



Optimizing Digital Transactions and Digital Marketing



Version 1.4
White Paper

www.shopereum.io

Executive Summary

The purpose of this document is to provide information about Shopereum Project. The main idea is to build an e-shop / eCommerce site that sells products and accept fiat and crypto payments. The objective is to make the site a shopping place for everyone, so it accepts the most common crypto currencies (BTC, LTC, ETH, XRP, USDT,), besides the project token xShop, as well as fiat payment. We offer a 5% discount for the customers who pay with xShop token. This would increase the demand of the trade for xShop token. The project will be launched on (Aug, 2020) and will scale up in the second stage to allow users to be a seller or a buyer. This would make our shop in the top shopping sites in the world that accept crypto currencies and fiat payments. By combining blockchain technology, modern marketing technologies and Artificial Intelligent (AI) to optimize digital transactions and in digital marketing, we can make this project a reality. we bring cryptocurrency to eCommerce world.



Problem

Despite the huge advancement in blockchain technology and its advantages for P2P transactions without intermediaries, there is still a gap between the adoption of cryptocurrencies in many services and in eCommerce. But this is changing as the global non-cash payment transactions volume grew up to 12% in the year 2018 and the number is increasing¹. e-wallet transactions volume is estimated to be 8.6% of the non-cash transactions². However, Real-Time Payment (RTP) and Digital Ledger Technology (DLT) the blockchain face many challenges in terms of regulations, adoption, interoperability, and scalability. The Main interest in cryptocurrencies is focused on holding crypto currencies, trading and exchanging. The use of crypto currencies in shopping, traveling, online payment is still limited. Online shopping is one of the services that still do not adopt crypto currencies in global shopping sites such as Amazon, eBay, and AliExpress. There are few attempts to bridge this gap such as shop2coin and Moon, but these attempts are not enough, and still limited.

1. <https://worldpaymentsreport.com/wp-content/uploads/sites/5/2018/10/World-Payments-Report-2018.pdf>

2. Previous Reference



Problem

The main idea of these two projects is to develop a browser extension/plugin and a digital wallet to allow users shopping at (Amazon, eBay, and AliExpress, ... etc.) to show the price in crypto currencies (BTC, ETH, ... etc.), the user pay to their wallet. There are other tokens that are dedicated to some sectors such as such as travel, health, games .. etc. So there are many attempts, and the world still need for more adoption of crypto currencies in daily life transactions.

Shopereum project bridges the gap between online shopping and adoption of , by providing an eCommerce site that supports common cryptocurrencies such as BTC, ETH, LTC, DASH, XPR, ... and many others, as well as xShop token.

To encourage customers to use xShop token, a discount of 5% will be offered if they use xShop. This project is a step towards the wide adoption of cryptocurrencies. Besides that, our store accepts also fiat payment, so everyone can use it.



Technology

Shopereum.io site is an aggregate store, where products presented from different sources and supplies. Our ecosystem will be designed to be scalable to allow users to be a buyer or a seller. Our ecosystem consists of a website and a mobile app to make our ecosystem available at user's finger touch.

Shopereum.io site will rely on dropshipping technique. Dropshipping is a retail fulfillment method where a store doesn't keep the products it sells in stock. Instead, when a store sells a product, it purchases the item from a third party and has it shipped directly to the customer. As a result, the merchant never sees or handles the product.

The biggest difference between dropshipping and the standard retail model is that the selling merchant doesn't stock or own inventory. Instead, the merchant purchases inventory as needed from a third party – usually a wholesaler or manufacturer – to fulfill orders.



ARTIFICIAL INTELLIGENCE

Technology

We bring traffic to our site using modern marketing that is based on Artificial Intelligence (AI) that analysis customer profile and customer needs and search keywords, and data from other sources such as Twitter and Facebook. Bringing traffic to the site is one of the keys to our success, that is why it is important to use AI and to consult digital marketing experts to achieve our objective.

To accept fiat and crypto currency, a payment gateway will be made to allow people to use the payment method that is suitable for them. Combining these technologies; blockchain, digital marketing, and AI is a key success to Shopereum project.



