

**b**  **ockCommerce**

THE SUPPLY CHAIN...DECENTRALIZED!

## **General Information**

BlockCommerce is the first project of its kind that combines the power of the blockchain with an innovative multi-commerce platform.

A fee-less instant currency that improves profits and security, a distribution and drop shipping ledger-driven automated system, and state of the art optimized stores at no cost are just some of the features that make BlockCommerce the future of all ecommerce.

In addition, BlockCommerce distributes platform fees and revenue directly to the BlockCommerce Token holders, decentralizing the ecommerce driven stores, distribution of goods, as well as the profits from the platform itself.

## **We Are the Next Evolution of Ecommerce**

Ecommerce, while transformational in its impact on traditional retail, is still rife with fraud, great risk of loss, tremendous complexity, and carries with it many inefficiencies.

BlockCommerce addresses all these inefficiencies by providing a single point ecommerce and drop shipping management platform built entirely on the blockchain. This means significantly lower costs, and ecommerce businesses that naturally appreciate over time.

Ecommerce business owners no longer need to manage multiple sales channels, like eBay, Amazon, Shopify, and multiple sourcing and wholesale channels like Alibaba. With BlockCommerce, all of these tasks are handled entirely within the 'MARS' and 'EARTH' sections.

In addition to this, BlockCommerce is the first ecommerce channel that creates a Fiat to Crypto bridge allowing the masses to easily participate and even provides incentives for purchases over the blockchain.

Finally, BlockCommerce provides the ability for all of its token holders to benefit from each transaction across the entire platform by distributing part of fees and profits in form of tokens to our users.

## ? How We Do It

BlockCommerce is the first platform built entirely on the blockchain that brings buyers, sellers, manufacturers, and distributors together.

The entire process from initial bulk orders all the way to payment collection from the end consumer and delivery are handled within the private BCLX blockchain – greatly reducing costs, fraud, and massively simplifying the process for the user.

Further, this liquidity pool also helps perform real time settlement for all fiat and token purchases in the platform.

## The Supply Chain Defined:

BlockCommerce eliminates all the middlemen, the inefficiencies, conflicts of interest, and monopolistic behaviors. This is the next evolution of ecommerce and is a enormous improvement to how things now operate:

- Decentralization and tokenization of the entire supply chain, meaning it is owned by the masses.
- A perpetually growing, tokenized ecosystem of suppliers, retailers, and buyers of which the masses receive an automatic dividend stream.
- Due to the leverage of the liquidity pool, out of pocket costs for the user are dramatically lower.
- Integrations with existing sales channels like eBay, Amazon, and the Google Shopping Network allow a seller to take advantage of all possible markets available.
- Internal, zero-cost stores with advanced features allow users to build and grow high profit stores within the platform without the obnoxious fees typical shopping cart and ecommerce platforms carry.
- Integrations with large wholesale and dropshipping enabled suppliers allows sellers to source and sell within the platform at virtually zero out of pocket costs.

## The Problem

Ecommerce has realistically only simplified the consumer side experience thus far. While the ability to locate and order items online is great, the majority of behind the scenes activity is still largely archaic, especially for online retailers who are looking to source items, build stores, track sales, deliver goods to consumers, and negotiate better deals.

The average online retailer must perform the following tasks before being able to make a single sale online:

- Identify items to sell
- Locate a manufacturer of the item
- Negotiate deals based on minimum order quantity
- Get changes made to the item if needed
- Locate a fulfillment center or distributor of the item
- Build an online store (eBay, Amazon, Shopify and others)
- Bring consumers to their store
- Close the sale by accepting payment
- Deliver the goods to the consumer (or use a third-party fulfillment option)
- Provide any customer support

In addition to this, most online sellers still deal with the lack of control that comes with dependence on third party institutions.

Most sellers today can only process payments, host stores, and acquire customers through third party companies like Amazon, PayPal, eBay, Shopify, and others.

Of these, modern ecommerce has only simplified creation of an online store and payment acceptance. Even though these are simpler tasks, the costs associated with transactions are atrociously high often taking up to 10-20% of the average online retailer's gross sales.

In a nutshell, the costs are high, the risk is too great, and the entire process is unnecessarily complex.

