



The Future is NEAR – User-Centric and AI-ready Blockchain Infrastructure.

MASTER REPORT

by **VaaSBlock**

TL;DR

NEAR Protocol is a Layer-1 blockchain designed for scalability, innovation and sustainability, setting itself apart with user-friendly tools and low-cost transactions. Backed by \$560M invested by giants like a16z and Tiger Global, and supported by strategic partnerships with Google and Alibaba Cloud, NEAR empowers a wide ecosystem of over 1,000 projects, spanning DeFi, Real Estate, Collectibles and more..

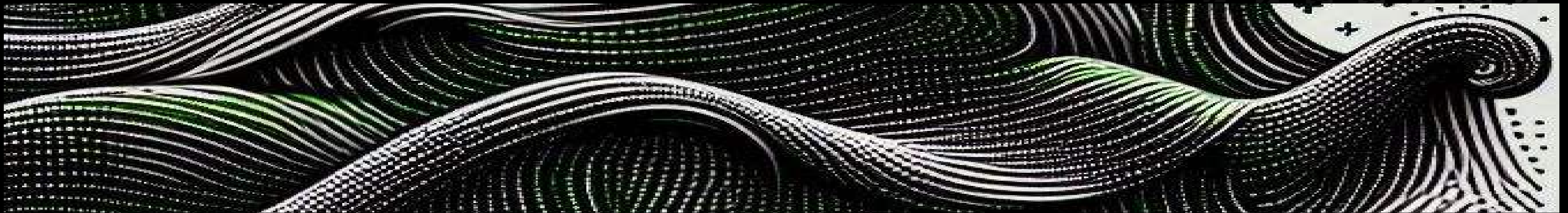
Top-of-class in terms of technology and adaptability, its interoperability solutions address key challenges of scalability and collaboration, ensuring seamless integration with Ethereum and other networks. Additionally, its early focus on AI strengthens its positioning as a forward-thinking platform.

In short, NEAR continues to push the boundaries of blockchain adoption, asking: **How far can NEAR take us into the decentralized future?**



Key Findings

1. NEAR's ecosystem hosts 1,000+ active projects, showcasing transformative applications across DeFi, RWA, Memecoins, AI and more..
2. NEAR is bullish on AI, integrating predictive and customisation tools for development, governance and forecasting.
3. Collaborations with global leaders like Google and Alibaba are boosting NEAR's adoption, bridging Web2 and Web3 ecosystems effectively.
4. Their *Nightshade Sharding Technology* powers NEAR with high throughput, low fees, and secure scaling, supporting heavy dApps without compromising efficiency.
5. Building on NEAR is facilitated by their FastAuth tech, allowing non-technical users to create and interact with dApps seamlessly.
6. NEAR biggest challenge is to expand its ecosystem, deliver on its technological promises, and attract more developers to strengthen its competitive position.



RESEARCH AIM

This research explores NEAR's technologies, growth and strategy ; while evaluating its ability to address core web3 challenges, attract builders, and sustain long-term competitiveness.

Introduction to NEAR Protocol (1/4)

Bullish on Accessibility — Introducing ‘Chain Abstraction’.

NEAR’s revolutionary chain abstraction technology simplifies blockchain interactions, eliminating the complexity traditionally associated with decentralized systems. Unlike conventional blockchains, NEAR conceals technical intricacies, allowing users to access and engage with dApps without needing in-depth blockchain knowledge or cryptocurrency management. At the forefront of its innovations is FastAuth, a feature that enables account creation using just an email address. By leveraging multi-party computation (MPC) on a decentralized network, FastAuth ensures that private keys remain distributed and secure. Users benefit from a frictionless onboarding experience, gaining seamless access to their accounts across devices and applications.

Complementing FastAuth are relayers, which remove the financial barriers often associated with blockchain use. Developers can subsidize transaction fees for users, enabling fee-free dApp interactions through a meta-transaction model. This system ensures that even non-crypto users can effortlessly participate in the blockchain ecosystem. NEAR’s multi-chain signature service further enhances accessibility by enabling users to manage assets and interact across multiple blockchains, including Ethereum and Binance Smart Chain, with a single NEAR account. This feature fosters interoperability, making NEAR a bridge between diverse blockchain networks.

By integrating these user-first technologies, NEAR Protocol establishes itself as a leader in blockchain accessibility, scalability, and cross-chain innovation. Its holistic approach to chain abstraction eliminates key barriers to adoption, empowering developers and users alike to embrace Web3 effortlessly.

Introduction to NEAR Protocol (2/4)

World-Class backers & Investors.

