

Decentralized eCommerce platform

WHITE PAPER

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INTRODUCTION

Since its inception E-commerce experienced tremendous growth. A great number of ECommerce sites and platforms has been developed including the ones that offers users opportunities to sell their products and services, open their online stores, reach their remote customers with a click of a button. Online consumers will grow to 1.623 billion in 2018 from 1.079 billion in 2013, according to the United Nations Conference on Trade and Development.

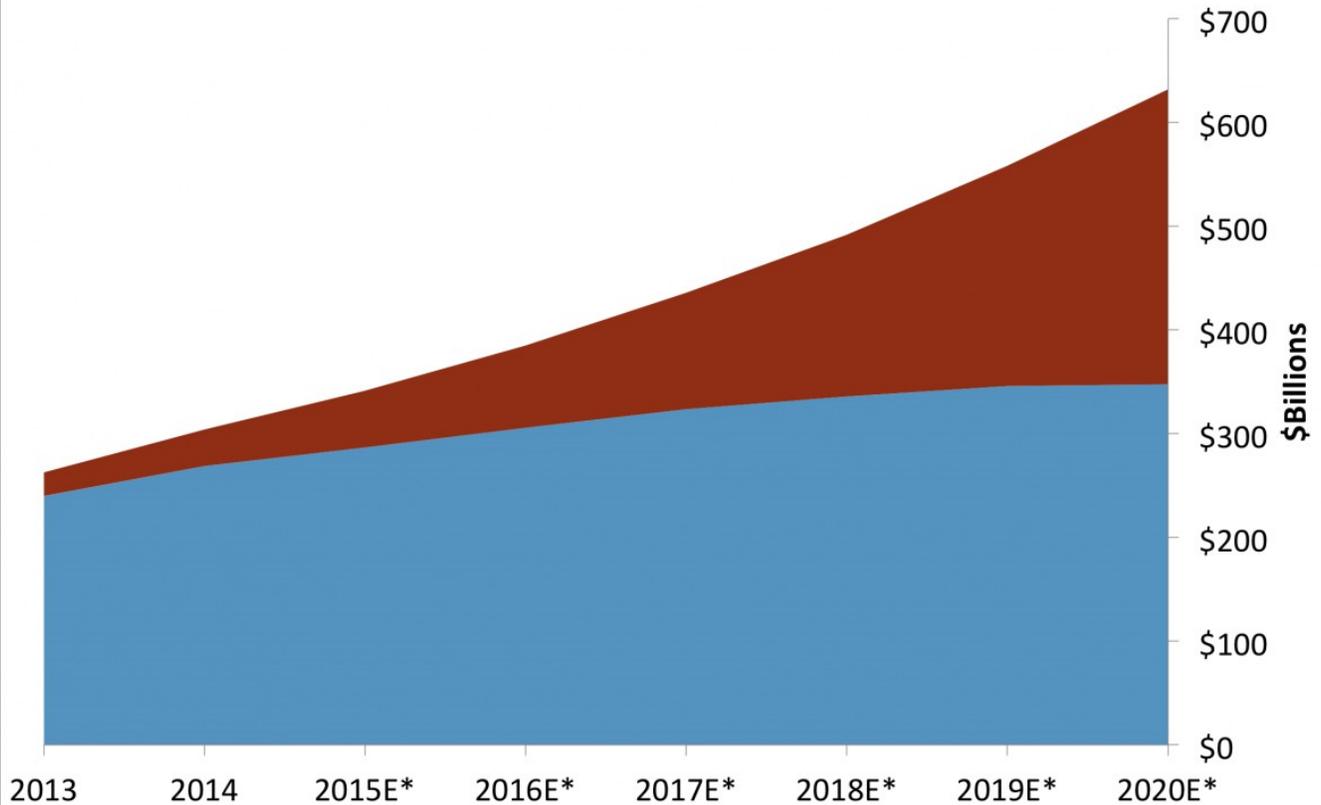
With popularity and availability of smartphones and tablets M-Commerce emerged, a totally new frontier of shopping from a phone.