ARTIFICIAL INTELLIGENCE

AI Techniques

The following AI techniques will be used to promote the marketing service, maximize the sales and enable Shopereum to scale more efficiently:

1. Smarter marketing and advertising:

As a drop-shipping business, Shopereum will offer items collected from different suppliers such as Amazon, eBay and AliExpress. A key issue to bring customers in and increase traffic on Shopereum is to provide a smart and personalized shopping experience. The desired personalization can be achieved by offering items that are most needed by the user and that match his/her needs. In addition, the shopping service should be intelligent to choose, from the wide selection of items offered by third party suppliers, only featured items that have high selling rates or earned high reviews from customers. To achieve this personalization strategy.





AI Techniques

Shopereum will implement AI algorithms that will perform analysis on both the user's and supplier's sides: At the user's side, an AI algorithm will be used to track the user's activity, such as the navigation activity and the search queries, in order to identify the user's needs and then contact the relevant suppliers to retrieve items that coincide with the user, and present them to the user. This process will be carried out in real-time and will lead to a better personalized experience and more user engagement. At the suppliers' side, Shopereum will operate an AI algorithm that will regularly check the supplier's inventory for top selling or rated products, and then retrieve information and images of these products to be listed on Shopereum. In addition, results from the two aforementioned algorithms will be ranked to show products that are both featured, in terms of sales or customer review, and that are more relevant to the user needs. Results will be also used for intelligent marketing by, for example, sending automated product recommendations via email based on the customer's or the supplier's statistics.



AI Techniques

2. Automation of drop-shipping tasks:

drop-shipping includes several tasks such as collecting and importing product details from suppliers, advertising products on the website, receiving and processing purchase orders, processing crypto payments, performing crypto –fiat exchange, buying and shipping items to the client, and managing the inventory. Performing all these tasks manually will consume a lot of time and effort, obstruct the growth of the business, and may result in errors and delays in processing the orders. Instead, Shopereum will be empowered with AI technologies that will automate the whole process as possible, and should be capable of handling as much orders as possible quickly and efficiently. When an order is received, an order tracking algorithm will be automatically activated to keep the customer informed of when the product leaves the supplier. This will keep the customer better engaged and updated of the status of the purchase. Another intelligent service will be implemented to manage and monitor inventory.



