

# Shopping.io

## WHITEPAPER



## EXECUTIVE SUMMARY

There comes a time when innovation and technology not only challenge the status quo, but establish a new one. Massive distrust in financial legacy systems and inflation engulfs broken economies, leaving millions to seek alternatives. From Bitcoin ATMs to corporate acceptance, cryptocurrencies have challenged how we perceive currency as a whole leading to its mass adoption; the likes of which has never been seen. With this crypto adoption comes the need for a place to spend it.

That's where Shopping.io comes in.

Shopping.io is the **first functioning and most well respected bridge between crypto and e-commerce**, in a rapidly changing tech-centric world.

Founded by a veteran group of dropshippers, crypto developers, and creative marketers, Shopping.io aspires to **forever change how we purchase things online**.



## THE PROBLEM

An issue that has plagued the crypto space since its inception is the token holders' inability to utilize their assets as intended; **to purchase goods and services**. Accepting, verifying, and processing crypto payments is still a foreign concept to many website owners, merchants, and consumers. Volatile market conditions as well as the rapid development of web3 and blockchain technology has created a hurdle that major e-commerce platforms including **Home Depot®**, **eBay®** and **Walmart®** are yet to overcome.

This has made many people question the real-world utility of crypto, **causing many to opt out**.



# OUR SOLUTION

Shopping.io is an online ecosystem created to provide shoppers and merchants with a **seamless and immersive** crypto e-commerce experience.

Our vision is to become the turning point for the adoption of crypto by being the most **reliable, efficient, and user-friendly** crypto e-commerce ecosystem.

We are the future of **decentralized e-commerce/ We are De-commerce.**



# ECOSYSTEM

Shopping.io's ecosystem will be built on around **3 core products** whose features aim to facilitate **all aspects of e-commerce** for both consumers and businesses.

## 1 Browser Extension- Coming Soon

Shopping.io's Browser Extension is a powerful tool that will streamline the shopping experience for all e-commerce consumers. Users will have the ability to **shop from any\* online store** that is approved by Shopping.io's innovative extension. This means that shoppers will now be able to add items from different websites and **checkout all in one order**. Customers will also be **receiving \$SHOP**, our native token, back for every purchase made through the extension.

Shopping.io's extension stands out from other extensions for one simple reason: **Any\* e-commerce stores can be integrated without necessarily requiring prior collaborations or affiliations between Shopping.io and the merchant**. This gives our company the flexibility it needs to rapidly improve and expand the extension's compatibility.

The extension is **driven by its product sales** and will facilitate the shopping portion of our ecosystem.

Shopping.io browser extension's two revenue streams are as follows:

- Every order made on the extension creates a **sustainable profit margin** through Shopping.io's innovative drop shipping process.
- Advertisement revenue from **businesses wanting to promote their companies/products** through the Shopping.io browser extension.



## YEARLY GROSS SALES OF 2021



\*Accumulated Growth Over Time

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Shopping Pay is Shopping.io's own **inhouse payment processor** and is a vital step of the company's mission to create a streamlined crypto e-commerce experience.

Through Shopping Pay, businesses will have the ability to **accept any crypto token that has integrated with Shopping.io** as a form of payment. Businesses will also have the flexibility to have Shopping Pay configured to multiple e-commerce sites.

Shopping Pay is **powered by sale transactions** made through the platform as well as the subscription of crypto token integrations.

Shopping Pay's two revenue streams are as follows:

- Each transaction made through the payment processor will result in a **transaction fee** that is dependent on each store's sales volume.
- Crypto projects wishing to add their tokens as a form of payment within the payment processor will **require a listing fee**.

As Shopping Pay continues to develop, there will be various sub-products and features that will help facilitate the growth of the core product.

These facilitating sub-features and products include the following:

- Operation Coinmaker
- Token Integration Program
- Strategic Business Integrations

## Shopping Pay Packages Coming Soon

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## Shopverse

Shopverse is Shopping.io's very first **Metaverse shopping mall**. The Shopping mall is giving birth to an innovative and immersive metaverse marketplace that offers companies, brands, and small businesses the **opportunity to buy and sell their products**.

Shopverse is built to be a virtual marketplace that allows shoppers and merchants to enjoy a unique **Web3 e-commerce experience** through the technology of the Metaverse.

Businesses will be able to **open their own stores and sell their products** by holding Shopverse NFTs.