## **The Solution: BlockCommerce**

It begins with engineering a blockchain based payment solution that is superior to fiat usage. This is precisely what BCLX accomplishes by providing commerce focused transactions that are:

- Cheaper (Blox have no transaction fees)
- Faster (Blox transaction settlements are near-instant)
- More secure (Blox transactions are decentralized, encrypted)

The second part is to combine this borderless, fee-less currency with the infrastructure that allows for existing and new ecommerce sellers to create profitable ecommerce businesses easily and quickly.

BlockCommerce provides the home for all the different components of the supply chain divided into two sections serving the distinctly different needs of manufacturers, suppliers, retailers, and buyers:



## **MARS – Manufacturing and Regional Sourcing**

This is the section where a seller can easily define the “sources” of their products. These include retail stores that are dropship friendly, and also an internal network of individual manufacturers and fulfillment services that allow for bulk purchasing and dropshipping of inventory.

Currently, the MARS section integration totals more than 10 million individual items (SKUs) which provide an amazing variety for sellers to profit from.

The additional retail and third-party integrations such as Amazon, AliExpress, and other similar sources expand the range of products available to well over 300 million unique items!

## **EARTH – Ecommerce and Retail Transaction Hub**

This is the central hub where all of the seller's management activity occurs and fittingly, EARTH is your HQ for all seller management.

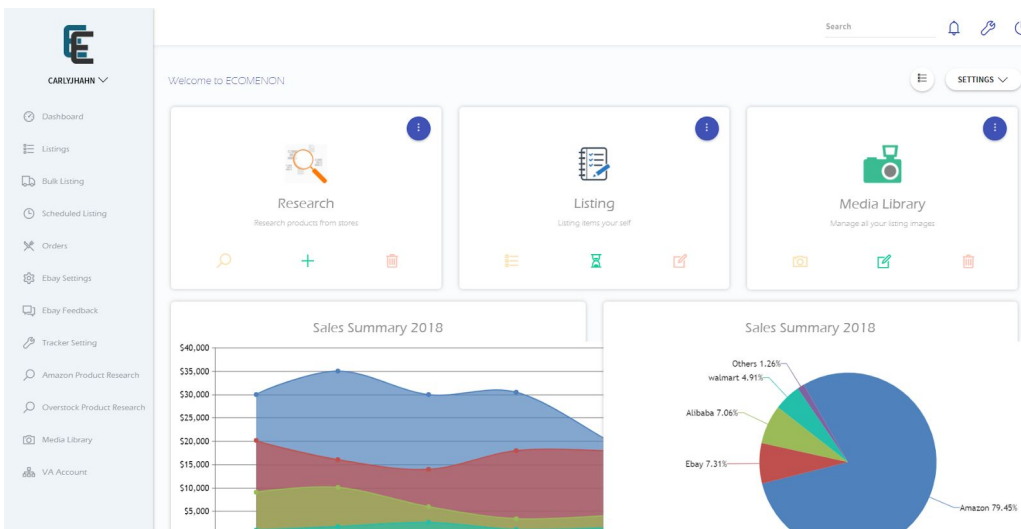
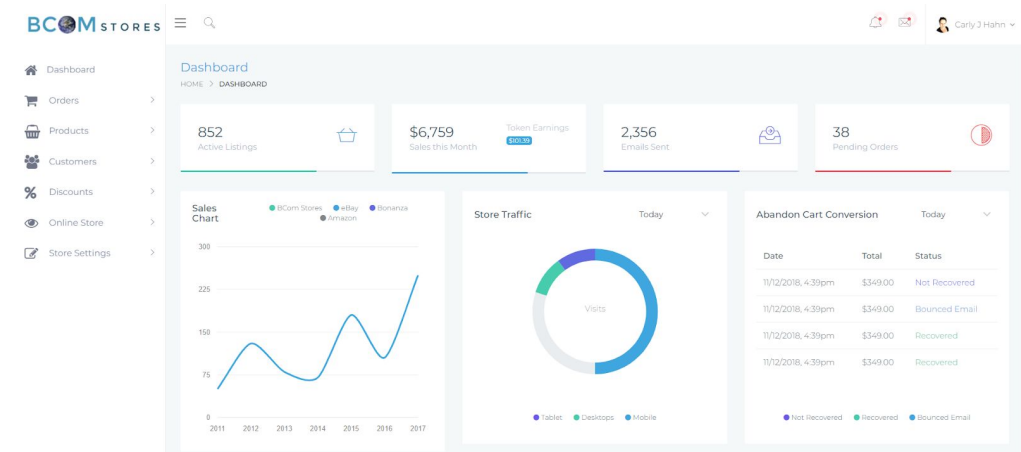
After using MARS to identify and source items, sellers can use EARTH to create a store, list items for sale, track their statistics, define their target market places (such as Amazon, eBay, Google and others), and scale their business as they would like.