On top of a revolutionary tech, NEAR Protocol's rise as a leading blockchain platform is powered by over \$560 million in funding from renowned investors such as Tiger Global, Andreessen Horowitz (a16z), Circle Ventures, and Dragonfly Capital. This financial backing reflects the confidence in NEAR's mission to onboard a billion users to Web3 by offering scalable and user-friendly solutions.

Strategic partnerships further amplify NEAR's impact. Collaborations with Google Cloud and Alibaba Cloud bolster its enterprise-grade capabilities, enabling businesses to deploy decentralized applications (dApps) with high performance and scalability. NEAR's partnership with SailGP, an international sailing competition, showcases its ability to drive fan engagement through tokenized rewards and digital assets.

Additionally, NEAR's ecosystem grows through collaborations with cross-chain technologies like Aurora and Octopus Network, ensuring interoperability with other blockchains, including Ethereum. These relationships solidify NEAR's position as a versatile and innovative platform shaping the future of decentralized applications.



Introduction to NEAR Protocol (3/4)

Proofs-of-Concept — Welcome to the Real-World.

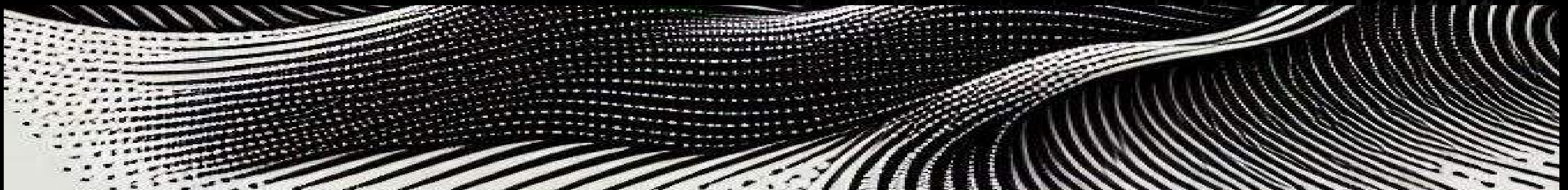
NEAR's ecosystem exemplifies its ability to deliver real-world blockchain applications. With over 1,000+ active projects spanning DeFi, Gaming, NFTs, and real-world asset (RWA) management, NEAR demonstrates versatility in addressing diverse use cases and driving Web3 adoption. Its unique combination of low fees, high throughput, and developer-friendly tools has enabled the creation of impactful tools and projects across diverse industries.

Their focus on real-world integration has made it a go-to platform for projects aiming to bridge the gap between traditional and decentralized systems. By supporting a rich ecosystem of applications, NEAR not only proves the viability of blockchain in everyday scenarios but also lays the groundwork for widespread Web3 adoption.



Best in Class — **Aurora**, NEAR's Ethereum-compatible layer, offers seamless integration for Ethereum developers, combining Ethereum's dApp flexibility with NEAR's low-cost, high-speed infrastructure to deliver efficient, cross-chain solutions and expand blockchain's practical use cases.

Introduction to NEAR Protocol (4/4)



Future of Governance — AI-empowered predictions and decisions.

NEAR Protocol is not only advancing blockchain technology but also exploring its intersection with AI to create smarter, more adaptive systems. By integrating automation and Artificial Intelligence capabilities within its ecosystem, NEAR enables decentralized applications (dApps) to leverage intelligent algorithms for enhanced functionality, improving user experiences and automating complex processes.

Among several key applications, this fusion supports **adaptive governance models**, where AI can analyze real-time data and user feedback to optimize decision-making processes within decentralized organizations. By enabling automated and efficient governance, NEAR empowers communities to function more effectively without manual intervention. AI also enhances dApp development on NEAR by providing **predictive analytics and personalized experiences**, making applications more engaging and user-centric. Developers can integrate machine learning algorithms to optimize resource allocation, streamline operations, and create dynamic, responsive platforms.

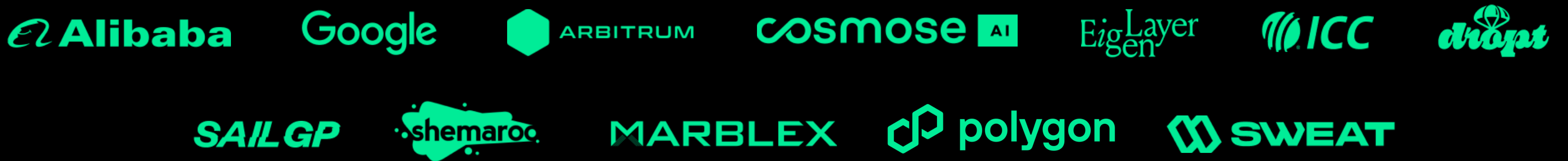


The future is NEAR

Endless possibilities for Builders:



Trusted by forward thinking teams:



Solving Key Challenges (1/2)

Blockchain technology holds immense promise, but its widespread adoption is hindered by key challenges: scalability, user experience, and interoperability. NEAR Protocol addresses these issues head-on with innovative solutions like sharding, chain abstraction, and multi-chain compatibility. By resolving these barriers, NEAR empowers developers and users, laying the foundation for a seamless, scalable, and interconnected Web3 ecosystem.

