Decentralized E-Commerce Network

FOR THE FIRST TIME IN HISTORY EACH INDIVIDUAL WILL HAVE THE BUYING POWER OF MILLIONS IN THE PALM OF THEIR HANDS

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ICO WHITEPAPER
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We are one human generation into the Internet age and e-commerce has really become part and parcel of modern life. This impact has been felt through the unprecedented growth in online shopping and the move away from retail. This transition has been made possible by better technology, more creative distribution methods, scale of operations and a change in shopping habits. As we enter the second generation of the Internet age, this process of disruption will continue. Buying.com is a company that aims to reshape the landscape of e-commerce the same way the last generation of companies did. We believe that there are new business models, new ways of distribution, more effective methods of leveraging purchasing power, and efficiencies in logistics and backoffice operations that can help power the next wave of e-commerce. E-commerce, in its current form, involves many moving parts including storefront creation, backoffice operations, purchasing, fulfillment, distribution and more. This begs the question—is there a more vertically integrated, efficient solution that improves the economics of e-commerce. The answer is a vociferous—YES.

**Our value proposition is:**

- **MicroDistribution:** Microdistribution channels powered by decentralized networks and distributed ledgers.

- **Purchasing Power:** Harness the advantage of wholesale pricing by offering Direct to Consumer pricing by peer to peer networks.

- **Storefront Creation:** Provide a first of its kind e-commerce platform that enables e-tailers to plug seamlessly into the decentralized network.

- **Fragmentation:** Enable smaller retailers who do not have the access to vertically integrated services to pose a serious threat to larger retailers such as Amazon and Walmart by offering fully integrated backoffice operations coupled with our decentralized networks, microdistribution and peer to peer networks.

"Consumers will combine purchasing power and microdistribution to unlock bulk pricing in our first-to-market, blockchain-powered decentralized ecosystem."

**THE NEXT REVOLUTION IN E-COMMERCE**

We are changing the rules of the game. This is the new era of Decentralized E-Commerce.

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EXECUTIVE SUMMARY

Buying.com is a next-generation, decentralized, e-commerce Network that harnesses the power of distributed ledger technology along with innovations in Bulk Pricing, Real-time Logistics, e-commerce and Cryptocurrency.

Top 10 Reasons How Buying.com is changing the face of E-Commerce

1. World’s first vertically integrated e-commerce Platform on Blockchain.
2. Decentralized Distribution to compete with Amazon and Walmart’s reach leveraging existing latent capacity of garage space similar to the Airbnb model.
3. DropShipper.com storefront technology that is superior to $17 Billion Shopify.
4. Direct to Consumer Technology that provides Buyers to group purchases together to meet Minimum Order Quantities to gain economies of scale—with advantages of Costco or Alibaba.
5. Built-in BUY Tokens Cryptocurrency with incentive schemes for Node operators to help scale the network.
6. Delivery Network to match local delivery at the last mile with Uber-like capabilities for anyone to deliver goods.
7. Real-time Logistics Data: Manufacturers, Businesses, and Consumers will have seamless access to real-time shipping data to optimize dropshipping costs provided by a permissionless, public blockchain—more transparent than FedEx.
8. We combine the best of blockchains to offer customers a digital ledger that offers a fraud-proof solution and auto-verifies transactions for a tamper-proof, secure, immutable audit trail.
10. Access to hundreds of brand names for sale through e-commerce storefronts.
In July 1995, Amazon.com opened its doors to the world, offering internet users the ability to buy books in its online store, billed as “Earth’s Biggest Bookstore.” Just four years after its launch, Amazon.com reached $1 billion in sales — an astonishing feat that took Macy’s 134 years to achieve. Today, Amazon is an e-commerce juggernaut with 100 million customers worldwide enrolled in its Amazon Prime program and nearly $178 billion in 2017 net revenues.

Amazon.com’s resounding success has had a material effect on U.S. retail e-commerce sales, which were $453 billion in 2017 up 16% since 2016. The company is currently valued at $830 billion.

The 2018 figure is less than 8% of the total U.S. retail sales, which Statista estimates at $5.2 trillion. Other industry analysts believe that the share of e-commerce sales is much higher. Forrester Research projects that U.S. e-commerce sales will account for 17% of retail sales by 2022, up from 13% in 2017. If current trends persist, the more time that goes by, the more purchases will take place digitally.

Forecasts for global e-commerce sales are significantly higher. eMarketer predicts that e-commerce sales around the globe will reach 4.5 trillion by 2021:

**Retail E-Commerce Sales Worldwide**

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales (Billion)</th>
</tr>
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<tbody>
<tr>
<td>2016</td>
<td>$1.9B</td>
</tr>
<tr>
<td>2017</td>
<td>$2.3B</td>
</tr>
<tr>
<td>2018</td>
<td>$2.8B</td>
</tr>
<tr>
<td>2019</td>
<td>$3.3B</td>
</tr>
<tr>
<td>2020</td>
<td>$3.9B</td>
</tr>
<tr>
<td>2021</td>
<td>$4.5B</td>
</tr>
</tbody>
</table>
Given the acceleration of e-commerce sales in the past few years, it’s not inconceivable that e-commerce sales could reach 20% of total retail sales by the mid-2020s and top 30% by 2030.

B2B E-Commerce Overview

Statista reports that the global B2B e-commerce market was worth $7.7 trillion in 2017, which is a major opportunity for a B2B service in all dimensions. The opportunity to convert more global businesses into new age e-merchants is substantial.

There are some 1.3 million e-commerce companies in the U.S. Worldwide and that figure rises to 2-3 million e-commerce companies, excluding China. The latter figure is roughly equivalent to 1% of D&B’s global commercial database, which contains some 285 million business records worldwide.

Shopify claims that 600,000 companies use its e-commerce platform. Built-With, which offers a development tool that detects the presence of code snippets, reports that 500,000 sites use the Magento e-commerce platform. The next generation of e-commerce tools will help global markets move to the forefront of electronic retailing — enabling consumers to buy anything, anytime, and get it delivered just about anywhere.

While some would say that vision is already possible today, it remains surprisingly difficult to execute on in today’s largely insular world. A 2014 report by the management consulting firm of McKinsey & Company predicts that the global flow of goods, services, and finance will more than double from $26 trillion in 2012 to between $54 trillion and $85 trillion by 2025. McKinsey attributes rising prosperity and greater participation by the emerging world as major growth drivers behind the doubling of global flows — a perfect backdrop for a blockchain-driven e-commerce tools startup.

E-COMMERCE HEATS UP

The e-commerce industry is heating up as sales are expected to grow by at least 21% between 2017 to 2018. Sectors within e-commerce are growing in popularity as well alongside the industry as it scales. Activity in both the e-commerce and related blockchain sectors has intensified in the past few months. E-commerce leaders see blockchain’s distributed ledger and immutable data source as the foundation of a new merchant system and a superior way to grow global e-commerce.
PROBLEM DESCRIPTION

E-Commerce Landscape

The current ecosystem for e-commerce has evolved from the mid-90s during the first wave of Internet technologies, with most major brands and retailers maintaining a web and mobile e-commerce presence. In addition, several dominant players such as Amazon.com, Walmart.com, and others have emerged for mass market retailing of a wide variety of products.

Current State

If one were to deconstruct the e-commerce ecosystem, it would involve several moving parts and dominant players in the segment:

- **Storefronts**— Shopify.com.
- **Payment Processing**— Paypal, Stripe.
- **Shipping and Fulfillment**— FedEx, UPS.
- **Backoffice processing**— Salesforce.com.

As more consumers go online to buy products each day, the demand for e-commerce continues to grow. However, inefficiencies persist in this segment, which includes:

- **Last Mile Distribution**: This is a problem not only for small retailers but big retailers as well. Amazon has recently purchased Toys R’ Us and Whole Foods to some extent to expand their distribution channels. Even then last mile peer to peer microdistribution is not yet a reality.
- **Purchasing Power**: While more consumers go online to purchase goods and services, there is no efficient mechanism to consolidate their purchases to derive wholesale pricing.
- **Fragmentation**: Smaller retailers do not have the access to a vertically integrated service platform to pose a serious threat to larger retailers such as Amazon. This results in them having to use a fragmented set of services as shown above.

THE NUMBERS SAY IT ALL

The B2B e-commerce market is one of the largest markets in the world, estimated at $7.7 trillion in the U.S. in 2017, according to Statista. Much of the market’s growth will come from digital commerce. The researcher reports that B2B e-commerce is triple the size of the consumer e-commerce market, which was $2.3 trillion in 2017 (see chart, page 3).

Despite the tremendous market growth, e-commerce has two major, and closely related challenges — the inability of small retailers and consumers to obtain the lowest possible pricing by purchasing directly from manufacturers, paired with the inability of manufacturers and other wholesalers to efficiently ship product to smaller retailers and consumers.

The U.S. consumer e-commerce is dominated by Amazon.com, which has an estimated 44% of total U.S. e-commerce market. The B2B e-commerce storefront market is served by three major players: Shopify, BigCommerce, and Volusion, with BigCommerce taking up nearly 90% of the entire market space for themselves.
Buying.com is poised to be a major player in the e-commerce space by disrupting the status quo, bringing about efficiencies in the ecosystem benefiting both the supply and demand sides of the equation. Utilizing state of the art distributed ledger technology (blockchain) provides Buying.com new asymmetric advantages that enables it to bring about market efficiencies which were not available in earlier generation platforms.

**Groundbreaking Innovations**

We plan to do this through the following groundbreaking innovations:

- **Microdistribution**: We offer decentralization of e-commerce by turning every garage into a distribution center. In addition to distribution centers run by Buying.com, now anyone can become a node on the Buying.com network by staking tokens and leveraging existing storage in their garage to become a microdistribution center. This solves the last mile logistics issue that has plagued e-commerce for the longest time. It is similar to how Airbnb turns every spare room in a home to a hotel room, or how Uber leverages excess driving capacity to turn every automobile into a taxi.