All activities in here such as listing creation, price management, automated order fulfillment and support can be used with Blox. Once again, this dramatically simplifies the process for sellers, lowers costs, and allows creation of essentially an automated business.

## **The BlockCommerce Platform**

The BlockCommerce platform is comprised of 3 separate systems:

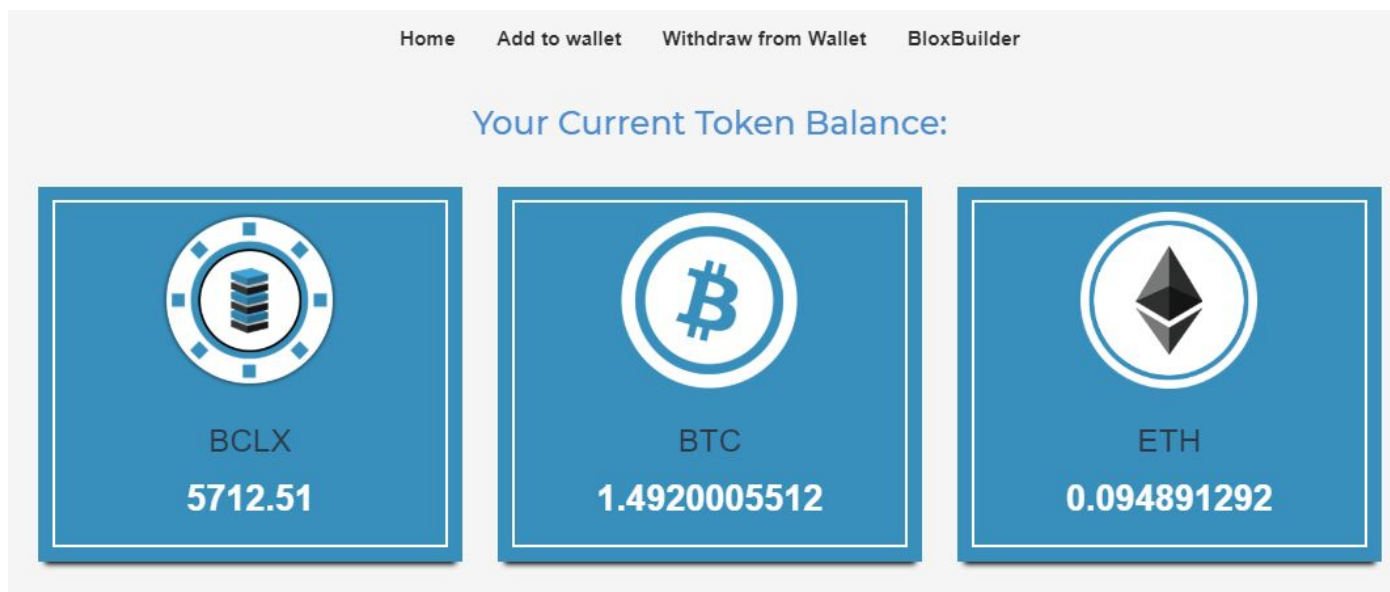
1. MultiCommerce - This consists of the groundbreaking, free to use EARTH storefronts and the IAS (Integration Automation Suite) that allows sellers to connect their existing sales channels such as Amazon, eBay and others. Additionally, the Drop Shipping Manager can be used to easily create and manage a profitable drop shipping business with over 40 different retail sources and additional warehousing options through MARS.



2. The BCLX Currency - Cryptocurrencies at large have a few major issues. The BCLX currency addresses these issues and aims to become the first cryptocurrency designed specifically for mass adoption and commercial use. Zero fees, instant remittance, aesthetic ease, and simplified security layers are just some of the benefits of this currency to the average user.

3. The BCLXBuilder - Every transaction fee generated on EARTH and MARS immediately gets distributed across all the BlockCommerce Tokens in circulation.