Challenge 1: **Scalability — Solving the Bottleneck Problem**

Scalability has long been a challenge for blockchain networks, with many struggling to handle increased demand without compromising performance. NEAR Protocol addresses this issue with its Nightshade Sharding Technology, a groundbreaking approach that divides the network's workload into smaller, more manageable shards.

This mechanism allows NEAR to process thousands of transactions per second, significantly reducing congestion and maintaining ultra-low transaction costs. Unlike traditional blockchains, NEAR's design ensures the network remains efficient and secure as it scales. Developers can build high-performance decentralized applications (dApps) without worrying about lag or high fees, while users experience fast, smooth interactions. By enabling scalability without sacrificing decentralization or security, NEAR sets a new standard for blockchain infrastructure, paving the way for mass adoption and enterprise-grade applications.

Solving Key Challenges (2/2)

Challenge 2: **User Experience — Blockchain for Everyone**

One of the greatest barriers to Web3 adoption is the complexity of blockchain technology, which often alienates non-technical users. NEAR Protocol reimagines user experience with its Chain Abstraction approach, making blockchain as easy to use as any Web2 application. Tools like FastAuth enable account creation with just an email address, removing the need for complex wallet setups and private key management. Relayers further simplify interactions by covering transaction fees, allowing users to engage with dApps without needing upfront funds.

This intuitive design ensures that anyone, regardless of technical expertise, can access and benefit from blockchain applications. By prioritizing user-friendly solutions, NEAR removes traditional barriers to adoption, creating a platform that appeals to both seasoned developers and everyday users, fostering broader engagement in the Web3 ecosystem.

Challenge 3: **Interoperability — Bridging the Gap.**

The fragmented nature of blockchain ecosystems often hinders collaboration and innovation. NEAR Protocol addresses this challenge with its interoperability solutions, enabling seamless communication between blockchains. Through Aurora, an Ethereum-compatible layer, and the Rainbow Bridge, NEAR connects to major networks like Ethereum (ETH) and Binance Smart Chain (BSC). This cross-chain compatibility allows developers to create dApps that interact with multiple ecosystems, while users can manage assets and access services across platforms without switching between accounts or wallets.

By fostering a more interconnected blockchain landscape, NEAR empowers developers with flexibility and users with convenience, positioning itself as a crucial hub for the Web3 revolution. This commitment to interoperability not only strengthens NEAR's ecosystem but also accelerates the broader adoption of decentralized technologies.

Economics — Building a Sustainable Ecosystem

NEAR Protocol's economic framework is meticulously crafted to foster a sustainable and inclusive ecosystem, aligning the interests of all participants—developers, validators, and users. The native utility token, **\$NEAR**, serves as the cornerstone of this architecture, facilitating transactions, securing the network through staking, and enabling decentralized governance.

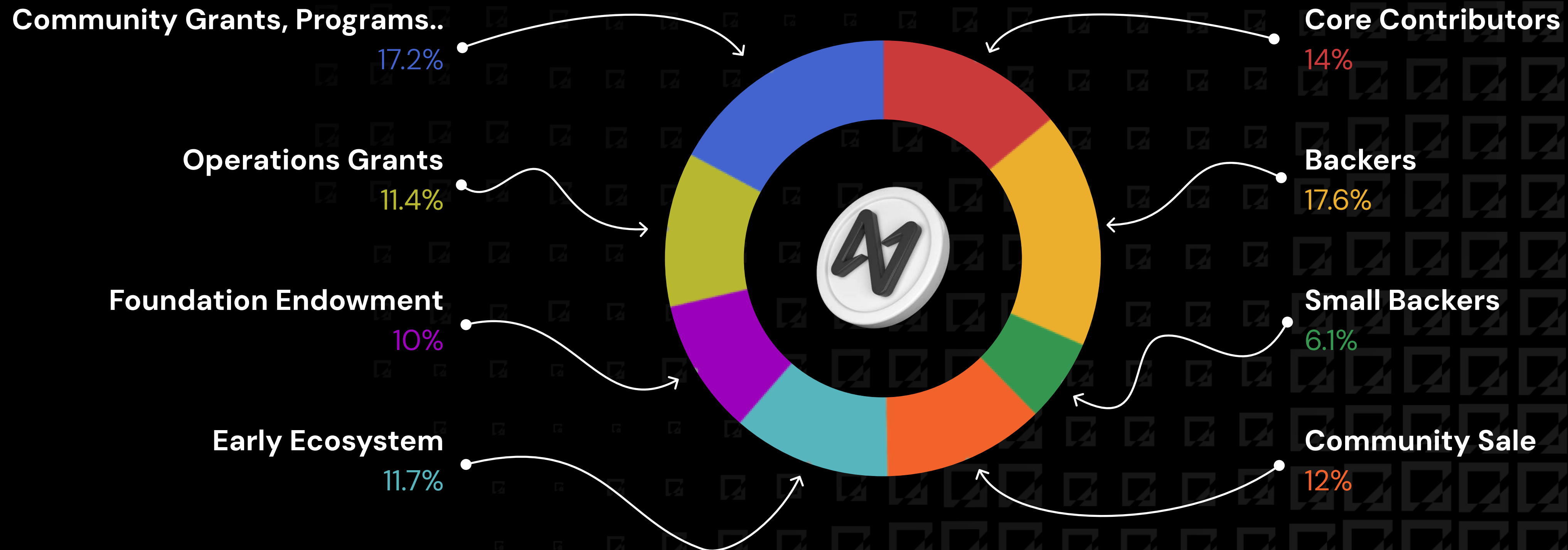
NEAR balances its economy through a dual inflation and deflation mechanism. Validators and stakers benefit from an annual 5% inflation rate, which rewards active participation in maintaining network security. Simultaneously, NEAR employs a fee-burning mechanism that reduces the circulating supply by permanently removing a portion of transaction fees. This unique model helps offset inflation and can even result in a deflationary effect during periods of high network activity, ensuring token value stability over time.

