

# SHOPPYMINT WHITEPAPER



Shoppymint is changing online shopping for the better. It uses advanced blockchain technology to make buying and selling things online easier and safer. It's leading the way to a brighter future for E-commerce.

**SHOPPYMINT, INC.**

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# 1. ABOUT US – COMPANY BACKGROUND

## 1.1. SHOPPYMINT INC.

Shoppymint Inc. stands as a pioneering force in the convergence of online shopping and blockchain technology. At its heart, Shoppymint offers the innovative digital financial platform that spearheads advancements in blockchain technology. This platform provides a secure and seamless environment for cryptocurrency transactions, catering to both novice and experienced users with its user-centric design.

What truly sets Shoppymint apart is its unwavering commitment to user security and transparency. In an industry known for its complexities and uncertainties, Shoppymint places paramount importance on safeguarding user assets and data through robust security measures. This dedication has solidified the company's reputation for trustworthiness and reliability.

In essence, Shoppymint is not merely a blockchain company; it is a trailblazer redefining the possibilities of online shopping and blockchain technology. As it empowers individuals and institutions to harness the potential of digital assets, Shoppymint paves the way for a future where financial transactions are secure, accessible, and transparent.

Shoppymint Inc. emerges as a notable player in the fusion of online shopping and blockchain technology. Established on April 8, 2020, it operates as a subsidiary of Shopee and Sea Limited, which lends it substantial credibility within the e-commerce and technology sectors.

Shopee Pte. Ltd. (Shopee) is a Singaporean multinational technology company that specializes in e-commerce. The company was launched in Singapore in 2015 before it expanded abroad.

As of 2021, Shopee is considered the largest e-commerce platform in Southeast Asia with 343 million monthly visitors. It also serves consumers and sellers across countries in East Asia (Taiwan), Latin America, and Europe (Poland) who wish to purchase and sell their goods online.

Shopee is the leading e-commerce platform in Southeast Asia and Taiwan. It is a platform tailored for the region, providing customers with an easy, secure, and fast online shopping experience through strong payment and logistical support. With the best online user shopping experience, we started Shoppymint.

Shoppymint is a blockchain-based platform that will easily integrate Shopee users into new Web 3.0 E-commerce ecosystem. Shoppymint Token is a new way to power E-commerce that will allow Shopee users to buy and sell products and services in the Web 3.0, and Metaverse. This whitepaper is intended to provide general information and is not meant to be exhaustive, comprehensive, or authoritative.

## 2. EXECUTIVE SUMMARY

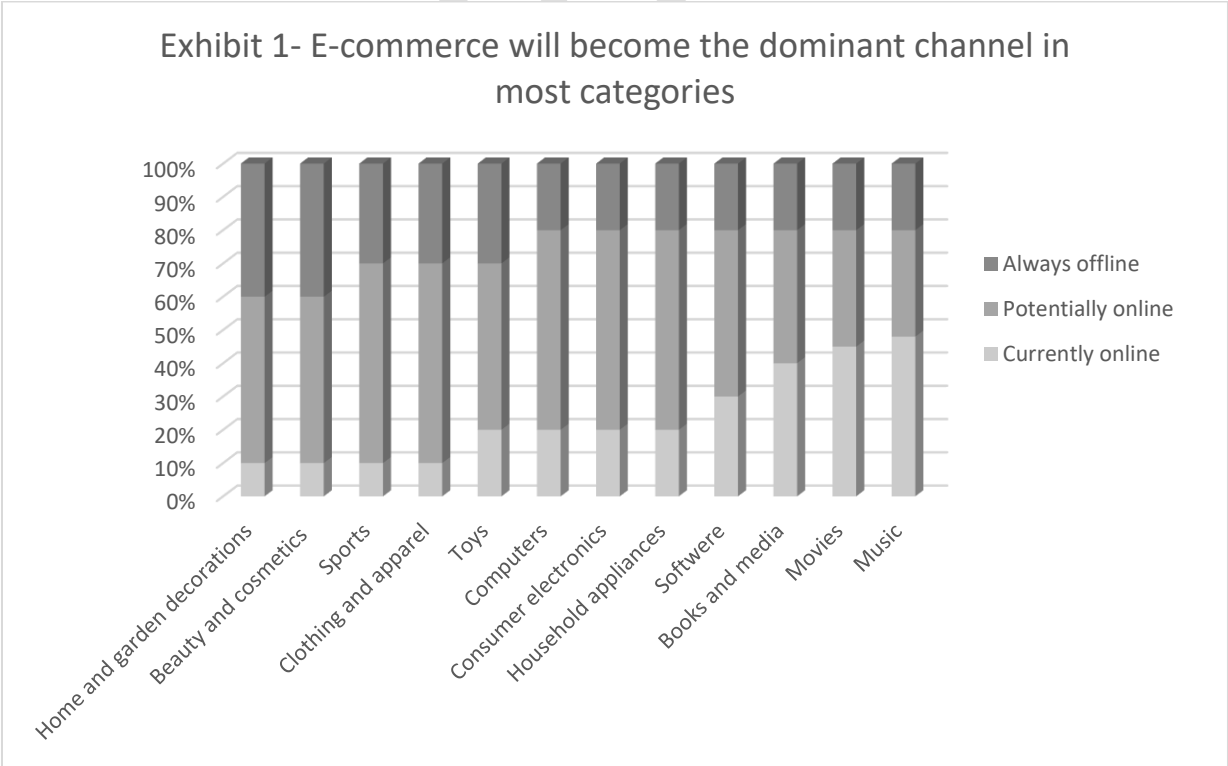
### 2.1. MARKET OVERVIEW

#### Cross-border E-commerce

There's no way around it - e-commerce has been one of the few winners in this pandemic. And cross-border purchases have enjoyed a similar surge as well! According to Global e's numbers, 21% growth was seen last year when compared with 2019 while payments processor WorldpayWP found that 55 percent or more online shoppers made at least 1 purchase across borders.