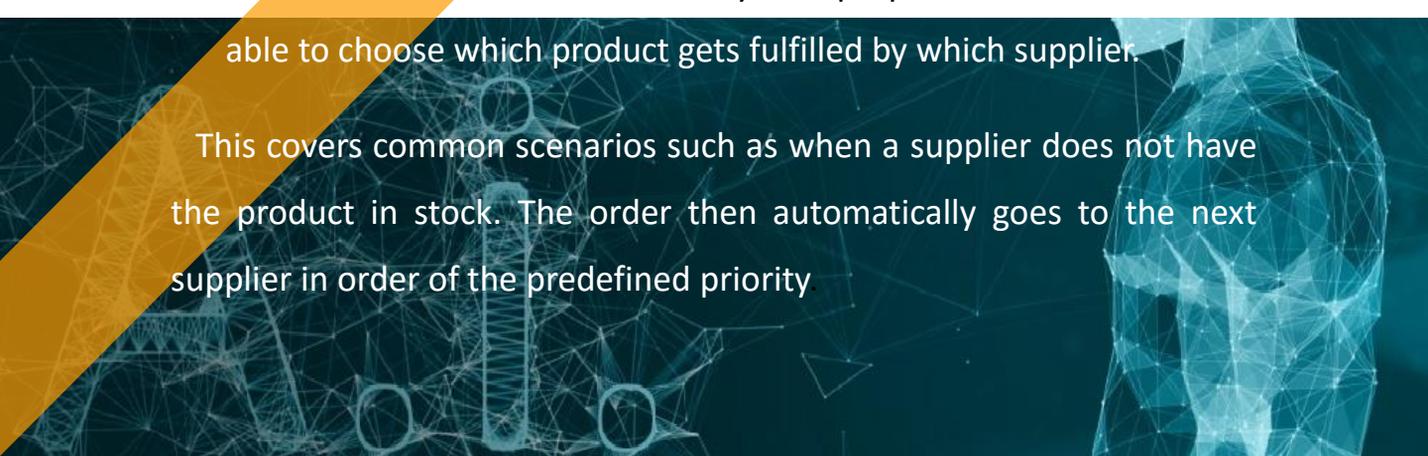


AI Techniques

Although Shopereum, as a drop-shipping service, will not physically hold an inventory, it should constantly ensure that it will not end up performing "overselling" and thus reach the frustrating "out of stock" status. The proposed service will keep contacting the suppliers to monitor the inventory levels. The service will take a step further by stopping listing and advertising products that are about to run-out. Forwarding orders to suppliers is another important tasks that should be handled with least intervention from users. By using a special automation service, the customer can place the order through Shopereum, and the order information will be automatically sent to the supplier. In addition, Shopereum will work with multiple suppliers, whereas each supplier may provide specific categories of products. Managing the interaction with multiple suppliers is essential specially when receiving a large number of orders. Therefore, a software service will be used to automatically communicate with and prioritize multiple suppliers so that you can scale the business more efficiently. The proposed

able to choose which product gets fulfilled by which supplier.

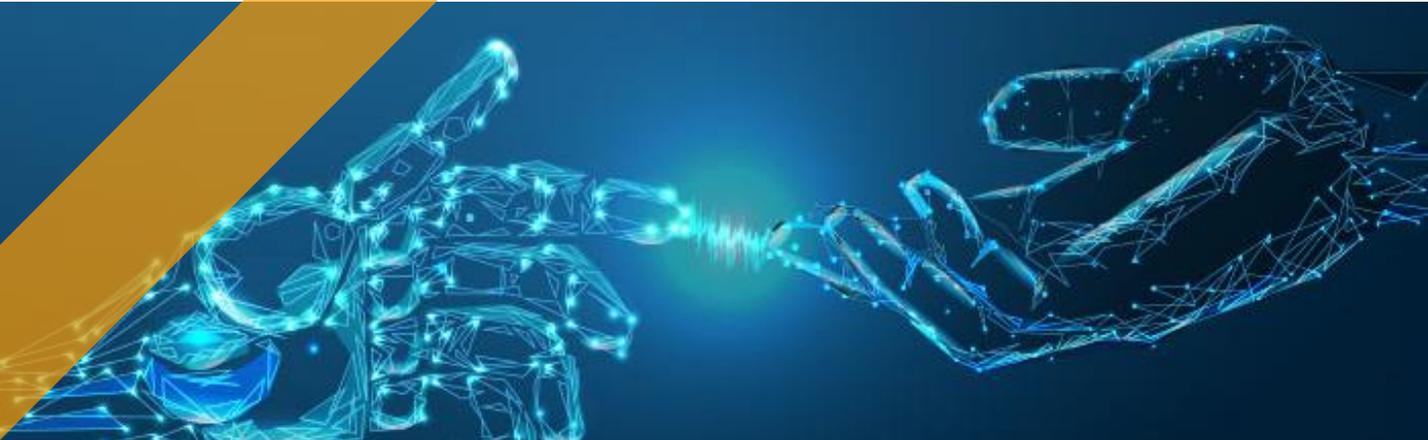
This covers common scenarios such as when a supplier does not have the product in stock. The order then automatically goes to the next supplier in order of the predefined priority.



