



ShopperCoin

WHITEPAPER

v2.3.1

Mission

“Create and promote a singular universal loyalty ecosystem uniting consumers and brands in a circular value exchange.”

Vision

Trust and loyalty are at the heart of every healthy relationship. ShopperCoin is creating an entire ecosystem that allows buyers and sellers to interact in a more meaningful and secure way using blockchain technology. Our loyalty ecosystem is centred on ShopperCoin, a in-app currency that represents trust and loyalty, issued by sellers to buyers with immediate benefits that can be used by customers anytime, anywhere they like. The ShopperCoin platform creates a 360-degree environment that will deliver consumers and retailers an immersive experience that finally realizes the potential of loyalty programs.

Abstract

Loyalty Programs are created to boost sales and keep customers satisfied for many years. Many brands fail to achieve this result mainly because their programs are isolated and unique to their brand discouraging most customers from taking full advantage of points they earn. The use of these valuable resources of human and financial capital also carries an opportunity cost if an existing loyalty program is ineffective.

This creates a perfect opportunity for a disruptive innovation in loyalty programs that would enable customers to use them more often by simplifying and streamlining the process for consumers. ShopperCoin is creating a decentralized, unified customer loyalty

ecosystem that uses blockchain technology as the backbone and the ShopperCoin as the medium of exchange. With these multi-tiered innovations, we are eliminating the current limitations and bottlenecks in existing customer loyalty programs. ShopperCoin eliminates the friction for customers and makes it simple for them to redeem, share with others on the platform or combine all their points from multiple retailers within the ecosystem.

Shoppercoin is a robust, transparent platform which will allow the secure exchange of ShopperCoin and enable micro transactions. It provides liquidity and assigns a universal, market-driven value to traditional loyalty points, empowering both merchants and consumers.

CURRENT MARKET OVERVIEW

The latest research from the Incentive Research Foundation reports steady growth in the incentives and rewards industry with annual growth of 6% and a total market exceeding \$320 billion in 2017. The average consumer participates in 29 loyalty programs. The downside of these numbers is that only 24% of participants utilize the incentives earned. This gap represents a tremendous opportunity to increase brand loyalty and drive repeated sales. Surveys show less than 50% of owners of reward points globally redeem their loyalty points. The reason most cited by consumers is previous unsatisfactory experiences when trying to keep a track of a multitude of independent programs all with different websites and rules for redemption.

1. Account inactivity

Even though extensive programs are rolled-out and millions of points are distributed, the goal of customers redeeming the points for repeat purchase doesn't happen at the rate expected. According to Vanity, 43% of consumers say rewards programs require too much spending to reach the next level of status, 36% say the points or rewards expire before they can use them, and 33% say it is hard to use the rewards because of too many restrictions. This leads to many customers not using their loyalty program points at all.

2. Retention Ratio

Another problem is the lack of sufficient motivation to encourage repeat purchases. A 2016 Kinley Advisors report about the challenges faced by Associations operating on a membership-based business model, 31% of associations report a retention rate of less than 85%, the lowest since 2012.

3. Low Motivation

Many times, the promotions offered are perceived by the customer as having a low value or that they require too much of an additional purchase to take full advantage of the deal.

4. Opportunity Cost

Implementing loyalty programs requires a lot of resources, manpower, technology, and infrastructure. Having a strong customer service team that can quickly respond to queries in a timely manner is essential to answer questions about complicated and confusing existing loyalty programs can be quite expensive.

Why ShopperCoin?

Increased access to product information on a global scale 24/7/365 has made it extremely easy for consumers to compare product features and prices in online and offline markets. Customers are always searching for the best deal possible and would embrace a loyalty program that helped them achieve that end. There is tremendous opportunity for a simple, sensible and customer-centric Loyalty Program to meet this demand.

ShopperCoin combines the essence of a loyalty points programs with a robust ecosystem that delivers a deeply personalized experience, real value and meaningful merchant engagement for customers, ShopperCoin regains credibility and trust from customers by leveraging blockchain technology, that simplifies the process of creating loyalty programs and sends, receives, shares and exchanges reward points in a very democratic way. Customers, brands and retailers can trust ShopperCoin to create real value for all parties in this symbiotic relationship.