Shopverse's four revenue streams are as follows:

- The trading/sales of Shopverse NFTs
- Business product and company advertisement within the Shopverse
- Transaction sale fees from purchasing through the Shopverse
- Shopping.io Shopverse assets being traded within the Metaverse Marketplace

As the Shopverse continues to develop, there will be various sub-products and features that will help facilitate the growth of the core product. These facilitating sub-features and products include the following:

- NFT Collection
- Auctions
- Marketplace



# LEGAL COMPLIANCE

Shopping.io's ultimate goal is to **achieve mass adoption** and the acceptance of crypto within the world of e-commerce. Having a platform that is legally compliant with government regulations is a massive step towards this goal. With the main concern in crypto e-commerce being the issue of money laundering, Shopping.io has taken these necessary steps to comply with such regulations:

## 1. Payment Process

Shopping.io has created an **automated process** that allows crypto to be automatically accepted by all our suppliers without the use of gift cards or any other money laundering schemes.



## 2. Separation of Shopping.io US and Global

Shopping.io has created a separate site for all US residents that complies with the regulations imposed by the US. With the ever-growing adoption of crypto, Shopping.io wants to make sure that all its customers are shopping with ease without the fear of being associated with illegal activity. To further legitimize the US site, Shopping.io has exclusively **affiliated with Coinbase.com Commerce** for all its purchases.

## 3. Letter of Legal Opinion

Our legal opinion has been written by Dunsmoor Law, P.C., a well-respected and veteran of the cryptocurrency and blockchain space. The conclusion by Dunsmoor Law is \$SHOP is not a security under U.S. federal law and therefore does not require registration with the SEC.

## 4. Know Your Customer (KYC) Integrations

Shopping.io has collaborated with **Sardine.ai** to help track any illegal and/or suspicious activity that will help Shopping.io adhere to Anti-Money Laundering regulations.

# \$SHOP TOKEN



## What is \$SHOP?

Shopping.io's native token, **\$SHOP (ERC-20)**, is built on the Ethereum blockchain and **serves only as a utility token** within the Shopping.io ecosystem. \$SHOP provides numerous benefits which greatly encourage users to utilize the Shopping.io ecosystem. Read on to learn more about the use of \$SHOP as well as its benefits and tokenomics.

## Tokenomics Overview

The \$SHOP token will serve as a reflection of the success that Shopping.io will bring forth as a company. The structure of the \$SHOP token will consist of the following elements:

- The token will initially be hosted and launched on the Ethereum Network making it a ERC-20 token
- Upon launch \$SHOP will have a total Circulating Supply of 100 million tokens with an infinite token supply
- There will be a token burning and a token minting mechanism that will drive the economy of the token



## Token Supply

With the new smart contract we will now be able to correlate the success of our ecosystem with that of our new \$SHOP token through revenue burning. Therefore, there will be **no max cap** as we are truly confident in the revenue that Shopping.io is capable of producing as an ecosystem.

This is also extremely beneficial because if a max cap were in place, burning of the token supply would come from its total supply and not its circulating supply. The circulating supply will have an **initial launch of 100 million tokens** and will then be calculated solely around the difference of minted and burned tokens. As Shopping.io continues to succeed in producing revenue, \$SHOP token will **transition into a deflationary token** as it will burn more tokens than it mints.



# Burn & Mint Mechanism

Our vision is for \$SHOP to be a mintable token that is obtainable through a newly implemented \$SHOP back system that will work hand in hand with transactions/purchases users make through the Shopping.io's ecosystem. This will ensure that customers not only become holders, but are also incentivized to use Shopping.io's platform. Therefore the minting mechanism will be instrumental in increasing the amount of holders and also critical in uniting holders and customers.

In contrast, we will be creating a token burning mechanism where a portion of Shopping.io's ecosystem (which also includes present and future Shopping.io products like Shopping Pay, Metaverse, etc.) revenue will be used to buy and burn \$SHOP periodically. This will ultimately align the success of Shopping.io with its token, which was previously not the case.

## \$SHOP TOKEN UTILITIES

### Membership Tiers

All \$SHOP holders looking to take part in our membership system will be required to lock up their \$SHOP for a 3 month period. Our system will detect the amount that a user has locked and apply the locked \$SHOP amount to the appropriate membership package. Membership holders will not be able to withdraw their initial lock \$SHOP until the 3 month period is over. However, they will still be allowed to withdraw their airdrop rewards at any point in time.