The e-commerce market has been on a steady growth trajectory for many years, but with cross-border purchases projected to increase considerably in the coming months and years – they could become the dominant purchase type. And because these can involve such different delivery methods as compared with local transactions (and potentially higher prices), shoppers will need all of their knowledge about international logistics when making orders from websites hosted outside their home country; otherwise, there may be issues upon delivery!

The Boston Consulting Group cataloged the barriers to e-commerce in “Breaking Through the Barriers to Online Growth” (BCG article, June 2013). The article’s conclusion bears restating here: when a three-commerce channel is fully developed, retailing will be a multichannel activity, with online as the leading channel for domestic and cross-border sales in most product categories. (See Exhibit 1.)



Implications for retailers When the barriers to cross-border e-commerce fall away, it will no longer matter to consumers if they buy domestically or cross-border. At that point, retailers will have a golden

opportunity to organize their sales not by region but by customer needs, selling products and services matched to particular markets regardless of location.

Vietnam has the highest crypto adoption rate in the world. Numerous factors are driving the trend. New research from blockchain analytics firm Chainalysis finds that crypto transactions surged 706% in Central and Southern Asia and Oceania — a broad region that includes countries such as India, Pakistan, and Vietnam — between July 2020 and June 2021. In dollar terms, the value of the transactions amounted to \$572.5 billion, or 14% of the global transaction value.

Institutional and large payments accounted for the highest percentage of transactions, offering further evidence of smart money adoption of cryptocurrency. This trend was most pronounced in India, where large institutional-sized transfers above \$10 million represented 42% of transactions. For Vietnam and Pakistan, that figure was 29% and 28%, respectively.

While Europe dominates in crypto transactions, Asian countries are leading in terms of overall adoption, as measured by on-chain value received, on-chain retail transactions, and peer-to-peer transaction volumes. Vietnam, India, and Pakistan ranked first through third, respectively, in Chainalysis’ 2021 Global Crypto Adoption Index.

Shoppymint is the new age of e-commerce, where customers are in control and manufacturers can connect directly with them. There are no middlemen, no intermediaries, and no centralized authority. This means that transactions are fast, secure, and private. Shoppymint is changing the game by making crypto accessible to everyone through our user-friendly platform.

The Future of Shopping is Now Here. The first worldwide open source purchasing platform, powered by blockchain technology and set to revolutionize the way we buy products from around the world!

## 2.2. SHOPPYMINT – THE WORLD’S FIRST BLOCKCHAIN-ENABLED GLOBAL BUYING PLATFORM

Powered by Shoppymint Token, Shoppymint will be the world's first blockchain-enabled global buying platform. Shoppymint helps consumers to purchase products from the most popular websites and marketplaces in US and China, ensuring a seamless buying experience with end-to-end delivery worldwide.



Shoppymint is a blockchain-based e-commerce platform that promises to revolutionize the online shopping experience. By integrating a blockchain payment gateway, a decentralized product and merchant review system, and worldwide logistics, Shoppymint aims to provide users with a one-stop shop for all their e-commerce needs. With Shoppymint, users will be able to purchase products from any participating online store at no markup and with transparent exchange rates. In addition, the Shoppymint platform will allow users to leave reviews for products and merchants, providing a valuable source of information for other users. Finally, Shoppymint's worldwide logistics network will ensure that products are delivered quickly and efficiently to users' doorstep. With its innovative approach to e-commerce, Shoppymint is poised to change the way we shop online.

Shoppymint is the first blockchain-enabled marketplace whose engineering and business processes were developed from the ground-up with blockchain technology in mind. Shoppymint's goal is to allow other traditional merchants to seamlessly adopt Shoppymint's suite of E-commerce blockchain tools to expand their businesses. In a crowded marketplace, Shoppymint offers merchants a competitive advantage by simplifying the process of accepting cryptocurrency payments and reducing fraud risk. In addition, Shoppymint's decentralized platform provides enhanced security and privacy for both buyers and sellers. As the global market continues to embrace blockchain technology, Shoppymint is well-positioned to become the leading provider of E-commerce solutions.

### **A Universal Shopping Cart Powered by Programmatic Buying**

Together with highly experienced automation engineers, Shoppymint will push the envelope to develop autonomous buying for any online store in the world. By integrating programmatic buying technology into the platform, Shoppymint allows, consumers, to select items from multiple webstores to be added to a single shopping cart, with a seamless checkout process. When a consumer selects a product from a merchant, Shoppymint will effectively purchase such product from the merchant and on-sell the product to the consumer.

### **Shoppymint Concierge – Your Personal Virtual Assistant**

Shoppymint will work with select partners to develop automated price checking, purchasing, and support via AI chatbots on instant messaging platforms such as WhatsApp and Facebook Messenger. By the end of 2022, Shoppymint will have a dedicated voice and text concierge service for loyal customers that will act as an intermediary between the customer and their desired online purchases.

### **Multiple Currencies Accepted - Shop Online for Goods and Services**

Shoppymint aims to be the number one E-commerce platform for cryptocurrency holders to purchase real-world goods and services. The platform will accept at its discretion, the most popular utility tokens including Bitcoin and Ethereum at launch, with Shoppymint Token acting as the primary token for access. Our Shoppymint Looping Protocol (SLP) will find the best rates for conversion, looping through

multiple exchanges where Shoppymint Tokens are available for purchase to power all transactions within the platform itself.