Staking is a pivotal part of NEAR's Proof-of-Stake consensus mechanism. Token holders can delegate their NEAR tokens to validators, earning rewards proportional to their stake while directly contributing to network security. In addition to these economic incentives, NEAR token holders are granted governance rights, allowing them to influence critical decisions such as protocol upgrades and economic parameter adjustments. This decentralized governance model ensures the community has an active voice in shaping NEAR's future.

By combining thoughtful token distribution, balanced economic mechanisms, staking incentives, and governance empowerment, NEAR Protocol establishes a robust framework that fosters growth, engagement, and long-term sustainability for its blockchain ecosystem.

Economics — Building a Sustainable Ecosystem

\$NEAR Genesis Token Allocation





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Key Differentiators

Inclusivity and Sustainability

NEAR Protocol sets itself apart by championing accessibility and sustainability as core principles. Its focus on user-friendly experiences lowers barriers to entry, allowing anyone – regardless of technical expertise – to engage with decentralized applications.

Also, in a market often criticized for environmental impact, NEAR takes a bold stand with its commitment to carbon neutrality. This approach reflects a belief in building a blockchain ecosystem that aligns with global sustainability goals, making it appealing to enterprises and developers looking for greener solutions.

Top challenger among Layer-1

Everything started with a clear promise: making blockchain accessible, scalable, and sustainable for everyone. While Ethereum dominates through its ecosystem, its fees and congestion leave room for alternatives. In parallel, other contenders like Solana or Polkadot keep developing fast, but tend to contrast with NEAR's focus on delivering practical, ready-to-use solutions.

What truly differentiates NEAR is its balance between performance and simplicity, providing developers and users with a seamless Web3 experience. NEAR's early move into the AI space solidifies its position as a forward-thinking platform, setting the stage for intelligent, adaptive blockchain applications. With its unique vision, NEAR isn't just competing, it is carving out a future where blockchain serves as an accessible, transformative technology for all.

Roadmap and Futures (1/2)

NEAR Protocol's strategic roadmap shows commitment to growth, innovation, and large adoption – focusing on enhancing its core infrastructure, expanding partnerships, and driving ecosystem development, with a vision to onboard a billion users to Web3.

Short-Term Goals — **Enhancing Core Capabilities**

In the 'near term', the project is focused on refining its technology to maximize scalability and performance. The objective is to support higher transaction volumes without compromising network efficiency or security. Alongside this, NEAR aims to expand its developer tools, ensuring seamless onboarding and robust support for projects building on its platform.

The protocol also plans to strengthen its positioning in the AI space by fostering collaborations with AI-driven applications and research initiatives. This move not only leverages emerging technologies but also ensures NEAR remains at the forefront of innovation, integrating adaptive intelligence into its ecosystem.

Mid-Term Goals — **Expanding Ecosystem and Mass Adoption**

By working closely with enterprises, governments, and educational institutions, NEAR aims to accelerate the adoption of blockchain in real-world use cases, from decentralized finance to tokenized physical assets. Further, the protocol is dedicating resources to enhance user-centric features, such as intuitive interfaces and decentralized governance tools, to encourage mass participation and engagement within the ecosystem.

