Postern Labs

Business Plan — Post-Quantum Infrastructure for an Ownerless Chain

Confidential Draft Illustrative figures · 2026 · Bloch-SIS-PoW · Genesis-3 mainnet

1. Executive Summary

Postern Labs builds products and managed infrastructure on top of Bloch-SIS-PoW — a credibly-neutral, ownerless, post-quantum proof-of-work base chain. Postern does not own, govern, or represent the protocol; it is one builder among others. Its business is the layer of *convenience, services and applications* around a commodity base — the Red-Hat-on-Linux model, applied to a post-quantum blockchain.

PQ Falcon‖ML-DSA signatures, SHAKE-256 — hardened vs "harvest-now, decrypt-later"	**Ownerless** No foundation, no premine control of governance; founder exited	**9** independent revenue lines on top of the neutral base

The base (Bloch) is free for anyone to run. Postern earns from those who prefer not to run their own infrastructure: managed RPC, an EVM Layer-2, data/explorer APIs, a mining pool, wallets & custody tooling, and enterprise/BaaS licensing. Genesis-3 mainnet launches in 2026, opening the commercial surface.

2. Market & Thesis

- **Quantum risk is now.** Adversaries harvest encrypted/secp256k1-signed data today to break later. Bloch is post-quantum at the base (Falcon-1024‖ML-DSA-65, SHAKE-256) — a structural differentiator versus every secp256k1 chain.
- **Credible neutrality has value.** An ownerless, pure-PoW base with no operator is a settlement/anchoring layer regulators and builders can rely on without counterparty capture. Postern monetizes services, never the base.
- **Sovereign infrastructure.** "From the people, for the people" — self-hostable nodes, an app store outside Google (F-Droid model), and private user data on decentralized storage.

3. Product Portfolio

Product	What it is	Ownership	Monetization
Bloch base L1	Ownerless PQ PoW chain (GhostDAG-Q, SHA-256d Genesis-3, carry-over ledger, native eUTXO VM)	Ownerless	None directly — the neutral base everything settles to
bloch-euvm L2	EVM Layer-2 (revm, Solidity/Uniswap unchanged) anchoring to Bloch as ordinary txs	Owned (single sequencer)	Sequencer gas + priority fees
Managed RPC / NaaS	Hosted RPC endpoints & archival nodes (g2rpc.blochl1.com)	Owned	Tiered by volume / SLA
Explorer & data	blochl1.com — DAG explorer, charts, mining calculator, dashboards	Owned	Premium data API
Mining pool	Stratum pool for SHA-256d ASIC/GPU miners	Owned	Pool fee %
Postern Wallet + PQ Shield	Mobile/desktop PQ wallet; non-custodial seal & key vault	Owned	Freemium + enterprise
Enterprise / BaaS / RWA	Blockchain-as-a-service, compliance tooling, RWA anchoring, business license generator	Owned	Licensing / subscription
Postern OS / Store	Mobile OS + app distribution outside Google Play	Owned	Free mobile; contextual non-tracking ads; enterprise

4. Business Model & Revenue Streams

1. L2 sequencer fees — the most scalable line: gas + priority fees + ordering value from bloch-euvm users. Base stays ownerless; the owned L2 is the toll road.

2. Managed RPC (NaaS) — free tier + paid tiers (volume, rate-limit, SLA) for exchanges & dApps that won't self-host.

3. Data / explorer API — indexed chain data, analytics, webhooks over blochl1.com.

4. Mining pool — recurring % of rewards while miners use the pool.

5. Bridge fees — L1↔L2 deposit/withdrawal (gated on security + audit; custody risk priced deliberately).

6. Wallet & custody — premium features, key management, PQ Shield seal — subscription/licence.

7. Enterprise / BaaS — B2B deployments, compliance, RWA — highest margin; includes the master-license generator.

8. Software freemium — mobile free forever; desktop 2-year free then key; enterprise paid; contextual non-tracking ads on free tiers (a key removes them).

9. Treasury — the 17% founder allocation (3.57 B BLCH) funds operations; it is funding, not control (founder exited governance; token is not a security).

5. Pricing Principles

- **Mobile (OS + apps): free forever.** Reach and sovereignty first.
- **Desktop suite: freemium** — 2 years free, then a one-time key.
- **Free tiers may show contextual, non-tracking ads** — no telemetry, no profiling; a key removes them.
- **Enterprise: paid** (BaaS, licensing, SLAs). **Keys never brick a user's own data.**
- **Never monetize the token or the protocol itself** — services only.

6. Go-to-Market

- **Genesis-3 mainnet launch (2026)** — SHA-256d (ASIC-compatible), carry-over opening ledger (~3.475 B BLCH), native eUTXO VM active from genesis. Opens the commercial surface.
- **Exchange listings** — technical-integration package (node, RPC, confirmations, genesis, seeds) delivered to exchanges.
- **Node movement** — a civic pre-commitment: "from the people, for the people." Running a node as participation, not speculation.
- **Developer pull** — Solidity/EVM unchanged on the L2; PQ-native eUTXO for base-layer contracts; reproducible builds; self-hosted app store.

7. Traction & Status

Asset	Status
Bloch base chain	Live; Genesis-3 mainnet launching
Native eUTXO VM	Integrated into consensus (validate + mine + mempool + RPC), active at genesis
bloch-euvm L2	Design + compiling scaffold (sequencer/prover/anchor/bridge); testnet-gated
Explorer (blochl1.com)	Live
Wallet / PQ Shield	Shipping (mobile free; desktop freemium)
Mining pool + fleet	Operational (stratum, ASIC/GPU)

8. Compliance & Positioning

> **Structural clarity.** The Bloch protocol is ownerless: no owner, foundation, curator, or official protocol site. Postern Labs is a builder among others and is **not** the protocol's owner or representative. The native token is treated as **not a security** — no vote attaches to coins, and value is not the pitch. Only Postern's **owned products** (L2, RPC,

> wallets, BaaS) are commercial; the anchoring rail and the base remain neutral. Conflating the owned layer with the ownerless base is the overclaim the project explicitly forbids.

9. Financial Model (Illustrative)

Figures below are **illustrative structure**, not forecasts — they show how the lines compose, not committed numbers.

Stream	Driver	Margin profile
L2 sequencer	L2 tx volume × fee	High (software)
Managed RPC	Seats / request volume	High
Data API	API subscriptions	High
Mining pool	Pool hashrate × fee %	Medium
Enterprise / BaaS	Contracts / licences	Very high
Wallet / custody	Premium seats	Medium-high

Funding: the 3.57 B BLCH founder allocation seeds runway; revenue diversifies away from treasury as owned services scale. No external raise assumed in this draft.

10. Roadmap

- **Now:** Genesis-3 mainnet launch; eUTXO VM live; exchange-readiness package.
- **Next:** harden L2 (real zk prover, audited bridge) behind the security gate (k=8 ramp, WAN hashrate, checkpoint finality, third-party audit, legal review).
- **Then:** scale managed RPC + data API; enterprise/BaaS pipeline; Postern OS/Store distribution; Filecoin-backed private user data.

11. Key Risks

- **Young-chain security** — low hashrate and no finality gadget until the security ramp completes; L2 value gated behind it.
- **Bridge risk** — bridges are the most-exploited construct; v1 vault is custody. Gated on audit + legal review.
- **Regulatory** — mitigated by the ownerless/not-a-security posture and services-only revenue, but jurisdiction-dependent.
- **Competition** — other L1s/L2s; Postern's moat is PQ-native + credibly-neutral base + integrated owned services.