There will be 5 tiers of membership. All membership tiers will be based on the USD value of locked \$SHOP. Membership requirements goes as follows:

#### Asteriod Free



**3% \$SHOP back**

- Free Domestic Shipping

#### Moon \$100



**10% \$SHOP back**

- Free Domestic Shipping
- Airdrop Rewards

#### Planet \$300



**20% \$SHOP back**

- Free Domestic Shipping
- Airdrop Rewards
- Priority Customer Support



#### Star \$500

**30% \$SHOP back**

- Free Domestic Shipping
- Airdrop Rewards
- Priority Customer Support



#### Galaxy \$5,000

**50% \$SHOP back**

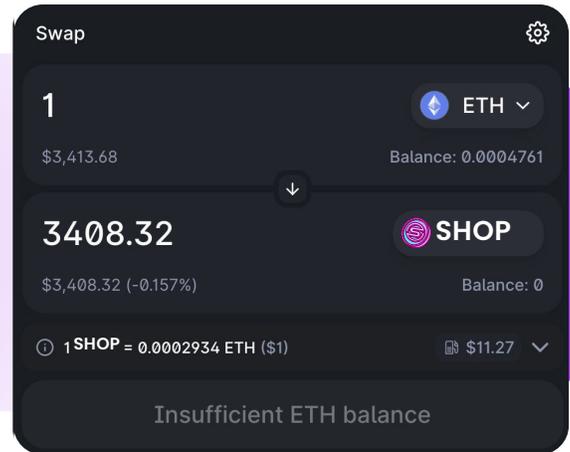
- Free Domestic & International Shipping
- Airdrop Rewards
- VIP Customer Support

\*Shopping.io reserves the right to change the membership plans based on the needs of Shopping.io and the community

# Free Shipping & Additional Discount

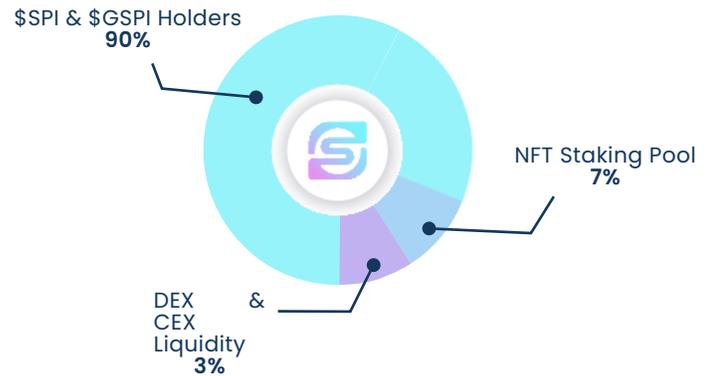
Shopping.io charges **\$50 USD for international shipping** but by paying with \$SHOP, customers will now enjoy free international shipping **FREE of charge plus another 5% \$SHOP Back on your purchase!**

## Buy, Sell, & Trade \$SHOP



# Distribution

The Shopping.io team will distribute the \$SHOP tokens according to the following chart to the right:



# SHOPVERSE NFT

## What is Shopverse NFT?

Shopverse is Shopping.io's official genesis NFT collection consisting of **2,800 randomly generated NFTs** that will also provide real world shopping utility. Shopverse NFTs can be found at [opensea.io/collection/shopverse](https://opensea.io/collection/shopverse)