Roadmap and Futures (2/2)



Long-Term Vision — **Sustainable and Intelligent Blockchain**

Looking ahead, NEAR envisions becoming the go-to blockchain for enterprises and developers. Its focus on carbon neutrality will continue to attract environmentally conscious projects, while its proactive approach to integrating AI positions NEAR as a leader in intelligent, decentralized applications. By continually innovating and aligning with market demands, NEAR is charting a course to redefine the blockchain landscape for years to come.



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Notable Use Cases empowered by NEAR

NEAR Protocol supports a thriving ecosystem of projects transforming industries through scalable, user-centric blockchain technology. From revolutionizing digital art marketplaces to democratizing NFT creation and enhancing decentralized finance, NEAR empowers developers to deliver impactful solutions. Below are three standout applications demonstrating NEAR's ability to drive real-world adoption and unlock new opportunities for creators and users.

Case Study // Land to Empire

Land to Empire is a pioneering platform that leverages NEAR's blockchain technology to tokenize real estate assets, enabling fractional ownership and democratizing access to property investments. By converting physical properties into digital tokens, Land to Empire allows investors to purchase fractions of real estate, thereby lowering the barriers to entry traditionally associated with property investment. Operating on NEAR's scalable and secure network, Land to Empire ensures transparent transactions and efficient management of real estate assets, paving the way for a more inclusive and dynamic property investment landscape.

Real World Asset (RWA) Management

NEAR Protocol facilitates Real World Asset (RWA) tokenization by providing a secure, scalable blockchain infrastructure that ensures transparency and accessibility. Its low-cost, eco-friendly network enables efficient asset management, while interoperability bridges traditional and decentralized systems, making physical asset integration seamless for enterprises and users.



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Notable Use Cases empowered by NEAR

Digital Art & Collectibles

NEAR Protocol revolutionizes digital art and collectibles by offering a scalable, eco-friendly platform with minimal transaction costs. Artists and creators can mint, trade, and showcase NFTs effortlessly, while NEAR's user-friendly tools and robust security enhance accessibility, fostering innovation and global adoption in the digital collectibles space.