Shopereum Model



Shopereum Model



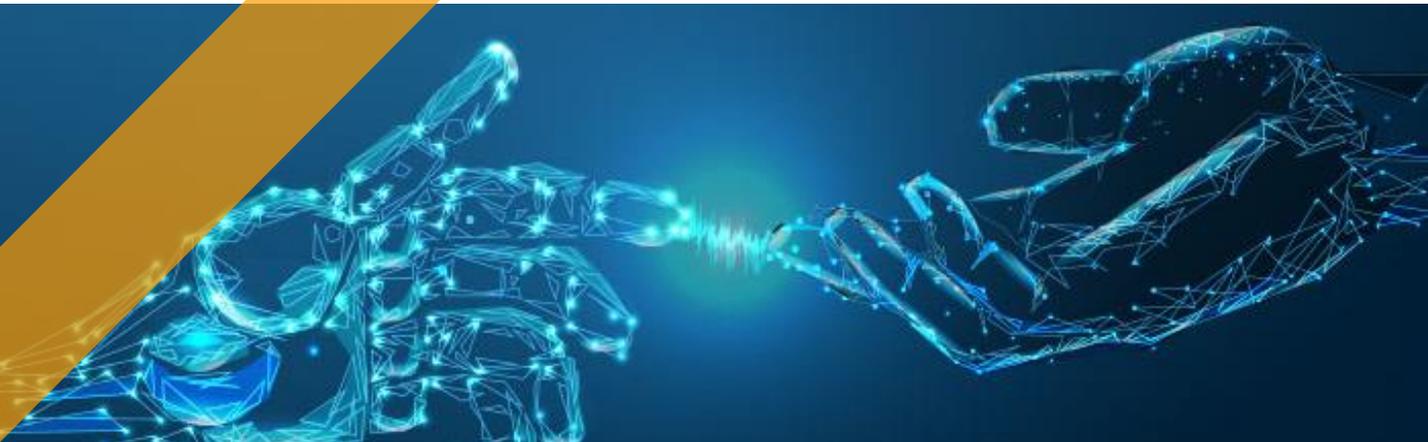
Shopereum Model

The Shopereum model is depicted in the figure. Shopereum employs recent advanced in AI and digital marketing to provide a smart user experience and personalized content. Shopereum will leverage data from the customer's behavior and the suppliers to recommend top rated products that best match with the customer's needs. Shopereum will collect and present products in a user-friendly manner so that the user can enjoy a shopping experience that leave a lasting impression. Similar to any popular shopping site, the user will view and add items of interest to the shopping cart. When the customer proceeds to checkout, Shopereum will offer payment using crypto-currency or cash. The customer will be offered to pay by using any of the popular crypto-currencies such as Bitcoin and Ethereum. To encourage xShop trading, customers will be offered 5% discount if they pay in xShop. Customers will pay the crypto payments processing invoices at a locked-in exchange rate. Once the payment order is initiated, Shopereum should will start processing the payment and buying the products. First, crypto-payments will be handled by a crypto-payment gateway that will convert to the traditional currency of the supplier (USD, Euro, etc).