### 2.3. AN INTEGRATED ECOSYSTEM – SHOPPYMINT MERCHANT SOLUTIONS

Shoppymint will include a suite of E-commerce blockchain solutions for merchants looking to accept cryptocurrency as a form of payment. Such solutions include:

#### SHOPPYMINT AI PAY

An online payment gateway for merchants who want to process cryptocurrency payments for their businesses based on machine learning and artificial intelligence.



Shoppymint Pay is a blockchain payment gateway for both online E-commerce and retail payment, solution is wholly based on native blockchain technology with machine learning and artificial intelligence working in the background. With this approach, we can solve a lot of shortcomings of current payment gateway solutions, reduce long settlement times and deliver the lowest rates compared to traditional payment gateways.

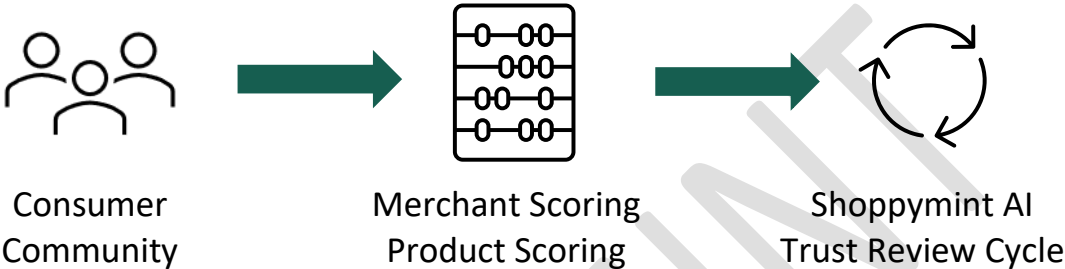
As a merchant, having access to fast, secure payment methods is crucial for maintaining your business. Whether you're accepting fiat currency or cryptocurrency, being able to process payments quickly and easily can help boost customer satisfaction and ensure that you're getting the best rates possible. That's where Shoppymint Looping Protocol, or SLP, comes in. Through SLP, merchants will be able to receive their preferred settlement currency instantly in their smart wallet or through multiple FX options for deposit into their bank account. There are no intermediaries involved in the process, so merchants can rest assured knowing that they're getting the best rates available. Additionally, merchants have full control over how they want to reward their customers - they can offer instant Shoppymint Token rebates on purchases or incentivize customers with reviews and other scoring systems. With SLP, merchants can take their business to the next level!

#### SHOPPYMINT AI TRUST REVIEW CYCLE

A decentralized brand, product, and merchant review system has become increasingly important in today's global marketplace. For consumers to make informed purchasing decisions, it is essential that they have access to accurate and objective reviews on the quality of products and services offered by both brands and individual merchants. What's more, such reviews need to be relevant across different

platforms and channels, taking into account factors like product selection, prices, customer service standards, and merchant reliability.

At Shoppymint AI PAY, we believe that a reliable review system is a key component of an effective e-commerce platform. That's why our platform is fully decentralized and uses sophisticated AI technologies to analyze customer feedback on multiple criteria. With our scoring system, you can easily compare the performance of different products and service providers, so you can be sure that you're always making the best buying decision based on real-world customer experience.



At the core of Shoppymint's platform is the idea of incentivizing users to rate and review brands, products, and merchants. By providing these valuable user reviews, Shoppymint aims to create a transparent and trustworthy community scorecard that can be used by both consumers and businesses alike. This scoring system will be based on verified sales figures, with users earning Shoppymint tokens every time they submit a review. Additionally, committed users who regularly provide feedback throughout the month will see their scores updated regularly to reflect their ongoing contributions.

The potential benefits of this scoring system are manifold. For consumers, it provides an objective measure of quality for various brands and products, helping them to make informed decisions about where to spend their money. For businesses, it can serve as a valuable tool for assessing consumer satisfaction and identifying areas for improvement in product development or customer service. Ultimately, the Shoppymint platform aims to foster trust and credibility between users and merchants alike, promoting healthy engagement between consumers and the businesses they support.

**SHOPPYMINT BORDERLESS LOGISTIC**

Shipping across borders can be a headache for most merchants. Shoppymint Borderless is a cross-border logistics management service that provides merchants with international end-to-end logistics management. Shoppymint Borderless settles all cross-border logistics issues such as landed costs and compliance.

Utilizing Shopee's warehouse in key countries such as the US, Poland, and Hong Kong, equipped with the latest technological practices, Shoppymint Borderless will allow merchants to connect their E-commerce business to consumers in 100+ countries around the globe with door-to-door deliveries.



Shoppymint Borderless Logistics will be an exclusive service for merchants that utilize Shoppymint AI Pay for their payment settlements and hold good credibility and brand scores recorded on Shoppymint AI Trust Review Circle. This will enable Shoppymint to accurately determine if a merchant has the credentials or capabilities to take their brand to an international stage and leverage the fluid integration of Shoppymint AI Pay capabilities to Shoppymint Borderless Logistic Service.

## 2.4. SHOPPYMINT TOKEN-THE DEFINITIVE TOKEN FOR E-COMMERCE

The Shoppymint marketplace platform and a suite of merchant tools will be accessible only through bizbuzzle Token. Holders of the Shoppymint Token will be able to use the token as an exchange for real-world products, logistics, and compliance services at the best FX rates with greater savings and no additional fees. Users will also be incentivized to contribute views through additional Shoppymint Tokens, strengthening the overall database for the community. For merchants utilizing Shoppymint Merchant Suite (SMS), they will have a wide array of choices on how, when, and in what preferred form to receive their payment. Shoppymint strives for Shoppymint Token to be the definitive token for E-commerce used by consumers and merchants worldwide.