Case Study /// Paras

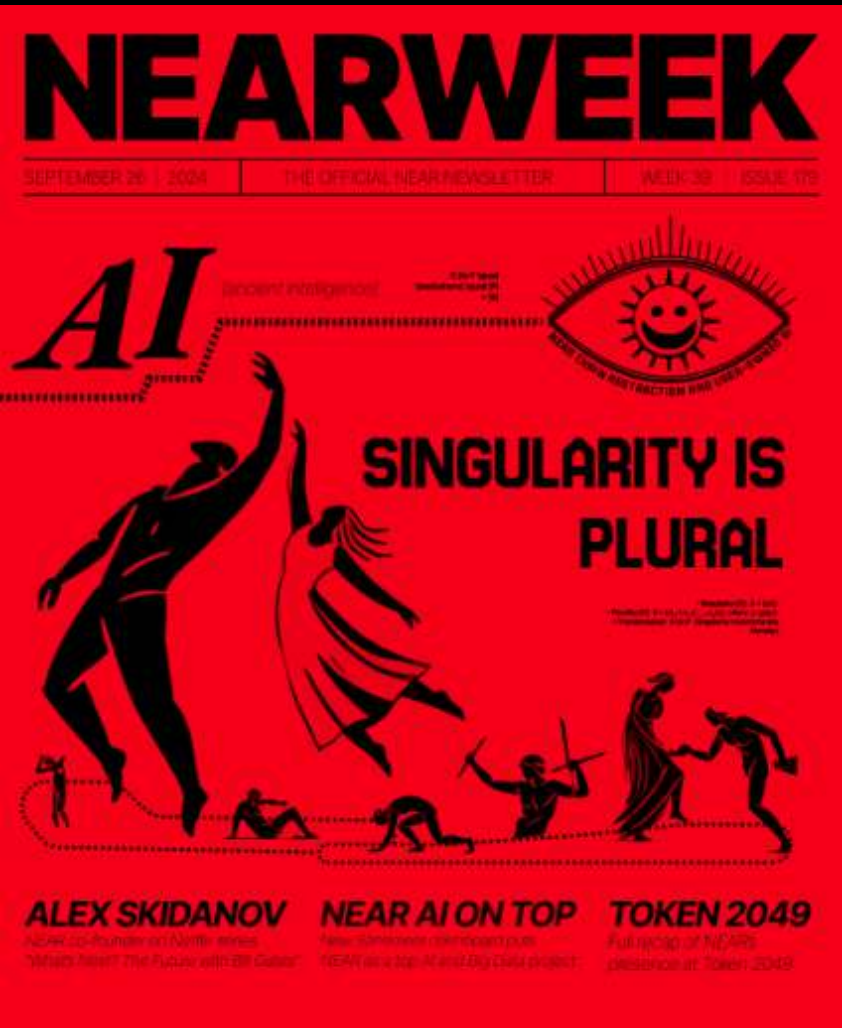
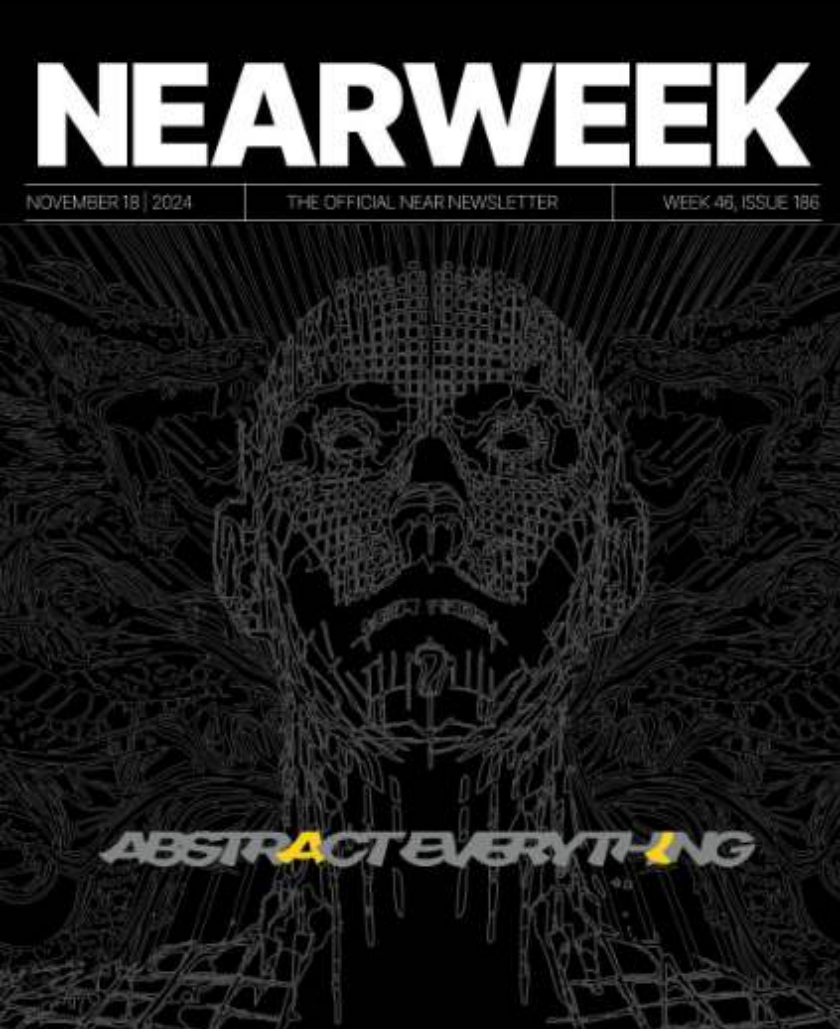
Paras is a curated NFT marketplace designed to showcase high-quality digital art. By operating on NEAR's scalable and eco-friendly blockchain, Paras provides artists with a platform to tokenize and sell their creations while ensuring low transaction costs for buyers. With its focus on curation and community, Paras is redefining how digital art is discovered and valued.

Case Study // Ref Finance

Ref Finance is NEAR's flagship decentralized exchange (DEX) and automated market maker (AMM), enabling efficient token swaps and liquidity provision. Leveraging NEAR's high throughput and minimal transaction fees, Ref Finance provides users with a cost-effective DeFi experience. Its user-friendly interface and robust liquidity pools make it a cornerstone for financial innovation within the NEAR ecosystem.

Decentralized Finance (DeFi)

NEAR Protocol empowers DeFi projects with a scalable, low-cost infrastructure, offering high transaction throughput, user-friendly development tools, and seamless cross-chain compatibility through Aurora. Its eco-friendly design and robust security ensure DeFi applications can operate efficiently, securely, and inclusively, fostering innovation and growth.



