored inside a smart contract on the public blockchain and is only released by the direct participants.

5 Real-time:

Synchronization between a blockchain network and a user interface allows users to execute smart contracts in real time. If necessary, users on both sides may stay online to fulfill their contract without delays.

6 Multichain:

At this point, Zenland platform has 5 major blockchain network integrations: Ethereum, Polygon, Avalanche, Binance Smart Chain, and Fantom Opera.

7 Accessible:

Unlike traditional escrow systems, our smart contract escrow does not choose bank systems, credit cards, countries, or continents. Users transfer and release escrow funds in universal stablecoin currencies: USDC, USDT, DAI, or BUSD.

8 Affordable:

With no bank or wire transfer fees, minimum service fee, or upfront arbitrage commission Zenland is affordable to users regardless of status or income. The service fee percentage decreases (up to 0.5%) as the escrow amount increases.

9 Unique:

Testers and early adopters like features like contract chat, its review system, or terms editing and approval. For example, a chat integrated into a specific contract automatically displays any edits, approval, transfer, or fulfillment of that contract.

References

Learn more

Official website
https://zen.land

Zenland app
https://app.zen.land

Documentation
https://docs.zen.land

Knowledge base
https://learn.zen.land

Follow us

Telegram
t.me/zenlandapp

Discord
discord.gg/gXdd8bd6Ez

Reddit
reddit.com/r/ZenLand/

Twitter
twitter.com/zenland_app

Medium
medium.com/@zenland

Forum page

Bitcointalk
https://bitcointalk.org/index.php?topic=5410085.0;all