## 2.5. FUTURE WITH SHOPPYMINT

Shoppymint is a company that provides an E-commerce ecosystem for merchants to accept cryptocurrency payments while employing blockchain technology on existing business processes. Shoppymint intends this development as it further improves efficiency and drives down costs for both consumers and retailers alike in the long run of their project's success with the launch of our Shoppymint Marketplace Platform in Q2 2023, we hope to showcase a total integration of all the above tools to create the world's first blockchain-enabled marketplace with real-world brands and products.

A more efficient payment gateway, genuine product reviews, seamless logistics and delivery are only the beginning of what we envision for this ecosystem we are building. In the near term, we expect to increase Shoppymint's marketplace offerings to products and services in different industries to serve consumers' needs more holistically.

Our teSMS have also been researching AI and Machine Learning tools for future use in the E-commerce selection, ordering, and delivery process. We intend to constantly innovate and add more features to the Shoppymint platform. The goal of creating synergistic value and building E-commerce solutions and tools, that benefit the community and world at large, are at the core of Shoppymint

## 3. E-COMMERCE IN THE WORLD TODAY

### 3.1. THE E-COMMERCE WORLD TODAY AND ITS INEFFICIENCIES

In today's increasingly interconnected world, the e-commerce industry is flourishing. Millions of people around the globe use online platforms to shop, sell, and connect with others. While this growth is exciting and promises many new opportunities, it also poses a number of challenges. For one thing, e-commerce sites often struggle to keep up with the vast quantities of data they must handle daily. Additionally, there are concerns that online retailers may be undermining important elements of traditional retail by providing poorer quality products and services than those sold by their brick-and-mortar counterparts. Despite these inefficiencies, however, it is clear that e-commerce is here to stay. As more and more people become comfortable with buying and selling online, productivity disruptions are likely to decrease and business models will continue to evolve and improve. Ultimately, we can expect the e-commerce industry to rise up to meet its many challenges over time - ensuring its continued success for years to come. Consumers fall prey to brands who leverage fake reviews to artificially boost their business and their reputation, while merchants go through an arduous process for online payment settlements

#### **EXPENSIVE AND LONG PAYMENT PROCESSES**

##### **Long Payment Process Model**

In today's digital world, it is easy and convenient to make purchases and payments online. However, despite the abundance of different payment gateways available, current online payment processes can be fairly expensive. Not only do these payment gateways typically have high processing fees, but they also tend to have a relatively long settlement time, often taking several business days to process transactions. Additionally, many of these payment gateways employ archaic systems that rely heavily on outdated technology, resulting in lengthy settlement times and elevated costs that eat into merchants' profits.

Given these issues, it is clear that there is a pressing need for improved solutions in the online payment gateway space. While some newer players are starting to emerge that offer low-cost or instant settlements, it remains to be seen whether they will be able to gain widespread adoption and challenge the status quo. Whatever the case may be, one thing is certain: if current trends continue, the old guard in this market will ultimately lose out to innovative new players who can deliver faster and more cost-effective solutions.

##### **Expensive Charges**

Merchants must often pay several fees when utilizing payment processors.

- **. Transactional Fees**
- Customers are typically charged 2.5-3% of a transaction with a flat fee. Cost varies depending on merchant requirements, such as accepted currencies and enabled mobile payments. [9]
- **Chargeback Fees**
- Chargebacks are a form of consumer protection. When a consumer conducts a chargeback on a transaction, there are fees imposed on the merchant. Chargebacks are often invoked for fraudulent cases such as misuse of credit cards.

– credit card owners can claim that their credit card information has been compromised and request a chargeback. Unfortunately, merchants are at the receiving end of additional costs. In some countries, consumer protection law is stronger, therefore, avoiding chargeback might not be feasible at all. However, chargeback costs are usually higher than transactional fees. PayPal charges up to \$20 while VISA charges up to \$100 or more for each chargeback.

- **Monthly Fee**
- Monthly fees are evident in both retail and online payments. For retail stores, fees are incurred for the rental of Point of Sale (POS) systems, while online stores incur fees with the usage of online payment gateways. Payment processors often have many fees associated at a relatively high cost, due to the manpower and IT infrastructure required to process these payments. Payment processors are expected to be up and running 99.99% of the time as the outage is very costly. In short, fees can be lowered if operation cost and infrastructure costs are reduced.

### **An Increase in Fake Product Reviews**

While most people rely on the recommendations of their friends and family when making purchasing decisions, many also turn to reviews posted online. And it is precisely this reliance on reviews that have led to an increase in fake reviews over the past few years. These fake reviews often occur when no real or verified transaction takes place, often involving merchants paying individuals to write glowing reviews of their products or services to boost sales. This phenomenon is particularly common on online marketplaces such as Amazon, where unethical sellers have been known to utilize a variety of strategies to artificially boost their star ratings and sales rankings.

One recent study found that as many as 50.7% of reviews submitted under the Bluetooth Headphones category on Amazon were questionable, with many including suspicious patterns such as having a flood of new reviews appear all at once or using repeated phrases that did not seem genuine. And the situation is even worse in other categories, with more than two-thirds of reviews under the Testosterone Booster category being suspect. Given this growing problem, it is clear that consumers need to be cautious when reviewing products online and be wary of merchants who resort to unethical means to inflate their ratings and sales numbers. At the end of the day, only honest feedback from real customers can give consumers an accurate picture of a product's true quality and value.