As mass adoption it will lead to a snowball effect attracting more consumers and merchants to the ecosystem. When the members of our ecosystem believe they can earn more with ShopperCoin than nearly every other loyalty program, that will make a strong point of differentiation and a viral growth effect.

Difference between ShopperCoin & SCO Token?

ShopperCoin is off-chain point which user gets while using ShopperCoin Mobile App for faster and zero transaction fees. While SCO Token is ERC-20 token based on Ethereum blockchain which user can swap for ShopperCoin and use it to trade, buy and simply hold it in their Ethereum wallet for future appreciation. Brands and Business needs SCO token to promote their products and services to ShopperCoin Audience.

ShopperCoin Ecosystem

“ShopperCoin,” a new cryptocurrency, changes the entire game of loyalty programs by utilizing blockchain technology to overcome the historical drawbacks of traditional incentive programs. The ShopperCoin blockchain handles all the record keeping and allows the currency to be easily redeemed at participating vendors for products and services or simply exchanged for market value or into other cryptocurrencies. When this is combined with a user-friendly interface utilizing apps and gamification, a new level of enthusiasm will be created amongst customers to use and build new confidence and excitement for loyalty programs. The entire ecosystem will be secure in transparent so customers can feel that their time and efforts will bring them benefit while adding to the overall value of the entire ShopperCoin ecosystem.

ShopperCoin ecosystem. The wallet will be available for Desktops and Smart Devices for storing, sending, and receiving ShopperCoin.

ShopperCoin Mobile App:

ShopperCoin App is an off-chain environment which allows our end-users to earn ShopperCoin by posting reviews & recommendations videos. User receives ShopperCoin for every “like” on their posted videos. User can also earn ShopperCoin for referrals, and by following us on social media.

ShopperCoin For Business

It allows merchants and online stores to reward customers and receive ShopperCoin with complete business management suite to communicate with ShopperCoin App users.

ShopperCoin Pitch

A place where businesses pitch their products and services to ShopperCoin App User. Business needs to purchase SCO token from crypto exchanges and use SCO token to publish their pitch to ShopperCoin Audience.

ShopperCoin Cashback

Shoppercoin Cashback will allow brands to market their physical products to give cashbacks in the form of ShopperCoin Scratch Card and via Text Messaging when customers purchase their products from anywhere.

ShopperCoin Swap

Owners of ShopperCoin can trade their off chain ShopperCoin for SCO Tokens

ShopperCoin Plugins

ShopperCoin Readymade Ecommerce Plugins for WordPress, Magento, Shopify will be used to accept Shoppercoin as coupons as well as reward customers with ShopperCoin when they purchase products using fiat currency.

ShopperCoin API

ShopperCoin API will allow developers to create new plugins and existing software vendors to create a bridge between legacy system and the ShopperCoin blockchain enabling customers to easily convert their existing traditional points to ShopperCoin.

ShopperCoin White Label

Branded and/or Co-branded App, Wallet, Website and Custom Points System for Merchants and Brands.

ShopperCoin Support Team

An experienced team, well-versed in technology, will reach out to the entire ecosystem of stakeholders and help solve problems technical or non-technical. This is a core strength deeply embedded in our culture as being a technology support services provider since 2009. We understand that great customer service is the backbone of ShopperCoin's success.

Go-to Market Strategy

A well thought out and practical go-to-market strategy will give the initial momentum needed for this venture. We will create an organic, mutually beneficial two-way relationships with the main stakeholders within the ecosystem focusing on following five pillars of success.

1. Online Shoppers and Consumers

Introducing end-users to ShopperCoin Mobile App with way to earn and spend ShopperCoin within app.

2. Retail and Ecommerce

Providing easy to use interface and plugins to accept coupons generated by end- using ShopperCoin Mobile App.

3. Business and Brands

Providing “ShopperCoin Pitch” platform to market products and services to ShopperCoin Audience.

4. Business Collaboration

Collaborating with Business and Brands to offer their customers “ShopperCoin Cashback” to gain sales for their product or services while introducing end-users to ShopperCoin ecosystem.

5. Developers and Technology Partnership

Partnering with Technology companies and Developers to build scalable decentralized apps on top of ShopperCoin Ecosystem.