- **Bulk Pricing**: Enables consumers to receive direct from manufacturer pricing through bulk order quotes unlocked by achieving the Minimum Order Quantity (MOQ).

- **Real-Time Logistics**: Leverages blockchain solutions to deliver real-time logistics data, provides transparent, smart, contract-enforced, audit trails, integrates PROXEUS, & protects users with data encryption such as the SHA-protocol that will keep information secured. Manufacturers, Businesses and Consumers will have seamless access to real-time shipping data to optimize dropshipping costs provided by a permissionless, public blockchain.

- **Cryptocurrency**: Utilizes its own cryptocurrency as a token which is used for transactions on our system.

- **Transparent and Auditable**: We combine the best of blockchains to offer customers a digital ledger that offers a fraud-proof solution and auto-verifies transactions, leaving behind a transparent, immutable audit trail.
The e-commerce space is fragmented, but the industry incumbents are well-heeled and significant. Listed below are the main players that would be operating in various segments that Buying.com will be playing in, several of them will have the potential of vertical integration or technically interlocking capabilities that can benefit by using our platform.

### MAJOR INDUSTRY PLAYERS

<table>
<thead>
<tr>
<th>Company</th>
<th>Description</th>
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<tbody>
<tr>
<td>Amazon.com</td>
<td>Amazon.com, Inc. is an American electronic commerce and cloud computing company based in Seattle, Washington. The tech giant is the largest Internet retailer in the world as measured by revenue and market capitalization, and second largest after Alibaba Group in terms of total sales.</td>
</tr>
<tr>
<td>Walmart.com</td>
<td>Based in San Francisco, California, Walmart’s Global eCommerce division provides online retailing for Walmart, Sam’s Club, Asda, and all other international brands. There are several locations in the United States in California and Oregon: San Bruno, Sunnyvale, Brisbane, and Portland. Locations outside of the United States include Shanghai (China), Leeds (United Kingdom), and Bangalore (India). Marc Lore is the president and CEO.</td>
</tr>
<tr>
<td>Volusion</td>
<td>Volusion is also based in Austin, Texas and claims to have 30,000 merchants. It has $28 billion dollars worth of transactions placed in the company’s history. Volusion pricing starts at $15/mo. for a “Miri” plan, which is limited to 100 products.</td>
</tr>
<tr>
<td>BigCommerce</td>
<td>The Australian-founded BigCommerce, which is now headquartered in Austin, Texas, raised $84 million in April 2018 ahead of U.S. IPO. The company now has more than 55,000 online merchants. A “Standard” online store with unlimited products, file storage, and bandwidth costs $29.95/mo. Although it doesn’t release financial documents, it exceeded the $100 million dollar revenue milestone in mid-2017.</td>
</tr>
<tr>
<td>Shopify</td>
<td>Currently valued at over $15 billion, Ottawa, Canada-based Shopify has over 377,000 users. In Q1 2018, Shopify claims to have 600,000 businesses in approximately 175 countries. Total revenue for the full year 2017 was $673.3 million, a 73% increase over 2016. A “Basic Shopify” store starts at $29/month for unlimited products.</td>
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<tr>
<td>Magento</td>
<td>A recently-acquired $8 billion dollar open-source platform written in PHP, Magento was launched in 2008 with the assistance of volunteers. The company’s recent acquisition by Adobe will result in an intensified pressure on commerce incubators to compete within the space.</td>
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BLUE OCEAN IN E-COMMERCE

There is an open space in the market for an e-commerce ecosystem that has low transaction costs, enhanced shipping models, community-driven, and a fast platform with quick response time.

By capitalizing on barriers that our competitors lack — the speed, the pricing, the quick response time — the Buying.com business model will capitalize on an exploding global e-commerce market by enhancing a preexisting platform with groundbreaking blockchain technology.

Although there is opportunity for direct competition to emerge, Buying.com’s unique combination of proven traction, unique domain name branding, early embrace of blockchain, and group-sourced pricing practices will make the Buying.com business model hard to replicate by competitors.

Clearly, Amazon.com is well-positioned to further invade the blockchain-based, e-commerce industry. Yet, blockchain, as it’s currently defined, cannot scale up to Amazon’s millions-of-transactions-per-hour needs, nor have other e-commerce companies leveraged the technology to its fullest capacity. A scalable blockchain architecture is set to be part of Buying.com’s defensible IP.

Our ecosystem will provide features such as automated verification, shipping cost optimization, security enhancement, smart contracts, and a superior pricing model.

BARRIERS TO ENTRY

While a number of e-commerce companies are capable of fielding an engineering model similar to Buying.com, most existing players are held back by the tyranny of the installed base. For example, while both Amazon.com and eBay are acutely aware that their user interfaces could be improved substantially to raise conversion, their complex system architectures prevent them from making major changes, an issue recently explored by analysts in the San Jose Mercury News.

Shopify

Another major player in the e-commerce space, Shopify, also has several problems with its current model. Several key issues include limitations with the Product and Search Filter, the Point of Sales system, shipping models, discount models, and high transaction costs.

Magento

Magento, a final major competitor, is also limited in the e-commerce space for similar problems as the ones already listed, including expensive licensing fees (up to $18,000 USD), long delays for site load time, and issues with their promotions system. As previously mentioned, Magento began as a community of volunteers who built the platform. Since then, it was acquired twice, the first time by E-Bay, the second time by Adobe. However, since taken on a more corporate journey from it’s beginning, it has a lost the community support it once has. Similarly, Shopify is a commercial product. There isn’t a community backing the project up.
Our blockchain-enhanced, dropshipping ecosystem dually serves as both an
e-commerce incubator as well as a platform that fuses businesses and consumers
purchasing power together to achieve bulk prices. Building on top of our core
preexisting business structure, Buying.com acts as an incubator for e-commerce
stores while addressing a major pain point for e-merchants: sourcing products at
the best prices. E-commerce retailers and retail customers alike want access to
products directly from the source: manufacturers, wholesalers or liquidators. We
deliver source-point pricing; we provide the platform for direct interaction between
these parties.

Manufacturers, however, prefer to deal in large order sizes, shutting off supply to
all but the largest merchants. With hundreds of suppliers already in place and a
rapidly growing catalog of over 2 million wholesale products, Buying.com presents
an unbeatable value proposition to disrupt the $9 trillion B2B e-commerce market
place, while latching onto the B2C space as well.

Buying.com’s current product consists of a B2B e-commerce platform that
moves products directly from manufacturing to retail without going through the
usual distribution channels. The company recently launched a beta version of its
e-commerce site, based on a technology platform developed over a two-year
period.

- **Low start-up cost** - E-merchants can start selling without much upfront
  investment because merchants do not have to purchase their inventory at
  wholesale levels, or cover the cost of manufacturing their own products.

- **New market expansion** - Sometimes obtaining products across international
  borders can be costly and challenging, but merchants who partner with
  strategically located suppliers can often access the same or similar product
  offerings shipped quickly. This allows merchants to test the market and
  validate if a given product is worth importing.

---

**VALUE PROPOSITION**

There are 4 distinct prongs in the Buying.com business model. These are:

- **The Core E-Commerce Model**
- **The Microdistribution Model**
- **Direct to Consumer Pricing**
- **SnapForce Backoffice Operations**

We describe all of these distinct elements in detail as each contributes a significant
dimension to the Buying.com value proposition.

**Buying.com Core E-Commerce Model**

Our blockchain-enhanced, dropshipping ecosystem dually serves as both an
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e-commerce site, based on a technology platform developed over a two-year
period.

- **Operating version of B2B**
  e-commerce storefront builder
  with more than 200 established
  wholesalers and manufacturers
- **Significant traction**: 2 million
  products currently offered
- **Operate premier domain names**
  for drop-shipping e-commerce
  sector
- **Initial membership response to**
  DropShipper.com growing at
  600% M-o-M
- **Excellent anticipation of**
  direct-to-consumer deals from
  manufacturers with our DPA B2B
  and B2C platform.
- **MVP for iOS and Android mobile**
  app is READY
- **Infrastructure makes**
  direct-from-manufacturer global
  product deals possible for all
  sizes e-commerce sellers and
  consumers.
The Buying.com model offers retailers several advantages:

- **Cash Flow increase** - Since e-merchants do not have to stock inventory, no payment is due until products are sold.

- **Scalability** - Products can be consumer tested, or new ones added quickly, without the burden of having to order in bulk, while avoiding slow-moving inventory, which ties up valuable time and capital. In a retail industry survey by supply-chain software vendor SPS Commerce, 40% of respondents said they expect more drop-ship vendors in 2017.

- **Lifetime customer value** - Buying.com gives manufacturers the ability to consistently expand product selection, keep existing customers engaged, and invite customers to return to explore new merchandise.

- **Cost reduction** - Each time a product moves through the supply chain, there are associated costs. Ocean freight services, port operations, LTL and FTL services, and warehouse employees all get added to the cost of goods sold. Some product offerings would deliver a higher profit margin, if they were dropshipped.

- **Virtually unlimited inventory** - One key reason for the existence of the dropshipping industry is to help retailers and suppliers combat inventory inefficiency: the $800 billion challenge of overstock clearances juxtaposed with out-of-stock shelves. By tapping into the supply chain further up the line, e-merchants can theoretically gain access to virtually limitless inventory.