### **Cumbersome Cross-border Logistics Process**

In today's global economy, merchants of all sizes are increasingly dealing with cross-border fulfillment. Cross-border fulfillment is the process of handling and shipping orders that are being delivered to customers outside of the merchant's home country. However, this process can be incredibly cumbersome. Customs forms and import taxes vary significantly depending on the country, and some countries require highly specific details such as the declaration of product category for a shipment to be cleared. Additionally, existing systems for tracking and tracing authenticity often result in hundreds of digital forms being filled out just to deal with a single order. In short, current processes for cross-border fulfillment are inefficient, time-consuming, and overwhelming for both merchants and consumers alike. Thankfully, there are emerging technologies that aim to simplify this process and make it more efficient for all parties involved. Innovative solutions like machine learning algorithms that can automatically fill out customs forms or track authenticity across multiple dimensions have the potential to revolutionize cross-border fulfillment by reducing complexity and streamlining operations

across all businesses involved. So while current processes may be a nightmare for everyone involved, we can look forward to a future where these challenges have been overcome by smarter technology solutions.

### 3.2. CRYPTOCURRENCY TODAY AND ITS LIMITATIONS IN E-COMMERCE

#### **NO EFFICIENT WAY TO PURCHASE REAL-WORLD PRODUCTS WITH CRYPTOCURRENCY**

While the use of cryptocurrency has seen huge growth in recent years, many consumers still struggle to find ways to spend their crypto assets. After all, despite the large amount of hype and media attention that crypto has received, it has yet to establish itself as a viable means of payment in mainstream retail and commerce. This is especially true when compared with more established payment methods like credit cards and online banking transactions.

One reason for this limited usage may be a lack of confidence among consumers. Because there are so many different types of cryptocurrencies out there, most people are hesitant to invest their time and money into something that they do not fully understand. Additionally, there is little precedent when it comes to using these digital assets as a means of settling payments, meaning that individuals may lack faith in the reliability or security of this approach.

Despite these challenges, however, it seems likely that cryptocurrency will continue to gain traction over time. Innovative companies are working to expand the range of vendors who accept cryptocurrency payments, and many major retailers are beginning to see the benefits of adopting new technologies like blockchain. With increased acceptance and validation from the mainstream consumer market, cryptocurrencies will become the new standard for all kinds of payments in the future.

## 4. SHOPPYMINT PLATFORM



Shoppymint is a buying concierge platform that provides consumers with a seamless and cost-effective buying experience. Shoppymint seeks to provide consumers with the best value with competitive shipping and FX rates, group savings handles all interactions for the consumer from desire to doorstep. In order to process orders in scale and efficiently, Shoppymint leverages on programmatic buying that connects to every webstore in the world. Programmatic buying refers to automation in checkout process for selected stores worldwide. The process is augmented with online price comparison, the lowest FX rates, with affiliates and coupons that are automatically applied to save the consumer time and money under one universal shopping

### 4.1. PARTNERSHIP WITH SINGPOST AND SHOPEE TO DELIVER SERVICE EXCELLENCE

Shopee has entered a partnership with Singapore Post (SingPost) and Shoppe Marketplace to develop Shoppymint into a leading eCommerce platform for consumers, and to enhance logistics-related technology to boost efficiency across its vertical logistics chain. This partnership will see Shopee building the Shoppymint platform, while SingPost will power up the logistics supporting this platform. The collaboration aims to accelerate global network expansion for both Shopee and SingPost.

SingPost is a pioneer in revolutionizing the E-commerce logistics industry, providing innovative mail and logistics solutions in Singapore and around the world, with operations in 19 markets. Alibaba owns a 14% stake in the company and this investment is aimed at expanding SingPost’s E-commerce logistic solutions across Asia Pacific. SingPost's capabilities and wide network will help boost the scale of Shoppymint's logistic operations globally.

### 4.2. SHOPPYMINT TOKEN FOR EVERYDAY PURCHASES – THE FIRST CRYPTOCURRENCY MARKETPLACE FOR REAL-WORLD PRODUCTS

With transactions through Shoppymint Token, Shoppymint will be the first blockchain-powered marketplace in the world that reaches out to the billion-dollar cryptocurrency market and gives adopters of cryptocurrency an accessible and cost-efficient way of purchasing real-world products with

their cryptocurrency. The Shoppymint Payment Network, being on the blockchain, means that Shoppymint does not have to incur the high transaction fees from traditional payment gateways, which results in consumer cost savings.

Unlike most ICOs or E-commerce blockchain solutions, Shoppymint's business model requires no merchant to onboard. With Shoppymint, consumers can purchase products using Shoppymint Tokens. Consumers just must identify products they wish to purchase from online stores and Shoppymint will purchase them and find the most cost-efficient route to deliver the products. Other ICOs, that focus on onboarding merchants for their platform, run the risk of token redundancy when merchants are not willing to onboard, causing the token to have no valid use case.

Furthermore, Shoppymint is managed by an SGX-listed company, that has already established partnerships to complement its operations – Shoppymint will not run the risk of project termination due to the inability to secure partnerships to sustain the business. Shoppymint will be the point of reference for a successful implementation of Shoppymint Blockchain Merchant Suite, and all business processes and statistics will serve as a case study to entice prospective merchants to adopt the Shoppymint suite of solutions.

SHOPPYMINT

## 5. SMART CONTRACT DEVELOPMENT FOR CREDIBILITY AND REWARDS SYSTEM

The Shoppymint token lies at the heart of the Shoppymint Merchant Suite, or SMS for short. This innovative new platform is designed to bring greater efficiency, security, and convenience to merchants everywhere by using smart contract capabilities to power all its transactions. However, for this groundbreaking new system to be successful on a large scale, it is critical that merchants and consumers alike are incentivized to participate. Through a variety of rewards and incentives offered through the Shoppymint platform, we believe that we can successfully encourage both merchants and consumers to adopt and use our innovative new payment solution. Whether it's customers receiving discounts for paying with Shoppymint tokens or merchants earning bonuses for accepting these tokens as payment, everyone stands to benefit from the success of SMS. And as this success grows over time, so too will the value of each Shoppymint token, ensuring that our users are always fully incentivized to stay involved. With its innovative smart contracts and robust network effects, it's sure that SMS will become an integral part of today's financial landscape.