Roadmap

Milestone 1

500,000
App Users

ShopperCoin will mark its Proof of Concept successfully once we reach 500,000 app users on ShopperCoin Mobile App.

At the moment, ShopperCoin platform has only a few advanced functions, but our goal is to build all vital features that will make this platform unique. Having these advanced functions means investing more towards ShopperCoin platform, team, and infrastructure to make the whole journey experiential for our users.

Milestone 2

2 Million
App Users

We expect to reach Two Million users in 2 quarters after achieving the first milestone and then launch APP V2.0 which will have the following functionalities in addition to the ones present in the current version.

- **Enhanced Overall UI/UX**

- App V2.0 will carry a design to match-up future aspirations and offering our users a smoother experience.

- **Better Data & App Security**

- Improving on data security standards.

- **Ecommerce Transactions & Redemption**

- Developing plugins for ecommerce platforms (WooCommerce, bigcommerce, magento.,etc) to accept coupons generated by user on ecommerce platform.

Milestone 3

3 Million
App Users

At 3 Million users our development journey will move to the next level and integrate blockchain, ai & machine learning to ShopperCoin ecosystem.

- **SCO tokens**

- ShopperCoin ecosystem will takes it full form by allowing user to trade in SCO ERC-20 Tokens outside ShopperCoin mobile app.

- **Ai & Machine Learning**

- It will help merchants to get real-time analytics on a set of vital data to create better pricing, offers and footfall to their stores, resulting in more business and optimizing profitability.

- ShopperCoin for Brands

- This will allow companies to launch direct reward and cashback programs by creating scratch cards, QR codes ready for their customers to scan and redeem rewards in ShopperCoin app.

Revenue Model

ShopperCoin will take centre stage in the loyalty program space where merchants will first obtain SCO tokens in order gain access to merchant services on the ShopperCoin ecosystem. The growing popularity, ease of use and value increment over a period will motivate customers to prefer ShopperCoin over every other loyalty and traditional reward program resulting in frequent use and increased circulation of ShopperCoin.

Besides the free functionalities the platform offers, there will be additional/extended services. These services will be exclusively paid in SCO. Merchants will be given the option to either pay directly with SCO, or purchase SCO from the decentralized exchanges.

SCO will be also sold on the platform at a slight premium over the market price no less than the exchange's price. Additionally, the company reserves the right to purchase additional Shoppercoins from the exchanges to refill or add to its reserves, from which it sells these ShopperCoin on the ShopperCoin App platform.

There are also services which merchants can pay for as Add-on services. Such as ShopperCoin in-app advertisements, promoting

products and services on ShopperCoin Online Marketplace, Campaigns etc.

White Label Apps - Any merchants who want their own branded custom app and points may do so by paying a fee in USD as well as acquire and hold 30000 SCO in their Ethereum wallet to be eligible for this service.

ShopperCoin NFT Auctions - ShopperCoin will partner with brands and celebrities to launch limited edition products and collectible where users can bid using SCO tokens to win the auction with proof of ownership stored on Ethereum Blockchain.

Meet the Founders.



Sal Jaffer

CTO & Co-founder

Sal has been a successful Senior Technology Visionary in Unified Communications, Converged Infrastructure Platform design, and next generation Cyber Security space.

He founded and successfully sold two Technology Solution startups between 2006 and 2018. He is currently the President and Chairman of the Board of Director for Resolvetek Solutions Inc which he co-founded in 2009. Resolvetek focuses on the development, design and implementation of complex technology solutions for customers worldwide.

He is currently building a next generation application based on Artificial Intelligence, Machine Learning and the Internet of Things, and with his extensive background in Enterprise and Cloud Security he is perfectly positioned to provide both leadership and strategic direction during this start up and development process. Through his diverse network of contacts and international teams he can bring both talent and cutting-edge technology to the table that cannot be equated to pure monetary value.



Mike Jain

CEO & Co-founder

Mike has over 13 years of combined experience in multiple areas of business analysis, help-desk support, retail sales and data management, technical support and business development systems. Mike has spent the last decade working in well-known and major organizations learning how to meet and exceed the needs of all stakeholders involved and has built a reputation as a results-oriented leader.

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