1. Using a semi-decentralized solution by connecting Ethereum blockchain to our open-source internal ledger. This hybrid release is going to provide us invaluable insights for the second step, allowing us to calibrate the mechanics of our future fully on-chain economy according to real user behavior.

2. Developing our own Tendermint based blockchain as a zone in Cosmos Network. This will offer the flexibility of building a custom solution focused on our very specific needs, such as enabling our users to interact with the blockchain without prior technical knowledge. At the same time, by building our own blockchain, there is no trade-off in terms of privacy, security or performance that must be done.

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With that being said, as we are at this moment constrained by scalability limitations of existing solutions, we will approach the following 2-steps strategy:

**1. Using Ethereum & Our Custom Internal Ledger**

The first step has already started few months ago and its main goal is to develop an unique on-chain/off-chain solution that uses both the Ethereum blockchain and our own open-source, internal ledger. This way we can fastly enable our users to engage with a working solution and make use of the tokens within the platform in short time after the ICO is over.
The fast hybrid release is going to provide us invaluable insights for the second step, allowing us to calibrate the mechanics of our future fully on-chain economy according to real user behavior.

**2. Our Tendermint Based Blockchain as a Zone in the Internet of Blockchains - Cosmos Network**

As we wholeheartedly want to embrace the true potential of blockchain technology, the best long term solution is to develop our own blockchain while users can join and become parts of the governance. This will offer the flexibility of building a custom solution focused on our very specific needs, such as enabling our users to interact with the blockchain without prior technical knowledge. At the same time, by building our own blockchain, there is no trade-off in terms of privacy, security or performance that must be done.

Thanks to the amazing work that the guys at Tendermint have done, we can focus on developing only the application specific logic and invest no time in the mechanics of the network and consensus part that any blockchain relies on.

*Tendermint Core is Byzantine Fault Tolerant (BFT) middleware that takes a state transition machine - written in any programming language - and securely replicates it on many machines. In other words, a blockchain.*

With Tendermint at our core and with the Internet of Blockchains in mind, Kuende will be one of the pioneer zones in the Cosmos ecosystem, and the first all-in-one social media within the Cosmos Hub.

*Cosmos is a launch pad for new cryptocurrencies, upgrades to existing cryptocurrencies, innovation decentralized applications and a platform for smart contracts. Cosmos goes beyond a single distributed ledger, paving the way for a free market “Internet of Blockchains”. Developers can use this technology to create their own blockchain to compete or
complement the Cosmos Hub.*

This will allow Kuende to seamlessly interact with other blockchains that are part of the network as well as with external chains too (eg. Bitcoin, Ethereum). By having this seamless way of interacting with other chains, Kuende can easily provide businesses that use blockchain technology with a way to challenge and reward their audiences not only with Kuende’s tokens, but with their own tokens as well.