M-COMMERCE

BI Intelligence, Business Insider's premium research service forecasts that m-commerce will reach \$284 billion, or 45% of the total U.S. e-commerce market, by 2020.

FORECAST: Mobile Share of E-Commerce

■ PC commerce ■ M-commerce



Source: US Census Bureau, comScore, Statista, BI Intelligence Estimates*

BI INTELLIGENCE

A recent LexisNexis study demonstrated how m-commerce is on the cusp of becoming the go-to habit for shoppers.

The study polled more than 1,000 U.S. merchants and found that 16% of them already have a mobile shopping channel, while 32% are thinking of adding one in the next year.

M-commerce adoption is also high among e-commerce merchants, as 80% of e-commerce retailers with at least \$50 million in annual sales either currently offer or plan to offer mcommerce. This makes sense given that these companies have already heavily invested in digital, so mobile would be the next logical step for them.

M-Commerce challenges and solutions

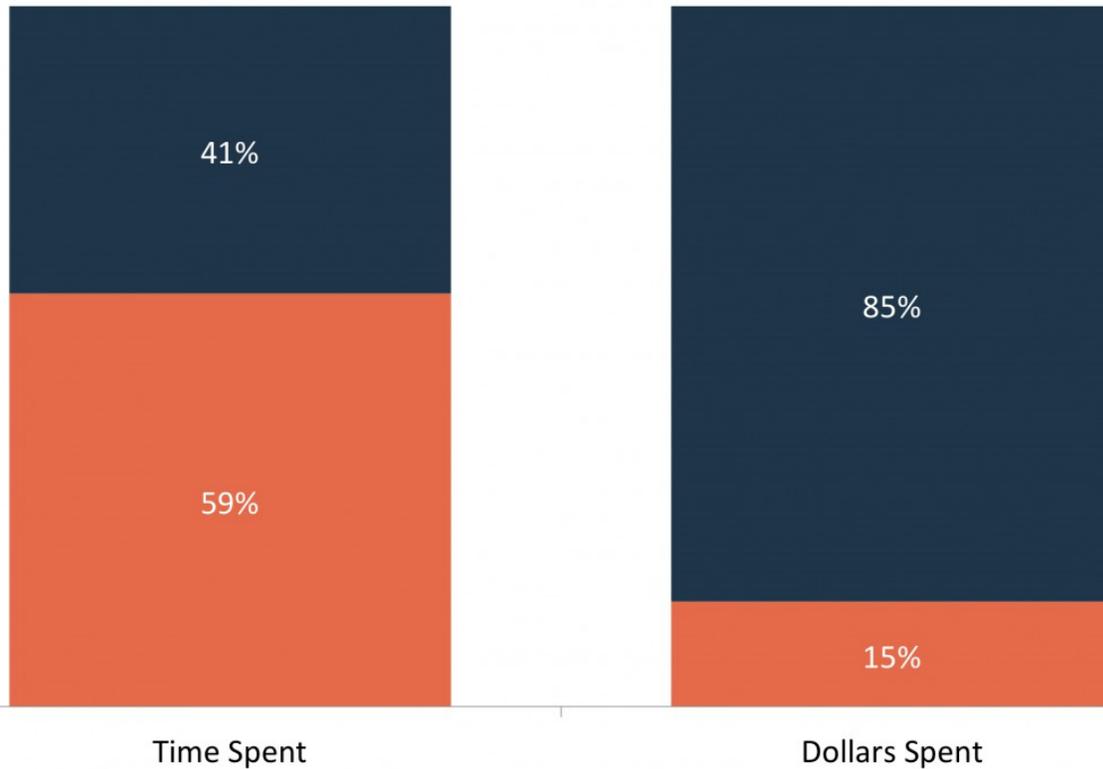
M-commerce obviously is a future of online commerce and has the potential to become a major channel for shopping and to change consumer shopping habits, but several problems with m-commerce slowing down this shift.

Users get so frustrated when trying to shop on their phones that they far more often than not abandon the process. In the second quarter of 2015, U.S. adults spent 59% of their time on mobile and 41% on desktop, but just 15% of their dollars on mobile and a staggering 85% of their dollars on desktop.