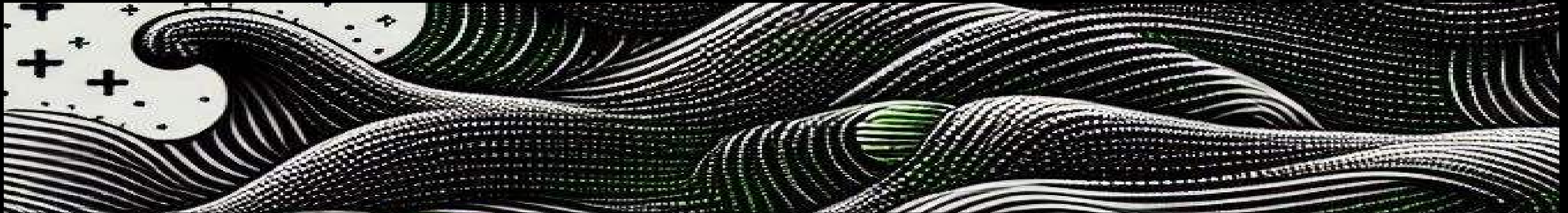
Conclusions

NEAR Protocol has positioned itself as a leader in the blockchain space, driving innovation with its accessibility, scalability, and sustainability. By simplifying blockchain interactions through chain abstraction and empowering developers with advanced tools, NEAR is making Web3 more approachable for everyone. Backed by world-class investors and notable partnerships, NEAR's potential to revolutionize industries like DeFi, digital art, and real estate is undeniable.

However, as NEAR continues its journey, it must overcome significant challenges to sustain growth and dominance. Capturing a larger share of the competitive blockchain ecosystem, where giants like Ethereum and Solana already hold substantial ground, will require strategic moves and consistent delivery on its technological promises. NEAR also needs to attract more developers and builders to expand its ecosystem and accelerate real-world adoption. Its ability to maintain developer loyalty while fostering innovation will determine how deeply it embeds itself in the Web3 future.

NEAR's roadmap is ambitious, but the road ahead is not without hurdles. Can NEAR effectively scale its platform while meeting the demands of an ever-evolving blockchain landscape? Will it succeed in uniting Web2 and Web3 seamlessly? The answers to these questions will shape NEAR's trajectory and its role in the decentralized revolution.

As NEAR ventures into uncharted territory, one question remains: **How far can NEAR go to bring the blockchain ecosystem closer to everyone?**



WRAP-UP

“Build great applications without the hassle of deciding between platforms, finding the right tools, or learning new programming languages.”

near.org Website



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Ecosystem Overview – Insight into NEAR’s global community, developer engagement, and decentralized application growth. Available on <https://pages.near.org/ecosystem>

NEAR Protocol: Innovations and Ecosystems – Overview of NEAR’s architecture, scalability solutions, and governance models. Available on <https://theblockchainacademy.com/near-protocol-innovations-and-ecosystems>

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Ecosystem Review: NEAR – Evaluation of NEAR’s sharded proof-of-stake blockchain and ecosystem dynamics. Available on <https://chorus.one/articles/ecosystem-review-near>

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Near Protocol Introduction – Introduction to NEAR’s Layer 1 network, sharding approach, and proof-of-stake consensus mechanism. Available on <https://research.nansen.ai/articles/near-protocol-introduction>

NEAR Protocol: A Comprehensive Analysis of Its Sharding Mechanism and Scalability Solutions – This research paper delves into NEAR’s unique sharding approach, evaluating its effectiveness in enhancing blockchain scalability and performance. Available on <https://www.blockchainresearchinstitute.org/near-protocol-sharding-analysis>

Decentralized Finance on NEAR: An In-Depth Study – This report examines the growth and dynamics of DeFi applications within the NEAR ecosystem, highlighting key projects and their impact. Available on <https://www.defianalytics.com/reports/near-protocol-defi-study>

Environmental Impact Assessment of NEAR Protocol’s Blockchain Operations – This study assesses NEAR’s energy consumption and carbon footprint, comparing its environmental impact to other blockchain platforms. Available on <https://www.greenblockchainalliance.org/reports/near-protocol-environmental-impact>

User Experience and Adoption Rates in NEAR Protocol’s Ecosystem – This analysis explores user engagement metrics and adoption trends within NEAR’s dApp ecosystem, providing insights into its growth trajectory. Available on <https://www.cryptoinsights.org/near-protocol-user-adoption-report>

Comparative Study of Governance Models: NEAR Protocol vs. Other Layer-1 Blockchains – This comparative research evaluates NEAR’s governance framework against those of other leading Layer-1 blockchains, highlighting strengths and areas for improvement. Available on <https://www.blockchaingovernancehub.com/research/near-protocol-governance-comparison>

Hot Projects on NEAR



\$PURGE

A memecoin crafted on NEAR Protocol.

<https://www.absolveme.ai/>



Ref Finance

A decentralized exchange (DEX) and automated market maker (AMM) on NEAR Protocol.

<https://ref.finance/>



HOT-Near

A platform offering high-frequency trading tools and services on NEAR Protocol.

<https://hotnear.com/>



Harvest MOON

A yield farming and staking platform within the NEAR ecosystem.

<https://harvestmoon.finance/>



Burrow

A decentralized, non-custodial pool-based interest rates platform on NEAR.