### Microdistribution through Decentralized Networks

We have first mover advantage in that through technological innovation, we have decentralized our platform. Unlike the competition which have centralized systems that require heavy investments in their distribution network (as witnessed by Amazon’s acquisitions of Whole Foods, and Toys R’ Us, and the setting up of a second HQ operation), we have a decentralized distribution network. Similar to Airbnb, Uber and Lyft, we are a two-sided platform that links buyers to sellers. In this equation, what has been traditionally most difficult has been the process of getting the product to the buyers. In our model, where we would still operate and have various distribution centers, the power of our model is we can **"turn every garage into a distribution center."** This is a game changer.
The Buying.com microdistribution offers retailers several advantages:

- **Asset-Light**: Individuals, small businesses and enterprises can now become distribution centers in our model. That requires them to become stakeholders (See section on “Staking Tokens”). This makes our business model, asset-light without heavy investments in infrastructure while enjoying all the advantages of global distribution.

- **Leverages latent unused, latent capacity**: Similar to Uber and Airbnb, our model leverages latent-free capacity in the form of storage space in garages.

- **Delivery Network**: Storage of products is one half of logistics. The other half is delivery. In our model, similar to Amazon Fresh, we plan to leverage drivers to join our network to deliver items. The garage operators can also play a dual role in the delivery aspect if they choose to do so. The Delivery role also requires Staking.

- **Peer to Peer, Last Mile Delivery**: With microdistribution into every neighborhood, we now unlock the solution to one of the most expensive and difficult problems facing e-commerce: Inexpensive last mile delivery. Amazon due to scale, gives away free shipping by mandating an annual signup fee to Amazon Prime to underwrite the program. This is similar to Costco’s annual subscription fee. We don’t need to resort to such fees because we have the last mile covered at a more granular and inexpensive level.

- **Faster build-out of global distribution network**: Unlike the build out of expensive owned and operated distribution centers which not only costs money but also takes time, since we are leveraging latent supply of unused space, our time to market is much quicker.
Why is Microdistribution a Game Changer?

The key benefits of microdistribution include:

- **Hyperlocality**: Unlike traditional distribution, it is hyperlocal and that increases the density of the nodes. As node density grows, then the last-mile distance shortens. However, unlike traditional e-Commerce where there is a cost to setup a distribution center, here anyone can easily become a distribution center by staking nodes.

**Last Mile Delivery**: Due to the density of the network, the last mile distance from the distribution center to the consumer is shorter.

- Reduces Distance
- Reduction in Traffic
- Reduction in fuel costs
- Improves predictability in delivery times
Many of us have experienced the benefits of group buying and wholesale pricing from Sam’s Club, Costco or even Alibaba. After years of development, Buying.com has created a powerful e-commerce app — called DPA or Direct Product App. This is the heart of our Tipping Point Technology. It allows any deal placed through the company’s platform to meet what is called the Minimum Order Quantity, the amount necessary to obtain the best possible pricing direct from manufacturers, wholesalers, or exclusive distributors.

The company has developed a working MVP that will allow e-commerce businesses to work together to achieve the MOQ and unlock bulk pricing that would not otherwise be available. If the B2B businesses do not meet the MOQ, then Consumers will be able to use the DPA App to access the best pricing, helping businesses meet their minimum order. This will not take away from businesses but rather enhance them by further enabling activation of the best prices for everyone. The app will be available on both Android and iOS mobile platforms.

**Benefits for E-Commerce Stores**

DPA will level the playing field for e-commerce stores, putting them on equal footing with large retailers.

- Consumers to benefit from lower bulk pricing by harnessing the combined purchasing power of millions.
- Manufacturers will now deal directly with consumers without limiting their market reach due to minimum order quantity requirements. DPA showcase technology lets them offer special product deals or liquidate overruns without being subject to the whim of volume or channel buyers because they can reach out directly to consumers.
- Our DPA app’s mobile B2B and B2C platform lets e-commerce sellers and individuals purchase products directly from manufacturers using a simple iOS or Android mobile app. For the first time, small sellers and individuals will be able to buy at prices that before were only available to big-box retailers.
- The DPA harnesses the buying power of the masses to offer direct product pricing on millions of items worldwide. Manufacturers will have access to a platform that connects them directly to end-users while still meeting their required MOQ.

**Benefits for Retail Market**

The DPA platform addresses two basic retail market challenges:

- Customers would like to buy products at wholesale prices but can’t fulfill the minimum order quantity.
- Wholesalers want to increase sales by reaching retail customers, but that would require additional processes, logistics, etc., and result in higher costs.
Benefits for Retail Market

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- Wholesalers want to increase sales by reaching retail customers but that would require additional processes, logistics, etc., and result in higher costs.

Apps and Interfaces

We have a working MVP (Minimal Viable Product) for our Buying.com apps and interfaces, including but not limited to an Android app and iOS app for the Buying.com platform for consumers, suppliers, and e-commerce stores to all utilize alike.

This section will be updated very soon with the full features and options available and link to our prototype.
Snapforce, a Buying.com service, is a SaaS company in Mahwah, NJ. In 2013, they launched their initial CRM product. The company has continued to grow, and the product is now recognized as a leading Customer Relationship Management (CRM) and Cloud Phone System software.

What is CRM?
Customer relationship management (CRM) is a software program businesses use to manage their company data, relationships, and all customer communication. A business uses CRM to help it stay connected with its clients, organize data, improve processes, and increase overall productivity. According to Gartner, 91% of companies that employ more than 11 employees are using CRM software.

How does Snapforce fit in with Buying.com?
When using dropshipper.com, our customers needed a way to manage the increase in orders, inventory, sales inquiries, etc. Snapforce and Dropshipper are fully integrated, giving the Dropshipper customer an easy way to streamline their e-commerce operations, communicate with their clients, and manage their store’s inventory.

The growing CRM provider has been following a strategy to have all channels of communication natively integrated: Telephony, Email, Fax, and SMS. Releasing their flagship Telephony product in 2015, at the time being the only CRM with a built-in phone system, then in 2017 with the release of Snapforce Mail, brings them well on their way of achieving that goal.

Snapforce is in a unique position to garner all layers of customer communication, something Salesforce.com has been trying to do with AI. However, it can be accomplished much faster using Snapforce.

When registering for Dropshipper.com, new businesses are able to take advantage of the Snapforce CRM services. For a new business just getting started, this can be very rewarding, as Snapforce provides all of the tools a new business needs for their backoffice operation, e.g., CRM, Phone Service, Business Phone System, Company Voicemail, E-Fax, an integrated Email Client, and more.

Snapforce Backoffice Operations
Snapforce has a broad range of backoffice features, ranging from Sales Automation, Marketing Automation, Customer Service, Billing and Payments, Reporting and Analytics, Call Center, and much more. Some of the more advanced features that you will not see at other CRM’s can be seen in the timeline below:

Snapforce Telephony
Released 2015
Proprietary Cloud Phone System, is a virtual PBX that comes packaged with the software right out of the box. Customers can eliminate their monthly phone bill when utilizing this feature. Additional benefits include all phone calls, voicemails, and call recordings that log automatically to the customer record, eliminating the need for users to manually log phone calls into the CRM.

Snapforce Fax
Released 2016
Telephony module upgraded to include E-fax.

Snapforce SMS
Released 2016
Telephony module upgraded to include SMS services. All text messages sent back and forth log automatically to the client’s record.

Snapforce Mail
Released 2017
Proprietary outlook style web mail client includes two-way mail synchronization for all client email. Users/employees can check their email without leaving the system, and all emails are synced with the client record automatically.
DropShipper.com and Buying.com have an operating partnership agreement. DropShipper.com (DS) is a premier, all-in-one drop ship solution that helps entrepreneurs grow their companies by selling merchandise online. DropShipper.com was launched in early 2018 and is a profitable enterprise.

Drop shipping is disrupting the $450 billion U.S. e-commerce industry by streamlining order fulfillment. DS eliminates a seller’s need to store inventory, manage warehouses, deal with manufacturers, or invest in back-end functions.

Through DS, online retailers promote a product catalog of over 2 million items, including many of the world’s top brands. DropShipper.com also launches many of our sellers’ e-commerce sites, and our extensive catalog is cross-sold through these partner platforms. DS’s one-stop solution unleashes online retailers’ potential by having them focus on getting customers.

_Sell it online, then leave the rest to us._

DropShipper.com gives e-commerce businesses access to:

- Automated product importer/website uploader and pricing management
- Integration with e-commerce platforms such as eBay, Amazon, Shopify and more
- Website/logo hosting and design, as well as, comprehensive backoffice support
- Guaranteed stock availability
- Buy in bulk (with other sellers) to achieve a manufacturer's minimum order quantity (MOQ) and obtain wholesaler discounts
- Order and payment processing, as well as, handling of product returns/refunds
- Product shipment within 1 to 3 days
- 24/7 customer support

**BENEFITS TO BUYING.COM**

- Buying.com grants access to 2 million products with access to bulk deals and pricing.
- Thousands of e-commerce sellers will plug into the Buying.com platform to benefit by leveraging cooperative buying to gain excellent pricing.
- Buying.com enhances Dropshipper.com’s affiliate reach with an agreement to extend the DTC deals through the Buying.com network.
- Buying.com boosts its own affiliate reach with an agreement to extend DTC deals through DropShipper.com’s e-commerce stores.
- Same founder and management with years of e-commerce experience.
- We eliminate a seller’s need to store inventory, manage warehouses, deal with manufacturers, or invest in back-end functions.
- Buying.com benefits in scaling by leveraging DropShipper.com already functional fast growing e-commerce storefront business platform network.
- DropShipper.com’s micro distribution model will maximize scalability for the Buying.com platform.
DropShipper.com Model

Our business is rooted in a timeless philosophy: Businesses should leverage core strengths to gain a competitive edge. DropShipper.com helps entrepreneurs stay agile in a fast-moving environment, so you can seize opportunities and scale without limit.

At the current growth rate, DropShipper will be adding 1,500 to 3,000 e-commerce stores a month, all of which will be integrated into the Buying.com platform. To elucidate, this is not a Dropshipper.com ICO; it is the Buying.com ICO. Buying.com grants entrepreneurs instant access to Dropshipper.com’s 2 million products with thousands of top brands and manufacturers.