### 5.1. SMS INTEGRATION AND SLP

Shoppymint AI Pay is a groundbreaking payment network that represents a major innovation in the payments industry. By using the Shoppymint Token as its primary method of transaction, this innovative platform offers cost-competitiveness and sustainability for both retailers and consumers alike. In addition, Shoppymint AI Pay comes equipped with a wide range of additional features and protocols, including a Rebate System and Currency Looping Protocol. Together, these powerful tools allow for greater flexibility and resilience in the payments ecosystem, making Shoppymint AI Pay the ideal choice for anyone looking to improve their payment experiences.

#### REBATE SYSTEM

At its core, SMS is focused on improving the ways that merchants interact with their customers and vice versa. One important feature of SMS is its decentralized rebate system, which allows merchants to make use of customer purchase data from Shoppymint AI Pay to reward their customers for loyalty and purchasing frequency. This is made possible by the unique features of SMS, which enable it to easily integrate and communicate with other features. For example, with information about the number or types of purchases a customer has made, SMS can automatically calculate a tiered rebate amount based on this data and issue it to the user through their public key information stored on the blockchain. Furthermore, by providing significant flexibility in how rebates can be customized according to individual merchant needs, SMS empowers businesses to incentivize their customers and stay competitive in the market more effectively. Ultimately, this cutting-edge rebate system is just one example of how SMS uses cutting-edge technology to create a revolutionizing platform that benefits both merchants and consumers alike.

## **SHOPPYMINT LOOPING PROTOCOL (SLP)**

The key proposition for the widespread adoption of cryptocurrency lies in Shoppymint's solution to the liquidity problem. SLP helps with the settlement process by allowing merchants to price their goods in Shoppymint tokens, while still receiving their preferred fiat currency or another cryptocurrency. This is made possible through SMS and its implementation of the SLP, which gives merchants the best rates available in the market. Every currency trade comes in a pair, such as USD/BTC or BTC/ETH. By looping through multiple cryptocurrency exchanges and finding the optimal conversion rate for a merchant's preferred settlement currency at a maximum of 9 different iterations, SLP can deliver the widest range of options for consumers and merchants alike. Thus, Shoppymint offers an invaluable solution to liquidity issues experienced by many in today's world of cryptocurrencies, making it one of the most promising platforms for widespread adoption.

## **5.2. SHOPPYMINT AI TRUST REVIEW CIRCLE**

Shoppymint Trust Circle is a powerful tool for consumers looking to make informed purchasing decisions. This comprehensive scoring system is based on transactions conducted through SMS and includes Merchant Reliability Scoring, Product Scoring, and Brand Scoring. Specifically, this scoring system gives consumers the ability to validate several variables before making a purchase. Whether they are looking at merchant reliability, product quality, or brand trustworthiness, Shoppymint Trust Circle provides customers with all the information they need to make an informed decision. Ultimately, this robust scoring system allows customers to feel more confident in their purchasing choices, helping them get the most out of their shopping experience.

### **MERCHANT RELIABILITY SCORING**

Merchant reliability scores are emerging as an important metric in today's marketplace. These scores, which are typically determined by a variety of different formulas, measure a merchant's credibility and stability in terms of their transactions and interactions with consumers. At the outset, each merchant is assigned a fixed reliability score that determines the level of trust that consumers can have in them. This score may then increase or decrease depending on their transaction outcomes, as governed by a merchant's particular credibility formula. There are many potential benefits of merchant reliability scores for both merchants and consumers alike. For merchants, these scores give them valuable insights into how they are perceived by their customers and provide opportunities to refine their business practices to improve upon this perception. Consumers, for their part, can use these scores to make more informed purchasing decisions and gain access to better deals from trustworthy merchants. Ultimately, the growing prevalence of merchant reliability scores highlights the importance of building and maintaining trust between merchants and consumers in today's rapidly changing marketplace. With the right strategies in place, merchants can use these scores to foster stronger long-term relationships with their customers and continue thriving in this ever-more-connected era.

### **PRODUCT SCORING**

At SMS, we believe that to create a truly effective and self-sustainable product review system, the community must be incentivized to leave reviews. This means that for consumers to receive rebates on their purchases from SMS, they must provide an accurate review of the products that they have purchased. By making this requirement, product reviews will be less susceptible to being faked or



manipulated, as only consumers who have made purchases through SMS will be able to rate those products. The initial review will involve a scoring system, which will gradually expand to allow for reviews of greater length and detail. For this level of review to be possible, we must build a robust underlying linguistic analytical infrastructure that can accurately handle word reviews. Overall, our goal at SMS is to create a platform that can help consumers make more informed purchasing decisions while also providing valuable feedback to businesses and manufacturers. Through our innovative approach and cutting-edge technology, we are confident that we can achieve this goal and build a self-sustainable product review system on the blockchain.

## **BRAND SCORING**

Brand Scoring refers to a system that evaluates the reliability and quality of all brands stored on a given platform. This system is based on product scoring or an evaluation of the products from different brands. Through aggregate product scoring, Brand Scoring provides an accurate representation of how highly each brand is valued in terms of quality. This can be extremely useful for emerging brands looking to establish a solid reputation in their industry. In particular, Brand Scoring can help these brands benchmark against existing competitors, thereby allowing them to build credibility more quickly and effectively. Ultimately, Brand Scoring is a valuable tool for both consumers and businesses alike, enabling them to make informed decisions and encouraging greater transparency within different industries.