Time Spent Vs. Dollars Spent On Retail, By Device

US adults, Q2 2015

■ Mobile ■ Desktop



Source: comScore

BI INTELLIGENCE

Multiple factors contribute to this poor mobile shopping experience. The most prevalent of these is smartphones' small screen size. This makes product details difficult to read and payment information frustrating to enter, especially because many sites are not mobile optimized. This is far and away the main reason that customers give up: completing a purchase on a phone just takes too much work.

Speed is also a problem. Mobile users often shop on the go, which provides convenience but also puts them at the mercy of spotty Wi-Fi and LTE connections.

And finally, one of the most important points is information security and privacy. Users feel less secure when entering their payment information on a phone when compared to a desktop or

laptop. They also not feeling comfortable providing their private information inside an app, with no knowledge on how this information would be used, where it would be stored and what will happen to it when the company site gets hacked or their iPhone is lost.

The situation even worse if user wants to sell their stuff or to open small business online store. Sellers are hit with high fees on every step efficiently burning their profits and making it impossible to offer competitive to “big stores” prices to buyers.

Centralization of eCommerce

Right now, online commerce mostly means using centralized services. Either through a browser or with app users connecting to a server of a company providing online shopping. eBay, Amazon, Craigslist and myriads of other eCommerce products are functioning this way, they are what is called on the “cloud”.

Main purpose of central server is to hold all the data, implement business logic for all offered services and provide HTML and API interfaces so user can interact with it either through browser, or with app or through API from third-party apps, tools and sites.

Centralization seems like a convenient way to setup eCommerce operation and get all the customer data and use it / resell it turning it into a revenue source. However, due to companies abusing these practices customers start to look for alternative solutions. The drill down on the pain points for customer coming from centralized services as follows:

- All these services require personal information and collect all data about users. This data is used both internally and re-sold to other companies. Privacy policies are extremely convoluted and mostly makes user surrender all their private data in order for them to use their buying/selling services
- Centralized services are perfect targets for hackers. Every day several eCommerce sites are getting hacked and data leaked.

- Most eCommerce companies have very restrictive policies and charge high fees for listing and selling goods. This is coming partially from very high running costs, data warehouses, API servers, F5's/gateways with tons of sysadmins and lawyers on a payroll
- Accepted payments methods are very limited and expensive to use, good example is Ebay/Paypal
- Buyers and sellers aren't always free to exchange goods and services with each other, as companies restrict entire categories of trade
- Customer's online store can be shutdown instantly and with no warning. Many sellers on eBay have to maintain multiple accounts at the same time, because they cant risk jeopardizing their business after single fraudulent claim against them from one of their customers

ICO

platform has been already developed for almost a year funded by founders and bootstrapped from existing revenue coming from software development and consulting business. To accelerate development, build the whole community/ecosystem and add required flexibility to our platform architecture through the use of our token therefore achieve massive success by timely releasing full featured product to the market we decided on bringing external investments in form of Ethereum - based token sale.

token is a crucial part of platform and will become increasingly valuable and liquid commodity with platform release and maturation. It will be used internally by the system to enable high-volume no-fees transactional bandwidth and It can be also used by customers to make purchases, promote listings, post advertisements, run powerful seller tools, post in restricted commercial sections (such as for auto dealers, realtors) and much more.

ICO Parameters

ICO Start Date: Saturday, August 12, 2017 6:00 AM UTC

ICO End Date: Saturday, September 9, 2017 6:00 AM UTC

Total number of Tokens issued: **1 000 000 000**

Token Exchange rate: **5 000 = 1 ETH**

Minimum transaction amount: **500 (0.1 ETH)**

Maximum transaction amount: **15 000 000 (3 000 ETH)**

Bonus: **in the first two days the participants will get a 20% tokens bonus**

Bounty: **20 000 000 Tokens (2% of issuance)**

Total Sale goal: **100 000 ETH Minimal Sale goal: 1 ETH**

Token emission and distribution rules:

50% (500 million tokens) will be available to participants;