The e-commerce benefits gained from having an in-house platform like Dropshipper.com can maximize the scalability and growth of Buying.com's larger deal platform and micro distribution model. As a result, more of an entrepreneur's time can be focused internally. Dropshipper.com and Buying.com have the same founder and management. Through an established agreement, Buying.com's larger MOQ deals will be available to all DropShipper.com e-commerce sites.

BUY tokens will be fully integrated into the platform. This will extend our affiliate-selling network and increase the value and adoption of our BUY tokens.

- DropShippers has taken years to develop our platform and recently launched the beta version in Q1 2018.

We launch e-commerce sites for online sellers that are looking to build online businesses. They benefit from needing zero inventory since Dropshipper.com has pre-established product feeds from hundreds of suppliers. When one of our clients sell an item, the order goes through our system and we then take care of the handling, processing, and shipping of the sold product. Dropshipping is the end-consumer customer of our clients. This is the foundation from which we were able to conceptualize and launch our DTC Buying.com platform.

Moving forward, Buying.com will benefit from our clients, by allowing them to sell deals on our platform. Also, we offer special deals to e-commerce sellers exclusively. By being a member, entrepreneurs can resell on their e-commerce sites and obtain the best possible pricing. Our existing e-commerce sites will also serve as affiliate sellers of Buying.com. By pushing our product platform through their e-commerce sites, any sales or signups for Buying.com will result in fees being paid to the participating sites. We project after scaling up, to add 1,500 to 3,000 e-commerce stores monthly, every participant in the Buying.com network of product deals will be made available.

DropShipper is well-positioned to directly compete and take market share from companies like: 17-billion-dollar-giant Shopify that has over 300,000 e-commerce sites and 36 billion in product sales, BigCommerce’s 600,000 e-commerce sites, and Volusion’s 120,000 e-commerce sites. DropShipper.com will have a strong advantage by having our products already fed to our e-commerce sites and the enormous pricing advantage of the Buying.com direct-to-consumer platform.

- Snapforce.com was acquired as a standalone competitor in the salesforce marketplace. The platform already has hundreds of businesses using the platform. It’s operating at a profitable level; however, we chose to acquire it as a complete backend business operating system for our commercial e-commerce sites launched on Dropshipper.com.

The platform features sales tracking, invoices, Retail Merchandise, Audit System (RMA), and returns. The entire e-commerce site can operate from an iPhone. This makes our affiliate e-commerce sites stronger and more streamlined to extend our product deals received from the Buying.com platform.
CASE STUDIES

In this section, we illustrate how the Buying.com system will work for creating MOQ orders, and how the process works “under the hood” in terms of fulfillment and delivery.

Case Study #1

Sanyo places a special deal for 55-inch televisions via our DPA app with a minimum order quantity of 100 units. The DPA app launches the deal in three countries: the U.S., Canada, and Mexico. Few small retailers are capable of buying 100 of these televisions, but Buying.com’s DPA app lets these parties place orders using our universal BUY token. Once the minimum order level is reached, the Buying.com platform springs into action.

1. **Sanyo offers a deal for 55-inch displays via DPA app.**

2. **Retailers place bulk orders using BUY token.** Then consumers place orders to help tip the price scale.

3. **DPA transfers BUY tokens and converts them into required fiat currency to pay Sanyo.**

4. **Sanyo then ships the displays to one of our designated warehouses.**

5. **The displays are dropshipped to individual buyers.**

Case Study #2

Ralph Lauren offers a sale on denim jeans through our platform. An Online clothing boutique only needs about half of the quantity the distributor requires to unlock bulk prices via the MOQ. Once the order for half of the limit is complete, a smart contract is triggered which alerts other stores of the deal. Several days go by and then the order goes unmet by the group of e-commerce stores, so our Tipping Point Technology will open the deal for ordinary consumers.

Case Study #3

The tech giant HP is about to launch the next generation model of a new desktop. The new launch will de-value the prior generation’s model. As a way to liquidate some of these items before the price goes down upon the product launch, HP contacts a distributor who will then contact Buying.com to host a large-scale promotion on the item through our DPA App.
PRODUCT AND TECHNOLOGY

In this section, we describe the main concepts behind the Product and Technology.

Actors & Objects

In any system, there are various actors and roles that the system is meant for. In that vein, we will describe the major actors in the Buying.com system. We also describe objects in the system and these refers to major constructs that underpin the system:

- **Retailer**: This is the entity that wishes to setup a storefront and conduct business online using the tools and services offered by Buying.com.

- **Product**: These are goods and services that are sold by a retailer and produced by a manufacturer.

- **Storefront**: These are the storefronts through which a Retailer conducts business. Each retailer can have more than one storefront. Each Storefront will have a Catalog consisting of one or more Products.

- **Catalog**: Every store has a Product catalog which is made up of multiple products and services.

- **Manufacturer**: These refer to producers of goods and services which are listed in the Buying.com catalogs. Retailers can select Products from various Manufacturers to place in their Catalog.

- **Consumer**: A consumer is a user of the Buying.com system who purchases goods and services by placing Orders online.

- **Order**: An order is a list of products and services purchased by a Consumer. Each item in an order may be produced by various Manufacturers.

- **Minimum Order Quantity (MOQ)**: Manufacturers of goods often require a minimum size of orders to be placed. This is due to the fact that operating a manufacturing cycle costs a lot and a manufacturer can only recover such costs by operating at scale.

- **Drop Shipment**: This is a shipment from a manufacturer to a consumer bypassing an intermediary storage point (i.e., wholesaler, distributor, retailer).

- **Distribution Center**: A distribution center is a warehouse to store products prior to delivery.

- **MOQ Group**: This refers to a group of consumers who each have a need for a product from a manufacturer, but each one by themselves does not represent a demand quotient large enough to meet the MOQ of the Manufacturer. In this case, they form an MOQ Group to create a collective order large enough to meet the MOQ of the Manufacturer and to benefit from the economies of scale.

- **Microdistributor**: This is an entity that wishes to participate in the Buying.com network as a distribution center. This distributor acts as a node on the network thereby providing scalability for the network while acting as a distribution center to create a density of distribution centers in the system.

- **Microdelivery**: This is an entity that wishes to participate in the Buying.com network as a delivery partner. This delivery partner acts as a light node on the network thereby providing scalability for the network while acting as a delivery partner to improve last-mile delivery in the network.
Decentralization

The predominant architecture currently employed by most systems across multiple industry domains is Client-Server technology (see Centralized systems in the diagram below). This is being disrupted and replaced rapidly by decentralized computing wherein ecosystems of organizations and individuals participate and share data. The silos of data are a thing of the past in decentralized computing, and this is made possible through the use of Distributed Ledgers (see Decentralized systems in the diagram below).

Distributed Ledger Technology

Distributed Ledgers can be developed using a number of different technologies including blockchain (e.g., Ethereum Hyperledger) and direct acyclic graphs (e.g., IPFS, IOTA) and there can be both permissioned and public distributed ledgers. Layered on top of distributed ledgers, depending on the application at hand, is the concept of cryptocurrency. This is particularly applicable in public distributed ledgers such as Ethereum, Bitcoin, IOTA, and others.

Another useful concept in decentralized computing is that of smart contracts. A smart contract can be thought of as code that acts upon data stored in a distributed ledger, very similar to how stored procedures and triggers in traditional database technology operate on data stored in tables. So, taken in aggregate, a decentralized network could be thought of as a combination of network, logic, and data.

Source: Paul Baran, “On Distributed Communications Networks” originally published in 1964:

KEY CONCEPTS

**A distributed ledger** is a database that is consensually shared and synchronized across a network spread across multiple sites, institutions or geographies. It allows transactions to have public “witnesses,” thereby making a cyber attack more difficult.

**A cryptocurrency** is a digital or virtual currency that uses cryptography for security. A cryptocurrency is difficult to counterfeit because of this security feature. A defining feature of a cryptocurrency, and arguably its most endearing allure, is its organic nature; it is not issued by any central authority, rendering it theoretically immune to government interference, or manipulation.

**A smart contract** is a computer protocol intended to facilitate, validate, or enforce the negotiation or performance of a contract.
Technology Stack

In this section, we describe the elements of the Technology Stack and why each of these components were chosen.

Prime Protocol

At the heart of the Buying.com system is the Prime Protocol. The Prime Protocol is designed to become the de facto standard for e-Commerce transactions on the second generation of the Internet powered by Distributed Ledger technology. The Prime Protocol tackles head-on a number of key problems that currently plague the e-commerce ecosystem as well as some forward-thinking technologies that facilitate future forms of e-commerce.

Some of the features of the Prime Protocol include:

- Chargebacks\(^5\) have become the bane of many legitimate merchants and unscrupulous consumers.
- Escrow is a good way of protecting consumers from unscrupulous vendors, but often not used in e-commerce because of how cumbersome the process is. It is in the best interest of the consumer, but most do not have the wherewithal to insist on using escrow for purchases.
- Ricardian contracts embedded in our protocol ensure that transactions between parties also embody legal terms and conditions which is customary in transactions, e.g., various states in the USA have “lemon” laws to protect consumers.
- Proof of Delivery—a method for verifying goods have been delivered to a customer. Methods of verification may include: Customer signature, Photographic, and GPS evidence of delivery and more.