### **5.3. SHOPPYMINT BORDERLESS**

Utilizing Shoppymint's existing partnership with SingPost, Shoppymint can provide a global logistics management service for merchants on SMS. Shoppymint will be able to provide end-to-end logistics management for merchants that wish to take their business on a global scale. However, this service will be an exclusive service to merchants that utilize Shoppymint AI Pay for their payment settlement. This is essential for Shoppymint as only merchants that hold good credibility and brand scores will be eligible for this service. To be able to provide merchants with the best rates for cross-border logistics. Shoppymint must validate if merchants are credible enough to fulfill orders on a larger scale. Both merchants and Shoppymint will share a unified platform which will enjoy cost savings due to enhanced data integration and automation.

### **5.4. INTEGRATION FOR MERCHANTS**

#### **SHOPPYMINT CORE**

- MAIN PLATFORM

Consumers and merchants can access the Shoppymint Core website for account management and checking of purchase status. Some of the core features are listed below.

- HISTORY

Consumers and merchants can access this page to check on the history of purchases or sales. Analytics will also be available for consumers and merchants to check on their expenditures or earnings.

- CLAIM MANAGEMENT

At the heart of any successful e-commerce platform is a robust and reliable claim management system. This system serves two key functions: first, it protects consumers by allowing them to resolve disputes with merchants; second, it helps merchants to keep their reputations intact by providing them with the tools they need to settle claims quickly and fairly.

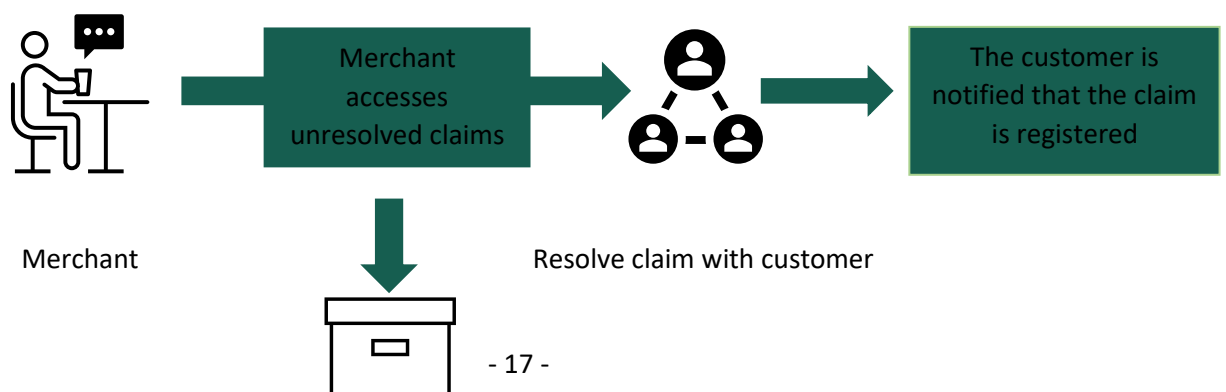
One of the most important features of a great claim management system is its communication tools. These allow consumers and merchants to stay in touch throughout the resolution process so that conflicts or misunderstandings can be resolved before they have an impact on the outcome. In addition, these tools often include features that enable consumers to check the status of their claims at any time, helping them stay informed about any developments along the way. Furthermore, some systems offer malicious merchant reporting capabilities that make it easy for consumers to report unethical practices and ensure those merchants are held accountable for their actions.

Overall, effective claim management is key to ensuring a positive experience for both consumers and merchants alike when doing business online. By providing users with powerful tools and simple processes, organizations can create a seamless platform that fosters trust and reliability between buyers and sellers. In short, when it comes to finding growth in today's competitive market, claim management truly holds the key!

#### Claim process Customer



#### Claim process Merchant



## **SHOPPYMINT WALLET**

When it comes to making transactions, consumers, and merchants both want a system that is convenient and secure. Luckily, the Shoppymint platform has everything you need to do just that. By creating a wallet directly on the website, both consumers and merchants will have access to all their payment and claim information in one easy-to-access place. The streamlined process reduces the number of steps involved, making it faster and easier for users to get what they need. Additionally, storing your wallet online provides some extra security benefits; private keys are not stored on the site itself, so there is no risk of your tokens being stolen or hacked. For those who prefer a more traditional approach, however, Shoppymint also allows you to export your private key if you would like full control over your Shoppymint wallet. Whatever your preference may be, Shoppymint makes managing your transactions simple and effective.

## **MOBILE APP FOR APPLE & ANDROID**

The mobile version of a website is designed to provide the same essential functions and features as the full website version. To consumers, it serves primarily as a platform for retail purchases, allowing them to browse product catalogs, add items to their shopping carts, and check out with a single tap. One key difference between the mobile and web versions is that consumers can easily complete their purchases by scanning a quick response code (QR code). This feature allows users to quickly and seamlessly complete transactions, making their shopping experience faster and more convenient. Overall, the mobile version of any site plays an integral role in facilitating consumer purchasing habits by providing all the functionality of the full website while also making it easier and more efficient to do business.

## **API INTEGRATION**

Integration with every merchant website other than Shoppymint marketplace will require API. Relevant APIs will be developed so that merchants will be able to adopt the payment gateway easier – consumers will be able to checkout through a hosted page for maximum security.

## **PURCHASE OF SHOPPYMINT TOKEN**

As more and more consumers begin to adopt cryptocurrency as a payment mode, it has become increasingly important for businesses to provide convenient and secure ways for their customers to purchase and use these digital assets. One example of a company that is meeting this need is Shoppymint, which will soon be releasing its custom cryptocurrency called the Shoppymint Token. This token will be available for purchase directly on the company's website, giving users who may not have been able to participate in the crowd sale or those who are unfamiliar with exchanges a simple and accessible way to buy into this innovative new technology. By making purchasing and using cryptocurrency easy, Shoppymint is helping pave the way toward the widespread adoption of this exciting new payment mode.