This ensures a significant incentive for BlockCommerce users to hold tokens, as well as transact and help generate as much activity as possible on the platform.



## Benefits of BlockCommerce:



### Blockchain Technology

Complete transparency and greater protections for buyers and sellers.



### Zero Fee Transactions

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BCLX based transactions have zero fees, are instant, and perfectly suited for cross border commerce.

### **No-Cost Ecommerce**

Significant cost and efficiency savings for ecommerce sellers currently being gouged by shopping cart and third-party store management companies.

### **Fiat-Bridge**

The first platform that actively incentivizes use of cryptocurrencies for traditional commerce.

### **Experienced Team**

An incredible team of executives and staff who have overseen more than \$3billion in GMV and 250,000+ ecommerce sellers.

### **Massive Network**

Partnerships and relationships with some of the largest ecommerce providers in the industry allowing for rapid growth and amazing integrations.

### **UltraLedger Ecommerce**

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With the Ultra Ledger powered warehousing and distribution system anyone can create a store and leverage the massive warehousing network to easily manage delivery of goods to end consumers!

### **Endless Integrations**

Connected to 6 marketplaces, 50+ stores, 6 payment processors, and growing every day!

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## **The BlockCommerce Token & Blox Distribution**

BlockCommerce Token is the ERC-20 token that assigns license to use and hold BCLX. On each transaction that occurs in the BlockCommerce environment, all fees generated are pushed through the Blox Builder to wallets to BlockCommerce Token holders.

In essence, every transaction results in ongoing Blox rewards to all holders of BlockCommerce Tokens.

Due to being an ERC-20 token, BlockCommerce Token can be easily acquired, verified via the smart contract, and traded on ERC-20 enabled cryptocurrency exchanges. BlockCommerce Tokens can be stored in any compatible wallet, such as MEW, Ledger, and Block Commerce's own wallet.

During the ICO 300,000,000 BlockCommerce Tokens will be made available for sale which represents 50% of the total tokens in existence.

The secondary function of BlockCommerce Tokens is to regulate the distribution of BCLX. Like we have seen in the world of fiat currencies, when left in the hands of fallible humans, currencies tend to see dramatic issues. These range from runaway inflation to lack of any credit in the markets. Currency distribution issues have stifled many societies from innovation throughout history.

To combat this, the production and distribution of BCLX is tied to the BlockCommerce Token and the economic transactional activities within BlockCommerce. More Blox is only printed and released when transactions occur within the platform.



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Other currencies (like Stellar) have attempted to enact various methods of controlled inflation by assigning a 'healthy' target purely arbitrarily. Some believe a 1% inflation per year is healthy. Others believe up to 4% is better. BlockCommerce founders believe this should be a value derived entirely from economic activity in the platform and not set in place by any developer or entrepreneur.