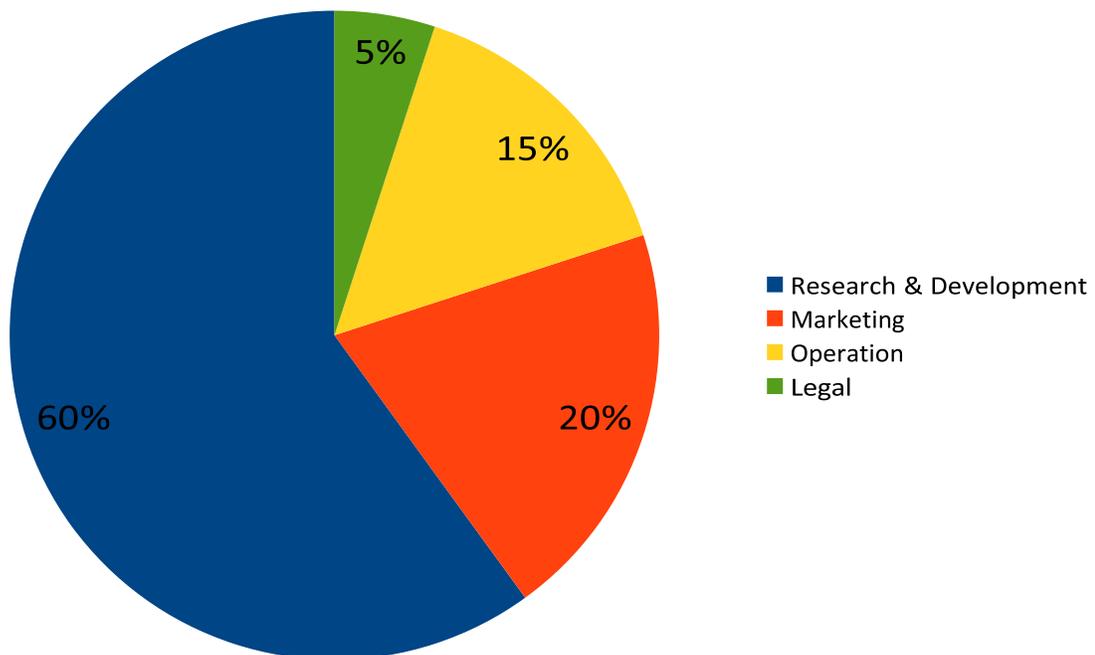
2% (20 million tokens) allocated for bounty

38% (380 million tokens) will remain in the Global Foundation until the official exchange is launched, the tokens will be used to form a stable market and further development over the next five years.

10% (100 million tokens) will be distributed among team members;

All collected funds shall be received and stored on wallets with multi-signatures.

ICO Funds Allocation Structure



Percentage of funds allocation by category

Contribution Considerations

The number of issued tokens is limited by 1 000 000 000. The additional emission of tokens is forbidden. All the unplaced tokens are to be destroyed.

For the first two days contributors will receive additional 20% of tokens as a bonus.

Tokens are issued immediately by smart contract therefore no wait period and no escrow required.

We forecast to dominate 10% of personal eCommerce mobile market (approximately \$1 billion market share). Therefore, the demand for tokens can potentially outpace the value of publicly traded tokens by hundreds times.

Sources of Revenue

General buying and selling activities within ecosystem are free for both buyers and sellers.

Following revenue models are planned to be build into system:

- Craigslist's like model on classifieds. There is a fee for a job posting and apartment listing
- Internal "domain names" or vanity tags can be purchased in auction for a branding purposes
- At a later stage – paid promotion of the listings
- Also at a later stage – build-in advertisements system

Roadmap

Our main product under this ICO is creating of distributed ecosystem comprising of the following:

- iOS and Android Apps. Using native scripting technology applications will share 95% of the same source code
- Integrated crypto Wallets for iOS/Android Apps (ETH, BTC)
- Distributed indexed storage with search. As a library to be build in Apps.
- Desktop in-browser client

Our first MVP planned to be released to public in Q1 2018