BUYING.COM’S PRIME PROTOCOL AND PLATFORM

- Consensus Algorithm: Federated Byzantine Agreement or Custom-Built (Proof of Delivery, etc.)
- Fork of successful Distributed Ledgers, e.g., EOS, Stellar, Ethereum, etc.
- A protocol that:
  - Facilitates transactions between suppliers and consumers
  - Dynamically locates inventory of product within hyperlocal distribution centers (garages, retailers, wholesalers) and leverages localized transportation to help deliver product to consumer
  - Ultimate goal when fully operational with a critical mass of nodes is 2-hour delivery for most commonly used FMCG (fast moving consumer goods)
- Nodes:
  - Nodes will be invited to join. Nodes could be:
    - Hyperlocal microdistributors
    - Delivery partners
    - Manufacturers
    - and more
  - Nodes will stake tokens
  - Governance policy can vote out bad actors
  - Nodes can earn a percentage of fees on confirmations they participate in
- Benefits to network participants:
  - Token-based purchases
  - Group Purchasing
  - Microdistribution
  - Drop shipment
  - Built-in Escrow option
  - Avoidance of Chargebacks (merchants) while honoring refunds (consumers)
  - Reduced merchant fees for retailers
<table>
<thead>
<tr>
<th>Problem</th>
<th>Solution</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Consumers and businesses want to receive discounts on large-purchase pricing. However, fulfillment for the number of MOQ purchases is more expensive than most individual consumers can afford.</td>
<td><strong>WeBuy</strong>: We leverage the purchasing power of millions of consumers and small businesses. Our Prime Protocol feature, WeBuy, will hit MOQ levels of retailers, manufacturers, wholesalers, or liquidators to offer the best possible pricing on products. Each individual will receive the best pricing by combining their purchasing power with other people interested in buying the same products.</td>
</tr>
<tr>
<td>2. Chargebacks is a multi-billion-dollar same-year commerce problem costing retailers billion.</td>
<td>In using Buying.com’s Prime-Protect Protocol, transactions will escrow payments until customers receive goods and are satisfied once the purchase is cleared. Funds release cleanly without any chargebacks to retailers.</td>
</tr>
<tr>
<td>3. Centralized warehousing limits the flow of products, increases the costs involved with shipping product, and increases the price to end consumers.</td>
<td><strong>iSTORE</strong>: by leveraging latent space in warehouses, garages, and storefronts, individuals can become a part of buying.com’s decentralized distribution network. Much like Airbnb turned houses and spare rooms into hotels, we plan on turning latent spaces into hyperlocal distribution points. The individuals that leverage their space will earn revenue by becoming a distribution node. This model can help smaller manufacturers or products without mass distribution scale more efficiently. If they chose to list their inventory on buying.com, they will join a preexisting network of national products and have access to a hyper-local distribution point within neighborhoods.</td>
</tr>
<tr>
<td>4. Hyperlocal last mile delivery to consumers (how is this a problem. I’m not disagreeing, expand your rationale).</td>
<td>Much like Uber transformed ride sharing, our network of driver and distributors form our hyper-local distribution points. These distribution points help our ecosystem serve end consumers in the last-mile execution. We will do it faster and cheaper.</td>
</tr>
<tr>
<td>5. Retailers and e-commerce entrepreneurs are at a deficit of data, logistics, reach, and infrastructure to compete with many of today’s big e-commerce players. They are unable to keep up with the industry growth, and many sellers face mounting problems in trying to maintain or scale.</td>
<td>Buying.com’s Genesis Protocol will allow all retailers, e-commerce players, distributors, wholesalers, or peer-to-peer networks to upload their inventory. The asking price, condition, and description of every item in Genesis will be known. This information will be geo-fenced so that it is unique to each user’s location.</td>
</tr>
<tr>
<td>6. E-commerce delivery and speed.</td>
<td><strong>E-commerce on Demand</strong>: combining Genesis and our own IDeliver infrastructure, many of today’s FMCG (fast moving consumer goods) will be ordered off the Buying.com app and delivered to a consumer’s door within 2hrs. This fast-moving delivery system will empower all e-commerce and retail players to not only compete but, in many cases, exceed other giants in the industry that have distinct advantages. Our advantages will be disruptive and transformative in the e-commerce sector. • Avoid Chargebacks (merchants) while honoring refunds (consumers) • Reduce merchant fees for retailers</td>
</tr>
</tbody>
</table>

### The Web

<table>
<thead>
<tr>
<th>Application Layer</th>
<th>E.G. Facebook, Netflix</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protocol Layer</td>
<td>E.G. HTTP, TCP/IP</td>
</tr>
</tbody>
</table>

### BlockChain

<table>
<thead>
<tr>
<th>Application Layer</th>
<th>E.G. Retailer Site</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protocol Layer</td>
<td>Buying.com Prime Protocol</td>
</tr>
</tbody>
</table>
Node-Staking Model

As alluded to in prior sections, we get the density of hyperlocal microdistribution by enabling distribution center and delivery operators to stake tokens. These staked tokens are held in escrow. They also serve as a deterrent against fraud or theft by these operators.
Third Party Wallets

Disclaimer: the options mentioned below are 3rd party solutions and to be used at one’s own risk. We will develop wallet technologies compatible with the blockchain technology we work from. Mentioned below are some common third party wallets.

- **imToken** - iOS and Android wallet which supports ST20 tokens as auto-recognized.
  
  https://token.im

- **Jaxx** - Wallet used for several cryptocurrencies.
  
  https://jaxx.io

- **Geth**: Geth is a command line interface to interact with the Ethereum network. It supports ST20 tokens.
  
  https://github.com/ethereum/go-ethereum/wiki/geth

- **Scopuly**: Wallet for Stellar based tokens.
  
  https://scopuly.com

**IPFS**

InterPlanetary File System (IPFS) is a peer-to-peer network connecting remote servers in a single global decentralized storage platform. IPFS is used when a significant amount of storage capacity is required in a decentralized manner.

Source: Karl.tech
Microdistributor Signup

Steps:

1. Prospective Microdistributor visits Buying.com and submits forms to signup to be a Microdistribution Center. The customer will pay the application fee in tokens which would be purchased on an exchange.

2. Documents submitted are stored in IPFS for record keeping.

3. Forms and data submitted for Compliance testing.

4. Third-party vendor, e.g., Identity Mind is used for AML/KYC and background checks.

5. Keep iterating steps 3, 4 until all compliance tests are passed. Microdistributor may need to provide further documentation as needed during this process.

6. Once Compliance tests are passed, the Microdistributor is accepted into the Buying.com network.

7. The Microdistributor next purchases tokens from the exchange and stakes them with the Buying.com Network which stores it in Escrow. The Microdistributor is now allowed to carry goods up to the value of the tokens staked. In essence, the staked tokens act as collateral in the event of loss of goods/fraud/theft on the part of the Microdistributor.
Group Purchasing for MOQ

Steps:

1. Prospective Consumer joins Buying.com and downloads app.
2. Consumers shop on eTailer storefronts on Buying.com network.
3. Consumer places items in the shopping cart.
4. System broadcasts items needing MOQ fulfillment to the Buying.com network.
5. Interested consumers also express interest in the MOQ products.
6. Order placed with Manufacturer when MOQ is met.
7. Manufacturer dropships items to Microdistribution centers.
8. Delivery operators pick items from Microdistribution centers to drop off at consumer locations.
FINANCIAL PROJECTIONS

Current Traction

- Operating version of B2B e-commerce storefront builder with more than 200 established wholesalers and manufacturers.
- Significant traction: 2 million products currently ordered.
- Operate premier domain names for drop-shipping e-commerce sector.
- Initial membership response to DropShipper.com growing at 600% M-o-M.
- Excellent anticipation of direct-to-consumer deals from manufacturers with our DPA B2B and B2C platform.
- MVP for iOS and Android mobile app is READY
- Infrastructure makes direct-from-manufacturer global product deals possible for all sizes of e-commerce sellers and consumers.

Phase 2 Projections

As we enter Phase 2 of our business model, these projections are built off of a preexisting core foundation of over 2 million products with hundreds of trusted brands represented within our ecosystem. Building from this foundation, we will compete head-to-head against some of the leaders in the rapidly growing e-commerce space, Magento and Shopify being the biggest two.

Over the next two pages, you will see our Revenue Projection Model which projects our financial pathway for the next 5 years until 2023. Again, this is based off of our existing platform that is ready to go on IOS and Android.

Buying.com Revenue Projection Model

We begin our Revenue Projection Model with a brief overview of Shopify’s previous 5-year performance.

<table>
<thead>
<tr>
<th>SHOPIFY</th>
<th>METRICS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2012</td>
</tr>
<tr>
<td>Shopify Revenues</td>
<td>$23,700,000</td>
</tr>
<tr>
<td>Growth Rate Y-o-Y (Gross Merchandise Volume)</td>
<td>112%</td>
</tr>
<tr>
<td>Growth Rate Y-o-Y</td>
<td>$1,683,505,186</td>
</tr>
<tr>
<td>MRR (Monthly Recurring Revenue)</td>
<td>$1,100,000</td>
</tr>
<tr>
<td>Total Headcount</td>
<td>3,120</td>
</tr>
</tbody>
</table>

Subscription Solutions business operates on a software-as-a-service (SaaS) business model. It has a 79% gross margin.