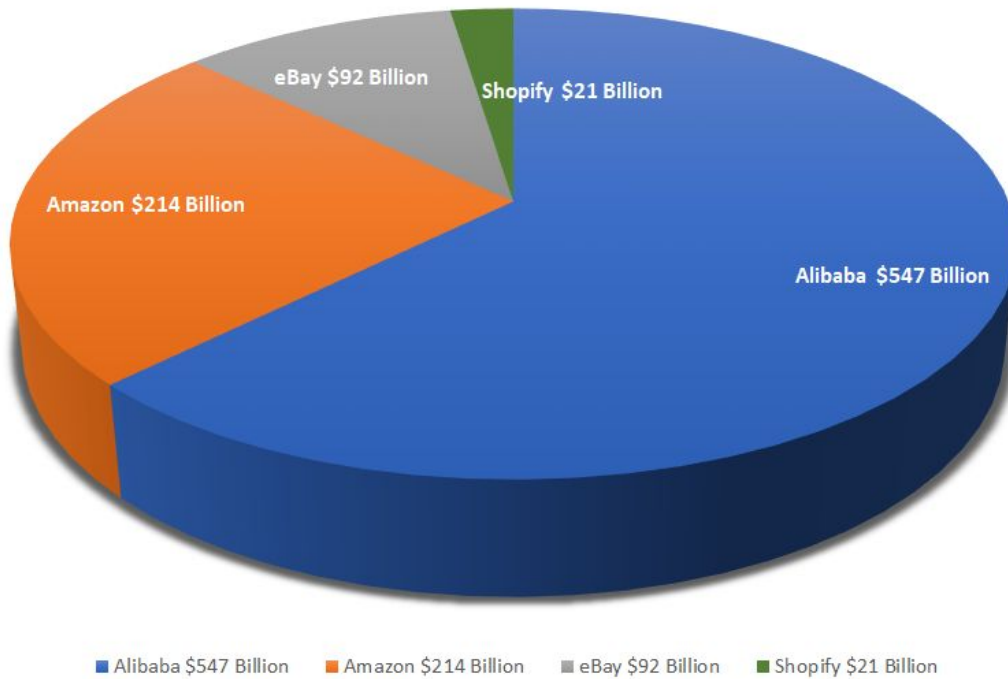
## **Market Opportunity**

There are largely 4 ecommerce platforms today for the masses:

- Auction Marketplaces - largest being eBay.com (NASDAQ: EBAY)
- Retail Marketplaces - largest being Amazon.com (NASDAQ: AMZN)
- Bulk sourcing marketplaces - largest being Alibaba.com (NYSE: BABA)
- Single retailer store providers - Shopify (NYSE: SHOP), Magento, WooCommerce being some of the popular ones.

Combined, these marketplaces account for over \$800billion per year in gross merchandising volume.

### Gross Merchandise Volume



Platform	Annual GMV	Revenue Model
Alibaba	\$547 Billion	Subscription + Fees
Amazon	\$214 Billion	Subscription + fees + payment processing
eBay	\$92 Billion	Subscription + fees + usage
Shopify	\$21 Billion	Subscription + fees + add-ons
Total	\$867 Billion	

BlockCommerce brings aspects of each of these platforms (and in some cases direct integrations) into a single hands-free fulfillment focused platform.

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Existing users of these platforms, as well as new ecommerce sellers who are looking to get started can use BlockCommerce to increase profits, make management of their business significantly easier, and take advantage of the rapidly growing blockchain industry.

## **Payments on EARTH - The Fiat Bridge**

One critical (and arguably the most innovative concept) with BlockCommerce is 'The Fiat Bridge'. While cryptocurrencies are starting to gain popularity, they are not yet widely used for actual commercial activities. Especially commerce, the single most important use of money, is primarily performed with Fiat currencies.

Mass adoption of cryptocurrencies is likely to take a long time, if ever, unless the masses are clearly incentivized to do so.

To this end, BlockCommerce is developing The Fiat Bridge - which allows consumers to pay with any local currency and allows seamless (and virtually fee-less!) conversion within the Bridge.

But it gets better - BlockCommerce incentivizes consumers and sellers who use BCLX (and eventually other supported currencies). Of course, using BCLX provides the highest savings as there are no fees associated with it and transactions are instant.

By consistently nudging buyers and sellers towards crypto-payments and simultaneously supporting fiat currencies like USD, BlockCommerce can greatly accelerate mass adoption of blockchain payments by the masses.

## Token Benefits



BlockCommerce Token holders benefit in 3 different ways:

1. BlockCommerce Token holders earn Blox with every transaction that occurs within the Blockcommerce platform via the BlockBuilder. The earned Blox can be used to purchase goods from various stores powered by BlockCommerce or converted to fiat currencies for withdrawal.
2. BlockCommerce Token holders receive lower costs as a seller on a platform or when purchasing any platform modules such as ecommerce education. Additionally, sellers that hold BlockCommerce Tokens qualify

to be placed in 'Recommended Stores' rotation that receive exposure to thousands of additional buyers every day!

3. BlockCommerce Token may be traded at any supported cryptocurrency exchanges allowing token holders to potentially secure profits by selling at a price higher than the purchase price.

## Roadmap

Bringing the archaic supply chain to the blockchain is a challenging task. Our team has put together an achievable milestone driven Roadmap to make this project a reality:

### Stage 1

Stage 1 of BlockCommerce development is focused on completing core development, attracting talent, and bringing on the supplier-side MARS functionality online.