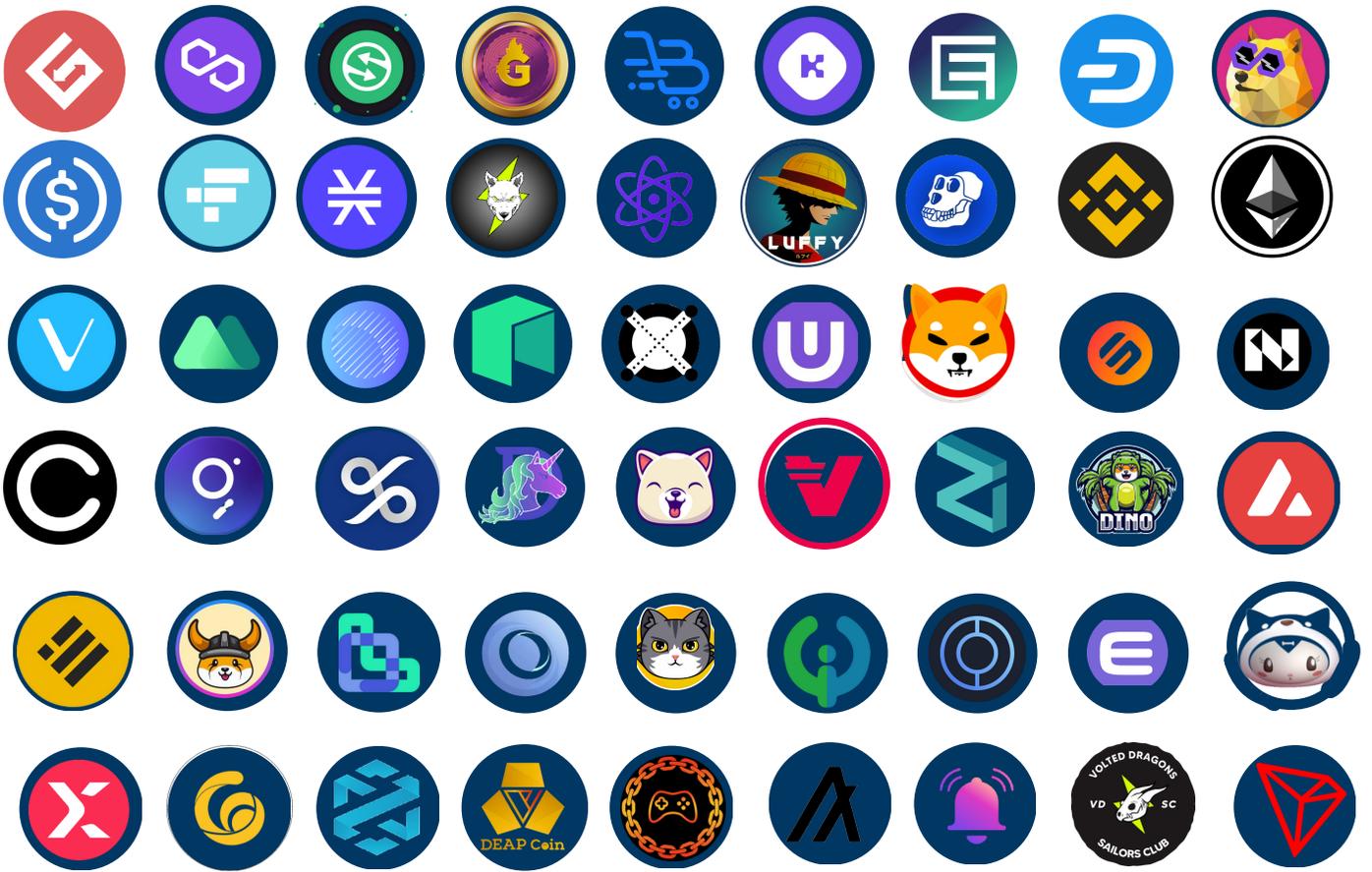
## Shopverse NFT Utility

- NFT holders get an **additional 5% \$SHOP BACK** on Shopping.io
- Eligibility to **own a store** within the Shopverse shopping mall
- 7% \$SHOP tokens are allocated to NFT holders through staking and other avenues
- Additional utilities planned

\*More Details Coming Soon



# COLLABORATIONS



 BINANCE PAY  crypto.com  coinbase | Commerce

 Good Dollar  PayPal  Sardine.ai

 TRANSAK  JRNY  zik Analytics

# TEAM



**ARBEL ARIF**  
Owner and CEO

Arbel Arif has established multiple successful businesses over the past decade. He is an expert in marketing and E-commerce and has years of experience as a leader in the dropshipping space. He believes in the future of crypto E-commerce. Leading by innovation, he has put together a team of All Stars to carry out his vision!



**Meirav Shacked**  
EVP

Meirav has successfully founded and run multiple organizations worldwide. With 15 years of BD & Marketing experience in China, Europe and USA. She's CEIBS GEMBA graduated.



**Mai Arif**  
Listing Manager

An air force veteran serving his country, Mai has wide experience in sales, management with a deep understanding of the crypto space and has been an investor since 2016.



**Jonathan Dunsmoor**  
U.S. Securities Council

Jonathan's practices focuses on complex corporate law and regulatory matters including blockchain-related securities offerings, asset management and digital corporate governance.



**Ionut Popescu**  
Lead Developer

Ionut has more than 17 years of DevOps Engineer working experience, RAU Bucharest Master's degree, Management Information Systems and Services Master's degree, Management Information Systems and Services.



**Golan Gordon**  
BD & Tokenomics Manager

Golan has experience in sales and management of several projects involving Blockchain technology and security. He has lead projects to increase sales performances, Business Strategy and more. He has been an investor in crypto since 2017.



**Elena Nicholson**  
Office & HR Manager

Elena is an experienced Senior Administrator with a demonstrated history of working in the financial services industry and Office Management.



## Community/Support



**Roy Dekel**  
E-commerce Support



**Itay Eder**  
Research Analyst



**Hazem Sami**  
Tech Support Lead



**Shiela Congson**  
Support Manager



**Jonathan Prada Prada**  
Moderator