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shopify Subscribers</td>
<td>81,939</td>
<td>96,469</td>
<td>162,261</td>
<td>377,500</td>
<td>600,000</td>
<td>600,000</td>
</tr>
<tr>
<td>Growth Rate Y-o-Y</td>
<td>18%</td>
<td>68%</td>
<td>133%</td>
<td>59%</td>
<td></td>
<td></td>
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<tr>
<td>ARPU</td>
<td>$614</td>
<td>$1,088</td>
<td>$1,265</td>
<td>$1,077</td>
<td>$1,243</td>
<td></td>
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</tbody>
</table>

Subscriptions Solutions Revenues

| Subscriptions % of Revenues                   | 55%       | 48%       | 46%       |

Merchant Solutions business consists of services related to payments processing (Shopify Payments) and shipping logistics (Shopify Shipping) that merchants pay for based on sales volume.

| Merchant Solutions Revenues                   | $93,300,000 | $200,700,000 | $363,300,000 |
| Merchant Solutions % of Revenues              | 45%         | 52%         | 54%         |
## DropShippers.com Revenue Projection

### 2018 2019 2020 2021 2022 2023

<table>
<thead>
<tr>
<th>Metric</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
<th>2023</th>
</tr>
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<tbody>
<tr>
<td>Total subscribers</td>
<td>3,120</td>
<td>7,800</td>
<td>39,000</td>
<td>113,100</td>
<td>227,331</td>
<td>350,090</td>
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<tr>
<td>Growth rate</td>
<td>250%</td>
<td>500%</td>
<td>290.0%</td>
<td>201%</td>
<td>154%</td>
<td></td>
</tr>
<tr>
<td>Subscription Composition %</td>
<td>85%</td>
<td>79%</td>
<td>71%</td>
<td>64%</td>
<td>58%</td>
<td>55%</td>
</tr>
<tr>
<td>Basic</td>
<td>14%</td>
<td>17%</td>
<td>20%</td>
<td>25%</td>
<td>29%</td>
<td>31%</td>
</tr>
<tr>
<td>Pro</td>
<td>1%</td>
<td>4%</td>
<td>9%</td>
<td>11%</td>
<td>13%</td>
<td>14%</td>
</tr>
<tr>
<td>Checksum Pro</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>Monthly Subscription Fees</td>
<td>$29</td>
<td>$29</td>
<td>$29</td>
<td>$29</td>
<td>$29</td>
<td>$29</td>
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<tr>
<td>Basic</td>
<td>$76,908</td>
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<tr>
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<td>$616,200</td>
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<tr>
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<td>Monthly Subscription Revenues</td>
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<td>$376,740</td>
<td>$2,468,700</td>
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<td>$17,868,217</td>
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<tr>
<td>Growth Rate Y-o-Y</td>
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<td>2.0%</td>
<td>2.0%</td>
<td>2.0%</td>
<td>2.0%</td>
<td>2.0%</td>
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<tr>
<td>Basic</td>
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<td>1.0%</td>
<td>1.0%</td>
<td>1.0%</td>
<td>1.0%</td>
<td>1.0%</td>
</tr>
<tr>
<td>Pro</td>
<td>0.5%</td>
<td>0.5%</td>
<td>0.5%</td>
<td>0.5%</td>
<td>0.5%</td>
<td>0.5%</td>
</tr>
<tr>
<td>Market Pro</td>
<td>0%</td>
<td>1%</td>
<td>5%</td>
<td>10%</td>
<td>15%</td>
<td>20%</td>
</tr>
<tr>
<td>Percentage External Pay Volume</td>
<td>85%</td>
<td>79%</td>
<td>71%</td>
<td>64%</td>
<td>58%</td>
<td>55%</td>
</tr>
<tr>
<td>Basic</td>
<td>14%</td>
<td>17%</td>
<td>20.0%</td>
<td>25%</td>
<td>29%</td>
<td>31%</td>
</tr>
<tr>
<td>Pro</td>
<td>1%</td>
<td>4%</td>
<td>9%</td>
<td>11%</td>
<td>13%</td>
<td>14%</td>
</tr>
<tr>
<td>Checksum Total</td>
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<td>100%</td>
<td>100%</td>
<td>100%</td>
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</tr>
<tr>
<td>External Pay Volume Revenues by Level</td>
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<td>#REF!</td>
</tr>
<tr>
<td>Market Pro</td>
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<td>#REF!</td>
<td>#REF!</td>
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<td>Total Transaction Fees</td>
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<td>#REF!</td>
<td>#REF!</td>
<td>#REF!</td>
</tr>
</tbody>
</table>

## Financial Footnotes

Buying.com is an umbrella organization which operates multiple business units including: DropShipper.com and Snapforce.com. Each of these operating business units contribute significant traction and revenues to the umbrella organization.
TOKENOMICS

In this section, we describe several aspects of the Buying.com’s BUY token.

Token Use Cases

The BUY token is used in the following ways:

- Used for staking tokens in order for Microdistribution centers to participate
- Used for staking tokens in order for Delivery operators to participate
- Used as rewards when a user recommends Buying.com to another service, and the former receives rewards in the form of tokens
- As a form of payment in the Buying.com network specifically for shipping
- As a form of payment to Microdistribution centers and Delivery operators for providing a service
- As a form of dividend payment to investors

Consensus Algorithm

Federated Byzantine Agreement

The primary consensus algorithm used is the Federated Byzantine Agreement, as exemplified in the payment of dividends or staking by nodes. For node staking, the node operator will be a Microdistribution center or a Delivery operator, and they will be allowed to store or carry goods commensurate with their stakes. In other words, if Microdistribution center A stakes 50,000 tokens but Microdistribution center B only stakes 10,000 tokens, then the former will be allowed to store 5x (five times) the value of merchandise compared with the latter.

Proof of Delivery

When packages are delivered to a buyer, if the package requires a delivery signature, that signature would be captured over the Buying.com mobile application for Delivery Partners. This Proof signature can be verified by the Buyer in a dispute over a mobile app. Without a signature when one is required, a transaction will not be approved.

Mathematical Modeling

Metcalfe’s Law

The Buying.com network with its Direct-to-Consumer approach in being able to aggregate purchases is akin to growing a network of users. The larger the population of buyers, the better the chances of fulfilling an MOQ deal opportunity. But how does one model the value of the Buying.com network?

For this, we can invoke Metcalfe’s Law,¹ which states that the value of a network is proportional to the square of the number of connected users of the system (n²).
Last Mile Logistics Modeling

A major part of the Buying.com thesis is drop shipment and disrupting e-commerce at the last mile. Hence in order to model the last-mile delivery adequately, we have used the model from J.R. Brown et al. Brown and Guiffrida (2014) introduced a stochastic last mile framework to model the distribution of expected travel distance based on the number of delivery vehicles, number of customers, and the size of the delivery region. The model assumes a circular demand region with a radius of R surrounding a centrally located depot as the starting point. Demand is considered to be uniformly and randomly distributed, which is supported in a review of continuous approximation models in freight distribution by Langevin et al. (1996). The number of delivery vehicles can vary from one to five vehicles, which results in the demand region being subdivided into T equally sized and shaped sub regions. Each sub region was assigned one vehicle; hence the number of sub regions equates directly with the number of individual delivery tours. Travel distance is measured in miles using the Manhattan (L1) distance metric. The expected distance traveled per day, μT, with standard deviation, σT, is a function of the radius of the demand region, R, the number of vehicles, T, and the number of nodes (customer delivery points plus the depot). N. Table 1 contains the formulas for quantifying the distribution of travel distances employed in this research. Brown and Guiffrida (2014) introduced these formulas in research to calculate the number of customers needed for a last mile delivery service to reach a carbon footprint break-even point with customer pick up. The research herein employs these formulas to capture expected travel distance, but from there a completely new model is introduced to create a decision framework involving fleet size and delivery frequency with information regarding cost, carbon emissions, and probabilistic service levels. Using the stochastic last mile delivery framework, a last mile delivery fleet planning model is formulated to determine the optimal number of vehicles and the optimal number of days to deliver per week subject to the demand distribution, costs associated with the deliveries, the number of hours available per day to make deliveries, radius of the demand region, average vehicle speed in the region, average time spent per delivery stop, and vehicle payload capacity. The following assumptions are adopted. Distance is measured in miles using the Manhattan (L1) distance metric. A fleet of vehicles is available for use from a central depot. In this example, the vehicles are contracted so the model does not specify the acquisition cost of each vehicle, but this could be explored over a long-term planning horizon, if appropriate for the company. The company in this scenario has some flexibility in its weekly delivery plan. For example, a home improvement store could choose to deliver just three days per week with one vehicle, if demand was low; or it could be delivering seven days per week with five vehicles, if demand was high.

The Total Cost Function of last mile deliveries is computed as:

\[
TC(T,D) = C_p D \int_{x_1}^{D} \mu_f(N)dN + C_p D \int_{x_1}^{D} \left( \frac{H_f}{y} + A(N-1) \right) f(N)dN \\
+ C_p \left[ AD \int_{x_1}^{D} \left( \Phi_+^T(p)-m^T \right) \sum_{n=1}^{N-1} f(m) \lambda d(m) \right] \\
+ \left( C_r + C_p \right) D \int_{x_1}^{D} \sum_{n=1}^{N} \left( A(N-1)f(N)dN + \int_{x_1}^{D} \left( \Phi_+^T(p)-m^T \right) \sum_{m=1}^{N-1} f(m) \lambda d(m) \right) \\
+ \left( C_r + C_p \right) D \int_{x_1}^{D} \left( A(N-1)f(N)dN + \int_{x_1}^{D} \left( \Phi_+^T(p)-m^T \right) \sum_{m=1}^{N-1} f(m) \lambda d(m) \right)
\]
The Company will create 1 billion Tokens to be allocated as follows:

(a) 50% (or 500 million) will be made available for sale (the “Sale Tokens”).

(i) Of those, 50 million were made available for purchase during a Pre-Sale Tier 1 prior to the commencement of the public Crowdsale (the "Pre-Sale").

(ii) Of those, 50 million were made available for purchase during a Pre-Sale Tier 2 prior to the commencement of the public Crowdsale (the "Pre-Sale").

(iii) Of those, 200 million were made available for purchase during a token Crowdsale 1 prior to the commencement of the public Crowdsale 2 (the "Crowdsale").

(iv) Of those remaining, 200 million were made available for purchase during a public token Crowdsale 2.

(b) 15% (or 150 million) will be allocated to the Company (the "Company Inventory"), for its use as follows:

(i) All of the Company Inventory will remain in a locked state for one year from the Crowdsale End Date.

(ii) Once unlocked, Company reserves the right to use the Company Inventory for any purposes at its sole discretion.

(iii) In no event will the Company sell any Tokens from the Company Inventory before the date that is one year after the Crowdsale End Date.