<https://burrow.cash/>



LiNEAR Protocol

A liquid staking solution for NEAR Protocol, enhancing liquidity and staking rewards.

<https://linearprotocol.com/>



Meta Pool

A liquid staking platform on NEAR, allowing users to stake NEAR tokens and receive stNEAR.

<https://metapool.app/>



Meme Cooking

A platform for creating, sharing, and trading meme NFTs on NEAR Protocol.

<https://memecooking.com/>



Thunderhood

A community-driven platform supporting NEAR developers and enthusiasts.

<https://thunderhood.org/>



DapDap

A decentralized application (dApp) store and discovery platform for NEAR Protocol.

<https://dapdap.io/>



NEAR Intent

A protocol enabling seamless interactions and transactions on NEAR.

<https://nearintents.io/>



\$ABG

An Asian-women led token within the NEAR ecosystem.

<https://abgtoken.io/>



MITTE

A decentralized finance (DeFi) platform offering various financial services on NEAR.

<https://mitte.finance/>



SWEAT

A move-to-earn application rewarding users with cryptocurrency for physical activity.

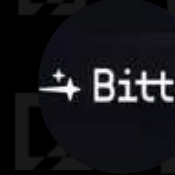
<https://sweateconomy.com/>



Learn NEAR Club

An educational platform providing resources and tutorials for NEAR Protocol.

<https://learnnear.club/>



Bitte

A platform offering decentralized services and tools within the NEAR ecosystem.

<https://bitte.io/>



Allstake

A staking platform allowing users to stake NEAR tokens across multiple validators.

<https://allstake.finance/>



PikeSpeak

A data analytics platform providing insights into NEAR Protocol's blockchain.

<https://pikestake.com/>



Meteor Wallet

A secure and user-friendly wallet for managing NEAR assets.

<https://meteorwallet.app/>



Intear Bot

A bot facilitating interactions and transactions within the NEAR ecosystem.

<https://intearbot.com/>

Hot Projects on NEAR



Potlock

A decentralized platform for creating and managing token pools on NEAR.

<https://potlock.io/>



Black Dragon

A community-driven investment platform providing access to early-stage crypto projects.

<https://blackdragon.io/>



Pumpopoly.com

A virtual real estate game where players earn passive income through NFT properties.

<https://pumpopoly.com/>



NEAR Horizon

An accelerator program supporting startups building on NEAR Protocol.

<https://nearhorizon.io/>



Jump DeFi

A comprehensive DeFi platform on NEAR Protocol, offering tools for Web3 startups to accelerate development.

<https://www.jumpdefi.xyz/>



LONK

A decentralized finance (DeFi) protocol offering lending and borrowing services on NEAR.

<https://lonk.io/>



DEXtools

A platform providing analytics and tools for decentralized exchanges.

<https://dextools.io/>



ShardDog

A platform offering sharding solutions to enhance NEAR's scalability.

<https://sharddog.io/>



Tradeport

A decentralized exchange (DEX) facilitating seamless token swaps within the NEAR ecosystem.

<https://tradeport.xyz/>



Shitzu

A meme-inspired token within the NEAR ecosystem.

<https://shitzu.io/>



Dex Screeners

A screening tool for identifying and analyzing tokens on decentralized exchanges.

<https://dexscreener.com/>



Delta Trade

A decentralized trading platform providing advanced tools for traders.

<https://deltatrade.io/>



PlayEmber

A mobile game studio integrating blockchain elements, with over 120 million downloads.

<https://playember.com/>



NEKO

A community-focused token aiming to support charitable initiatives.

<https://neko.io/>



Moon Shot

A launchpad for new projects within the NEAR ecosystem.

<https://moonshot.io/>



NEAT

A native interface to JIRA, GitHub, and Manuscript for streamlined project management.

<https://neat.io/>



Namesky

A platform for registering and managing NEAR-based domain names.

<https://namesky.io/>



Bettar Bot

A bot facilitating betting and gaming activities on NEAR Protocol.

<https://bettarbot.io/>



Sender AI

An AI-powered assistant for managing blockchain transactions and interactions.

<https://sender.ai/>



Near Blocks

A blockchain explorer offering insights into NEAR Protocol's transactions and blocks.

<https://nearblocks.io/>

Memorandum of projects building on NEAR



Thank you for reading.

This Master Report was brought to
you by **VaaSBlock**'s Research Team.



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VaaSBlock is dedicated to establishing and legitimizing Web3 organizations, helping the best projects stand out in an environment where credibility is the greatest challenge.

Through our industry-leading RMA™ certification, we set the new standard, ensuring that trust and transparency take center stage in the blockchain ecosystem.

VaaSBlock empowers organizations to build the foundation for a sustainable future where excellence in credibility is not just a benchmark but a prerequisite for success.

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