## **FUTURE DEVELOPMENTS**

At SMS, we are dedicated to bringing the best in E-commerce and blockchain technology to businesses of all sizes. Our goal is to onboard and integrate every future blockchain solution in the E-commerce space into our ecosystem, ensuring that merchants and consumers alike can harness the full power and potential of cutting-edge technologies. By understanding the unique needs and challenges faced by those working in E-commerce, we can develop customized blockchain solutions for a wide range of applications. Whether you need assistance with product listings or inventory management, our team will work tirelessly to ensure that your business is optimized for success. So, if you're ready to take your company to the next level, look no further than SMS. We're here to help you achieve your vision of E-commerce excellence!

SHOPPYMINT

## 6. PRODUCT TECHNICAL ARCHITECTURE

Blockchain is a powerful technology that is revolutionizing the way we do business. One of the key features of blockchain is its ability to handle extremely large amounts of data in a decentralized, distributed manner. The SMS system utilizes this powerful functionality by leveraging a public blockchain as the backbone of our platform. With public nodes, there is very minimal downtime and maintenance required to keep the SMS network running smoothly. Furthermore, we have plans to adopt scaling solutions in the near future that will further improve the efficiency and speed of our network. Scaling solutions such as sharding will allow us to reduce costs and increase transaction speeds, making our platform more practical for businesses and users alike. Ultimately, the combination of innovative technologies such as blockchain and scaling solutions will help us deliver an agile, successful SMS platform that truly revolutionizes the quality management industry.

### 6.1. NATIVE BLOCKCHAIN PLATFORM

The Shoppymint native blockchain platform is designed to handle high levels of transactional volume and data throughput without sacrificing security or performance. As such, this platform provides an ideal infrastructure for powering applications used by millions of users every day. In addition to its superior technological capabilities, this protocol also benefits from a large amount of development effort targeting both its scalability and security. Taken together, these factors make it clear that the Shoppymint native blockchain will be an essential component of the future landscape of global business transactions.

## 7. TOKENOMICS

### 7.1. WHY TOKENIZE?

Successful, sustainable token hinges on the way tokens are distributed and incentives are handed out. By having a single token that represents the network, it allows for careful management of the variables affecting its utility. This is true for Shoppymint Token, which is the native currency of the Shoppymint ecosystem. With Shoppymint Token, participants in this robust decentralized network can gain access to exclusive functions and services such as Shoppymint Borderless. Borderless is an innovative platform that enables seamless, cross-border transactions with unparalleled security and speed. Because it has been built specifically for use within the Shoppymint ecosystem, users of Borderless can enjoy a host of unique benefits unavailable anywhere else.

In addition to these powerful features, Shoppymint Token also provides participants with numerous incentives and rewards. Whether you are a developer building on top of the Shoppymint blockchain or simply someone who uses Borderless regularly, you will have opportunities to earn more tokens through active participation in this growing community. By fostering a strong sense of collaboration and cooperation among all stakeholders, we believe that Shoppymint can become one of the most successful and sustainable tokens in today's rapidly evolving blockchain landscape.

### 7.2. UTILITY OF TOKEN

#### **ABILITY TO PURCHASE REAL AND VIRTUAL PRODUCTS**

The unique capabilities of Shoppymint Token make it a highly desirable cryptocurrency for anyone looking to purchase goods from around the world. Not only does Shoppymint boast cutting-edge security features and fast transaction times, but the platform's international logistics network also allows for quick and easy delivery straight to your doorstep. This means that holders of Shoppymint Token can purchase products from any major country without having to deal with the hassle of international shipping, making it an extremely attractive option for those who hold other cryptocurrencies. With its wide range of practical uses both online and offline, there's no doubt that Shoppymint is poised to become one of the most popular currencies on the market today. Shoppymint is more than just a platform for real-world products. We are also committed to becoming the biggest and most trusted marketplace for trading virtual and digital items from the metaverse and other digital worlds. Whether you're looking to buy or sell in-game gear, rare digital collectibles, or unique virtual goods, our platform makes it easy to connect with sellers or buyers from around the world. Whether you're an enthusiastic gamer, a die-hard collector, or simply someone who loves the idea of bringing a bit of the metaverse into the real world, Shoppymint has something for everyone.

#### **TOKEN FOR EXCLUSIVE SERVICE**

Merchants must possess Shoppymint Token to access the SMS and future services that will be developed e.g. AI Concierge. As more merchants join the SMS network, and as more users contribute reviews and recommendations, the acceptance of Shoppymint Token will be more widespread.

### 7.3. INCENTIVES

To drive a sustainable ecosystem, all participants in the system will be incentivized through the following:

- Consumers

1. More informed purchases with Shoppymint Trust Review Circle
2. Reduced risk of fraud via Shoppymint Trust Review Circle
3. Instant rebates by contributing reviews and recommendations
4. Efficient payment process via Shoppymint AI Pay

- Merchants

1. Settlement Currency of choice with best rates via SLP
2. End-to-end logistic management service via Shoppymint Borderless
3. International scalability via Shoppymint Borderless
4. Reduced risk of chargebacks via Shoppymint AI Pay
5. Savings of up to 10% compared to traditional online payment solutions

## 8. TOKEN ALLOCATION

	<b>Allocation</b>
Distributed to the Community	80%
Marketing, Merchant Acquisition & Partnerships	8%
Development	7%
Team & Advisors	5%

SHOPPYMINT



# 9. ROADMAP

## 9.1. FIRST STAGE



## 9.2. SECOND STAGE