(c) 7.5% (or 75 million) will be used to promote adoption of the Ecosystem via rewards and other incentives for participants (the “Incentivization Supply”). Some of the ways in which the Company anticipates using the Incentivization Supply may include:

(i) Early adopters in the form of strategic partners or acquisitions (Manufacturers, Consumers, Logistics Companies ("Partners") who implement Company’s Decentralized E-Commerce solution will receive free Tokens from the Incentivization Supply, enabling them to pay some fees in Tokens and to benefit from any rise in utility brought about by greater adoption of the Ecosystem.)

(ii) Users may also receive Tokens from the Incentivization Supply. For example, at sign up via a Company supported website, the website owner, a Partner, and new Users may receive a certain number of Tokens, and Users may also receive Tokens for referring new participants to the Ecosystem.

(iii) Company reserves the right to prescribe lockup requirements regarding the Incentivization Supply Tokens distributed to Partners or Users.

(d) 15% (or 150 million) for the Founders and Management Team. All of these tokens will remain in a locked state for 1 year from the Crowdsale End Date.

(e) 7.5% (or 75 million) for the Advisors. All of these tokens will remain in a locked state for 1 year from the Crowdsale End Date.

(f) 5% (or 50 million) for Bounty programs & contingency.

(g) The funds raised at the Pre-Sale Tier 1 and Tier 2 will be set aside to pay for the costs of the Crowdsale, with such costs including, but not limited to, legal, consulting, and other professional services fees. Any Tokens remaining after the payment of all such costs will be added to the Company Inventory and subject to a minimum of a one-year lockup.

ICO Launch Dates and Token Metrics

<table>
<thead>
<tr>
<th>Launch Date</th>
<th>$/Token</th>
<th>Total Tokens</th>
<th>Total Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre Sale Tier 1</td>
<td>October 1, 2018</td>
<td>$0.07</td>
<td>50,000,000</td>
</tr>
<tr>
<td>Pre Sale Tier 2</td>
<td>TBD</td>
<td>$0.09</td>
<td>50,000,000</td>
</tr>
<tr>
<td>Token Crowdsale 1</td>
<td>TBD</td>
<td>$0.11</td>
<td>200,000,000</td>
</tr>
<tr>
<td>Token Crowdsale 2</td>
<td>TBD</td>
<td>$0.12</td>
<td>200,000,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>500,000,000</td>
</tr>
</tbody>
</table>

*Company retains the right to move the dates if necessary.*
Token Utility Value Modeling

Using a Marketing S-Curve Adoption Model, we have computed the Utility Value of the BUY Token. For this model, we have assumed the following:

- Global e-commerce Market of $2.86T in 2018 growing at a CAGR of 19%
- An initial market share of 0.01% tailing off at 2% over 10 years
- Discount Rate of 21% (adjust for risk)
- Token Velocity is assumed to 10

Formula: \( MV = PT \)

Where: \( M \) = size of the asset base, \( V \) = velocity of the asset (the number of times that an average coin changes hands every day), \( P \) = price of the digital resource being provisioned, \( T \) = transaction volume (the economic value of transactions per time). We can rearrange this equation to solve for Token Price \( \frac{PQ}{VM} \). In the crypto world, to calculate token price, one computes the market cap in dollars (\( PQ \)), divided by the velocity (\( V \)) and the number of coins in supply.

The formula for token velocity is as follows:

**Formula:** \( \text{Velocity} = \frac{\text{Total Transactional Volume}}{\text{Average Network Volume}} \)

Therefore,

**Formula:** \( \text{Average Network Volume} = \frac{\text{Total Transaction Volume}}{\text{Velocity}} \)

Token velocity is total transaction value divided by the average network value. This means the average network value is equal to the velocity divided by the total transaction value. Velocity is typically measured annually. If transactions are absent, then the token lacks liquidity and its velocity equals zero. Consequently, the asset will trade at a discounted rate. There must be some minimal velocity for a token to reach its full value. With tokens that people do not hold, velocity increases linearly with transactional value.

The Present Value of the Utility Value of the Token in 2028 is computed to be $25.00 while the crowdsale offering price is $0.25. While this is not an indication of the token's market value, it is a model that measures the value of the token in its ability to generate revenues within the Buying.com ecosystem.
Use of Funds

Post Token Sale, the funds raised will be deployed in the following manner:

- **Marketing** (38%) - 19 million
- **Research Development** (25%) - 12.5 million
- **Strategic Acquisitions & Logistics** (25%) - 12.5 million
- **Admin** (10%) - 5 million
- **Legal** (1%) - 0.5 million
- **Contingency** (1%) - 0.5 million

The above proceeds will follow our roadmap milestones and concentrate on broad viral adoption of the Buying.com platform. Buying.com is uniquely positioned to broadly service e-commerce sellers, manufacturers, wholesalers, and consumers alike by providing first of its kind DTC (direct to consumer) access with millions of products leveraging group buying power and bulk pricing, decentralized e-commerce and hyper-local distribution.

**Marketing** - allocation for user acquisitions of both supplier participants and consumers on the Buying.com platform.

**Legal** - cover all legal expenses for expansion of Buying.com platform including international and also any partnerships or acquisitions.

**Admin** - includes salaries of all Buying.com personnel excluding research & development.

**Research & development** - covers design, systems, and framework of the Buying.com platform, which includes vertical integration into other platforms for expansion and growth. Our relative development percentage is lower in the proceed usage because of the advanced development of our platform and related MVP already existing.

**Contingency** - is calculated at 1% of the budget.
Development Roadmap

Our goal is to create the first e-commerce platform that allows consumers to buy direct from manufacturers, wholesalers, distributors, and retailers. It’s the next generation Decentralized E-Commerce Platform that harnesses the power of distributed ledger technology along with innovations in Bulk Pricing, Real-time Logistics, E-Commerce, and Cryptocurrency.
SCALING

In this section, we will cover aspects of how Buying.com will scale its operations. As alluded to in a previous section, Buying.com is a Decentralized E-Commerce Network that brings together various ecosystem players including manufacturers, retailers, consumers, distribution centers, and delivery partners under one umbrella.

The scaling of this ecosystem has many facets and let us examine each one.

Consumer Scaling

In order to achieve a critical mass of consumer adoption, Buying.com will leverage a few tools in its arsenal:

- **Incentivization supply of Tokens** - Of the token pool, a significant percentage has been allocated for incentivization of the value chain. Consumers play a paramount role in this value chain and tokens can be leveraged for this purpose. In order to get customers to join the network, Buying.com will issue BUY Credits which are a derivative of BUY tokens. Unlike BUY tokens which are used for staking, investment, purchase of goods, with no time limit for their value and are transferable, BUY credits a finite shelf life and are non-transferable. BUY Credits can only be used for the purchase of goods and services on the Buying.com network within a prescribed time. Merchants can accept these tokens and convert them to fiat through the BUYING.com network.

  The purpose of these BUY Credits is to enable consumers to try the Network risk-free. It is the Customer Acquisition cost for the Buying.com network and new Customers will be offered the equivalent of U.S. $10 in BUY Credits. There will be terms and conditions attached to the use of these credits, e.g., one possible condition may be that a consumer has to purchase at least 5 times the number of goods and services and at checkout can redeem 20% in terms of credits. For instance, a consumer purchasing $5 worth of items can redeem $1 worth in BUY credits to reduce their cost to $4.

- **Referrals** - Consumers referring other customers will receive tokens for their referrals, and these would be earned when the latter completes a certain amount in purchases, e.g., $50 in purchases.

Manufacturer Scaling

Manufacturers play an important role as the suppliers of product which can be dropshipped directly to consumers thereby bypassing intermediaries. The Buying.com network becomes exponentially stronger with more suppliers in the value chain. To incentivize manufacturers, Buying.com will offer manufacturers the opportunity to become nodes in its network. As nodes, manufacturers can run nodes on the network and participate in consensus decisions. This elevates their importance and makes them a partner in the ecosystem. They also stand to benefit from the rewards of their participation in transactions by earning tokens. Participants will be required to stake tokens — a sign of their commitment to the network and helping improve and embrace the PRIME Protocol.
The hyperlocal microdistribution model is a linchpin in the Buying.com decentralized e-commerce network. Hence, scaling the number of nodes improves the efficiency of the entire network. In order to scale the number of distribution centers, we have planned a multi-prong strategy:

- **Homeowners** - Latent capacity in garages offers an inexpensive and tantalizing use case of share economy concepts for Buying.com. Some certification will be implemented to prevent spoilage or damage to goods. Many homeowners would welcome the opportunity to participate, in our estimation, to better monetize the space they have to help defray everyday living expenses.

- **Retailers** - Retailers can play a dual role as not only suppliers of the product but also as storage facilities. Because of Buying.com’s ability to source products at lower costs through dynamic group purchases, our costs for many items may end up being lower than that of retailers. However, retailers can still play a valuable role in the following ways:
  - **Hard to find items**: There may be items that a retailer carries that is outside of the product mix offered by Buying.com suppliers.
  - **Shortened Delivery Window**: In some cases, the time it takes to dropship a product may not fit within the time window set by the customer in which case a retailer may be able to fulfill the order faster albeit at a higher price.
  - **Storage**: Retailers have some storage space which may be monetized by opening it up to Buying.com’s inventory for distribution to local customers within a hyperlocal region.

- **Storage Centers** - There are many storage centers nationwide with extra capacity to spare. These operators can become distribution centers for Buying.com by opening up their capacity to our network. This will maximize their utilization while improving our network’s location density. In addition, storage centers have high security, in many cases have storage controlled rooms needed for certain types of goods. They are desirable to have as part of the Buying distribution network.

**Delivery Scaling**

Delivery is as vital as storage to the Buying.com model. With this in mind, we plan to scale this dimension by the following methods:

- **Drivers**: already driving for ride-sharing companies such as Uber or Lyft could leverage their trunk capacity for the delivery of goods and maximize their earning potential.