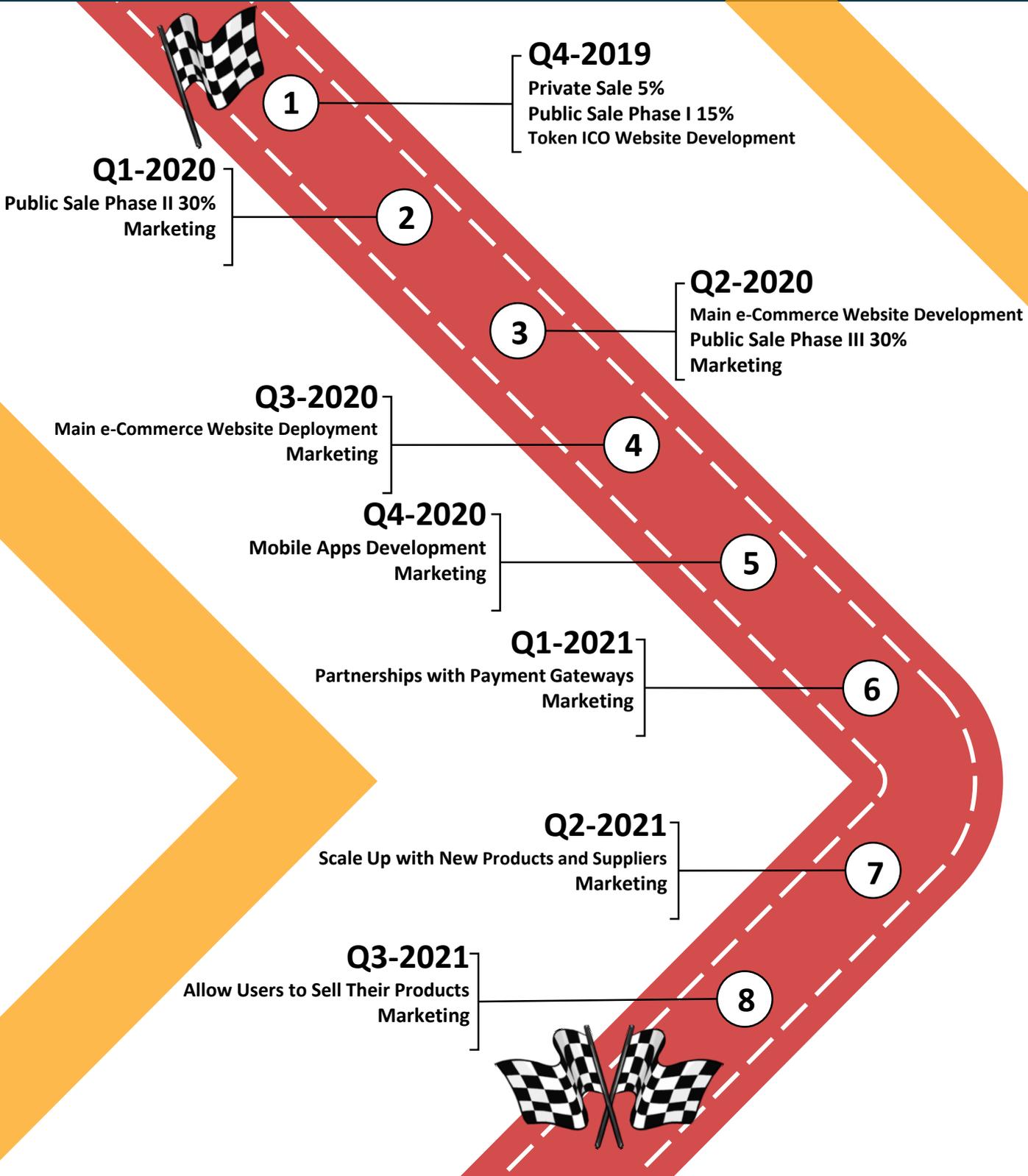


Shopereum Model

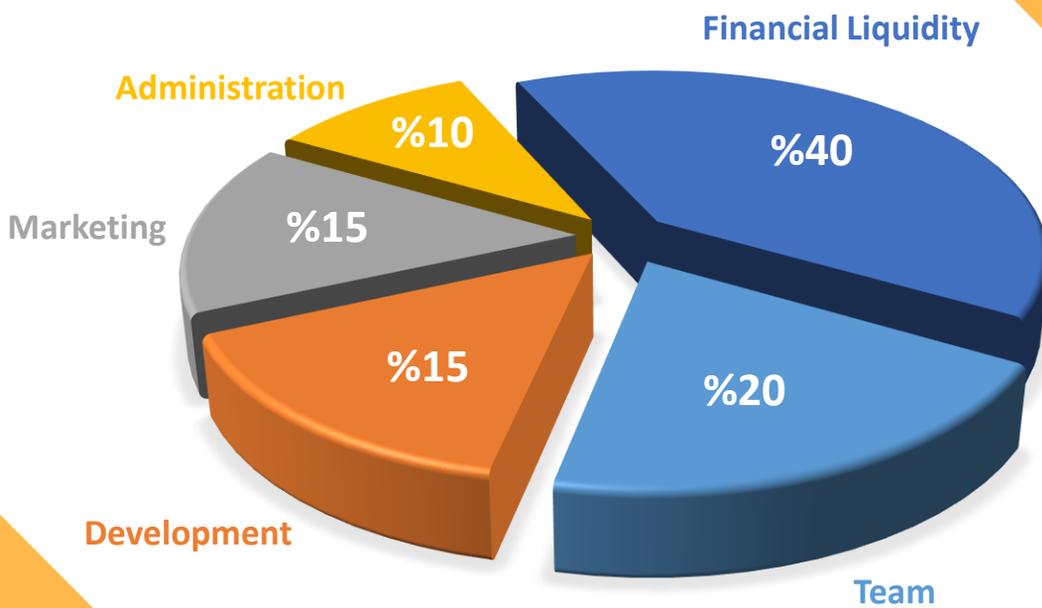
Afterwards, another software service will take the lead to contact the supplier's site and place a buying order. The order will be filled and the shipping process will be determined based on the information entered through Shopereum interface and transferred to the supplier. Therefore, the supplier should process the buying order and the shipping request as if they are initiated by a normal customer. One should notice that the aforementioned transactions should be handled robustly, in a timely manner and without exposing the complications to the customer.



Road Map



Token Distribution



%10 Administration, Fixed Assets and Rentals.

%15 Marketing, Ads, Conferences, Workshops ... etc.

%15 Website and Mobile Apps Developing

%20 Founders and Advisors.

%40 Financial Liquidity for Goods Purchasing.