- **Partnerships**: Long haul traffic through air freight, train, ship or trucks is still needed in the Buying.com model in several instances. Here partnerships with existing carriers utilize their excess capacity as an option Buying.com will utilize in its quest to lower costs for consumers.

- **New Methods of Delivery**: As the world adopts new methods of delivery such as drones, Buying.com will be on the forefront of such technology offering operators of drone fleets the opportunity to earn more income through delivery of orders.
OUR TEAM

Jean Gabriel, Founder, CEO Buying.com

Raghu Bala, Chief Blockchain Officer Buying.com - MIT, Former Yahoo
An executive with 28 years experience and former executive with Yahoo, Infospace and Price Waterhouse. Ex-adjunct faculty of Columbia University, and current head tutor with MIT Sloan School of Management. Wharton MBA in Finance, MS Computer Science, BS/BA in Computer Science and Math. Digital Transformation Expert, Analytical Business and Internet Technology leader with strong technical and management skills. Experience in building and managing organizations, developing and executing strategic and operational plans, handling of P&L, and participation sales engineering and marketing initiatives. Demonstrable domain knowledge in business verticals including financial services, retail, high technology, and insurance. Published author, speaker on a broad range of technology topics. Advisor to hedge funds, private equity firms and mutual funds on Search and E-Commerce. Current research on IoT and Distributed ledgers (blockchain, DAG).

Josh Gabriel, Founder, CEO Buying.com

Joseph Riviello, Chief Operating Officer Buying.com
Chief Operating Officer - As a technology development and marketing expert, Joe creates engaging, conversion-centric e-commerce experiences and cutting-edge solutions that maximize growth and profit. Joe is the founder of Zen Design Firm, LLC, a 10-year old web development and marketing company designated by e-commerce giant, WooCommerce, as one of just a handful of experts in development on the WooCommerce framework. Joe also serves on the Board of Directors for the Northeastern Economic Development Company and has advised multiple Fortune 500 companies on strategic growth initiatives with a specialization in digital marketing channels.

Joshua Jahani, Chief Strategy Officer Buying.com - Cornell, Former Deloitte
Joshua oversees the firm’s business operations including client service, delivery, thought leadership, and investment banking compliance. He is responsible for the global token delivery of the buying.com platform and maintaining regular compliance with STO practices, Reg D, Reg S rules. Mr. Jahani comes to buying.com from Deloitte Consulting and middle market banking where he specialized in M&A, capital marketing, accelerating market acquisition through technology for startups. He holds his Masters in Engineering from Cornell University.

Wenji (Liz) Li, Research Analyst Buying.com
Wenji is a proven diligent research assistant for Buying.com. Wenji spends her time with our team researching individual private companies, investors, and transactions for Buying.com growth overseas. As a Mandarin speaker, she is also a great asset for Buying.com researching private Chinese companies and investors, many of which lack English listings in common research directories. Wenji is a valuable collaborator and clearly demonstrated her value creation potential for our organization through her consistent work ethic.
Michael Szymanski, Business Strategy Manager  Buying.com - Former Deloitte

Mike is a seasoned consultant with experience helping clients drive value by delivering strategy assessments and roadmaps, effective workflow design, and end-to-end project implementations. Over the years, he has worked across numerous industries predominantly focusing in healthcare and finance. A strong professional with a proven track record for successful project completion and meeting client expectations through rigorous analysis and thoughtful design.

Mike holds a BS in Marketing and Supply Chain Management from the University of Illinois in Urbana-Champaign and acts as an Innovation Advisor for Cornell Engineering.

Marcel Van Eeden, CCO Chief Commercial Officer  Buying.com - Former Deloitte

Dedicated to solving complex business problems that provide value and delivering customized solutions focusing on persona driven user centric experiences. Capable of taking projects from ideation to post-launch by creating specific go-to market strategies with remarkable time sensitivity. Self-starter, driven and hardworking with a 10-year track record of overcoming new and challenging problems. Strong analytical skills combined with object oriented programming techniques and attention to detail for design. Compatible team player through complete project cycles: Market Research, Strategy, User Research, Information Architecture, Application & UI Design, Development, Testing, Implementation and Post-Launch. Excellent communication skills.

Bill McIntosh, CMO  Buying.com - Former AOL

Senior executive with a track record of developing, launching, and managing new product initiatives. Currently, Bill manages his own Digital Media Strategy and Marketing Consulting business, working with clients to expand their online media footprint and scale their revenue. Bill was also VP of Marketing at two early stage ventures. The first was HedgeStreet, an innovative online futures exchange, where Bill launched the first of its kind, Hurricane Futures market. The second was Devicescape, an innovator in Wi-Fi. Prior to that, Bill led the development of the Motley Fool's stock prediction market, called CAPS. Previous to these early stage businesses, he served as Executive Director at AOL, where he lead marketing for Digital City (AOL's local business), marketing and sales for ICQ and AOL Instant Messenger services, and business development and new products for AOL Personal Finance, including the launch of AOL Bill Pay and AOL Certified Mail. Before AOL, Bill was part of the founding team that launched WashingtonPost.com.

Vince Tullo, Senior Advisor

Vince has 44 years experience in global business development, leadership skill enhancement, channel management, mergers and acquisitions, and sales effectiveness. During his 39-year career with GE, Vince ran several large businesses, and managed a global sales team. His Clear Choice Strategies consulting business provides a wide range of strategic business needs - global growth strategies, strategic planning, organizational development and dynamics, personnel development, sales and commercial structure, sales compensation, motivation and rewards, channel management, partnerships, and mergers and acquisitions.

Sam Bourgi, Senior Advisor, Chief Editor Hacked.com

Sam Bourgi is an authoritative voice in the global financial markets and has eight years of progressive experience in economic analysis, market research, public policy and the financial markets. A think tank strategist and published author in both peer-reviewed and industry research, Sam's career has spanned the private, government and not-for-profit sectors, where he has developed consumer-facing content that drives traffic, sales and marketing to more than 50 businesses worldwide. Sam has been featured in some of the world’s leading financial news websites, including Barron’s, Chicago Board Options Exchange (CBOE), Mortgage Bankers Association (MBA) and Hacked.com.
OUR TEAM

James Li, Marketing Manager Buying.com - Former Deloitte
James is a management consultant with telecom and media experience with clients such as Warner Bros, AOL, Yahoo, and Verizon. He specializes in managed services programs for Fortune 1000 client service issues. He has actively negotiated vendor contracts, performed detailed analysis of client configurations and optimized them to be more efficient for less cost, and directed invoice analysis and implementation of cost savings recommendations to clients. James is passionate about creating a better world for people in need. He spends his time volunteering with Habitat for Humanity when he is not traveling the world to support his clients.

Kris Jones, Senior Advisor, Founder Of Pepperjam Sold To Ebay
Serial Entrepreneur, Investor, Author, Keynote Speaker Kris is a best-selling author who was featured on Planet of the Apps. He is also founder and former CEO of affiliate network Pepperjam, which he sold to eBay in 2009. In 2011, Kris founded ReferLocal, which generated over $3 million in its first year and has gone on to generate tens of millions in revenue. Kris is the founder of multiple successful businesses, including APPEK Mobile Apps, Special Guest App, and LSEO.com. Kris is an accomplished writer, thought leader, and public speaker. He has been published 300 times in top publications, including Inc., Forbes, Fast Company, AMEX Open, and others.

Robert V. Cornish Jr., Of Counsel - Wilson Elser
Recognized as one of the Top 15 Corporate & Securities Attorneys in the EB-5 arena by his peers and a thought leader on broker-dealer and investment adviser compliance in the EB-5 space, Bob is often asked to speak or comment on such matters to industry participants and others. Bob is a member of the EB5 Securities Roundtable, a group of leading EB-5 securities attorneys organized to facilitate best practices in the offerings of EB-5 securities and to urge harmonization of the EB-5 program with the securities laws.

Working with a broad range of clients, from entities in Europe and Asia doing business in the United States to Alaskan Native Corporations (ANSCA) seeking investment management advice, has given Bob an exceptional knowledge of financial products and the entities that deal in them.

Roger Gottilla, Senior Legal Counsel - Wilson Elser
Roger is a commercial financing attorney whose commercial law practice spans more than 35 years and encompasses the areas of commercial financing and banking law and all facets of related commercial litigation. He has extensive experience in representing all types of lending institutions in the financial services sector. Roger has advised and provided guidance to lenders with devalued or distressed assets in terms of troubled loan negotiations, including drafting and implementation of loan restructurings and modifications of non-performing loans, forbearance agreements and deed-in-lieu transactions. Roger regularly counsels creditors in workouts and enforcement actions, including foreclosure proceedings, rent receiverships, replevin actions and disposition of recovered assets.

Von E. Sanborn, Partner, Day Pitney, LLP
Von advises affluent American and international families as well as single- and multi-family offices on U.S. tax, estate planning and art law matters. He counsels clients on structuring their inbound and outbound business, real estate, passive and personal investments to minimize their overall U.S. tax burden. He also counsels individual and corporate fiduciaries on the U.S. tax consequences of trust investments and issues arising from trust administration and management. Von also provides guidance on U.S. estate and gift tax planning techniques to high and ultra-high net worth families on issues relating to all of their asset classes, and advises beneficiaries and fiduciaries of non-U.S. trusts on the U.S. tax consequences associated with foreign trust and corporate structures.
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Conclusion

Blockchain technology is the second coming of the internet revolution, and a new era is born.

Buying.com is a major disruptor in the e-commerce space. With its technology platform and decentralized networks it is revolutionizing how commerce is conducted in a multi-trillion dollar industry.

Buying.com has the right business platform and strategy to be the next Amazon in the new e-commerce generation.

For further information, visit: WWW.BUYING.COM

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