- July 10 2017 - Development Begins.
- December 22 2017 - Arbitrage Suite MVP Completed.
- March 10 2018 - EARTH Stores MVP Completed.
- April 25 2018 - Private Series A fund round closed.
- June 10 2018 - Legal and corporate set up completed.
- July 16 2018 - Partnerships with eBay and INFINii Group secured.
- August 23 2018 - First BCLX Latticex4 transactions tested.
- September 14 2018 - BlockCommerce Token generated.
- October 14 2018 - Private pre-ICO fund raiser opened.
- November 15 2018 - eCommerce Platform integration completed.



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- December 15, 2018 - Dropshipping and Arbitrage suite MVP Testing.
  - December 23, 2018 - EARTH Amazon-eBay-Google Bing Online, round 2 of staff increase.
  - February 20, 2019 - EARTH Stores and Dropshipping Suite live.
  - April 15, 2019 - Q4 ecommerce and shopping targeting launched.
  - May 25, 2019 - Increase added to drop shipping support to 55.
  - June 15, 2019 - BETA - MARS with Warehousing and distribution open to manufacturers and distributors.

## Stage 2

In the second stage, we will focus on attracting retailers with existing ecommerce stores

- February 23, 2019 - EARTH Amazon-eBay-Google Bridge Online, round 2 of staff increase initiated.
- February 10, 2019 - EARTH Stores and Dropshipping Suite live.

## Stage 3

Stage 3 - Expanding Template and Payments Support

- July 15, 2019 - Q4 ecommerce and shopping targeting launched.
- August 30, 2019 - Additional payment processor support, qualifying cryptocurrencies added as payment options.
- October 25, 2019 - Increase retailers added to drop shipping support to 55.

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- November 15, 2019 - BETA - MARS with Warehousing and distribution open to manufacturers and distributors.

## **BlockCommerce Token Specifics:**

Total Supply: 600 Million

Circulating Supply Available for Sale: 300 Million

Token Price: \$0.40 USD/BlockCommerce Token

20% (120 Million) Reserved for Founders and Developers

10% (60 Million) Reserved For Partners & Vendor

10% (60 Million) Reserved for Bounty & Promotions Programs

10% (60 Million) Reserved for Investor & Media Relations Team

BCLX Specifics:

Total Supply: N/A

Pre-mined supply for sale: N/A

BCLX Price: \$0.20 USD/BCLX

## The BlockCommerce Team

BlockCommerce has a diverse and extremely accomplished team of executives, developers, marketers, and support staff working in sync to make this project successful.

**Our dynamic and constantly evolving staff along with their bio is available at <https://blockcommerce.io/team>**

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**IMPORTANT DISCLOSURE ON RISK**

Blockcommerce, LLC., a limited liability company organized under the laws of the State of Wyoming (“Blockcommerce” or the “Company”) is proposing to sell at varying price up to 240,000,000 Ethereum-based cryptographic tokens through an Initial Token Sale or Token Generation Even (the “Token Sale”). The number of tokens to be sold, the purchase price per token and the other terms and conditions of the Token Sale will be determined by discussions between the Company and prospective purchasers.

By accepting this White Paper, you agree to receipt of the separate Initial Token Sale Circular describing certain risks association with the Token Sale, and to read and understand the same (the “Circular”). The tokens offered for sale in the Token Sale are speculative and involve a high degree of risk of loss of the purchase price. The tokens have not been registered with or approved or disapproved by any securities or commodities regulator in any jurisdiction, nor has any regulatory authority passed on the accuracy or adequacy of the content of this White Paper or the Circular. The Company expressly disclaims any representations to the contrary and has not authorized any third party to make in-kind representations.

This White Paper, and the accompanying Circular, both independently and collectively, do not constitute an offer to sell to, or solicit from, any individual or entity residing in any jurisdiction where such an offer or solicitation of cryptographic tokens or other digital currencies are unlawful. The Token Sale is not being offered to any entities and nations listed on the United States’ Office of Foreign Asset Control’s Specially Designated Nationals and Blocked Persons List. Each prospective purchaser must comply with all laws and regulations applicable to it, and in force, in any jurisdiction in which the Company offers to the sell the tokens in the Token Sale, and such individuals must obtain any necessary consent, approval or permission required to be obtained to participate in the Token Sale where, under applicable law, it is so mandated. The Company shall bear no responsibility for any purchaser’s failure to adhere to all laws and regulations applicable to it and in force, during the Token Sale.

The Company’s outside advisors have opined as to the applicability of prevailing securities laws with respect to the Token Sale. In the event the tokens being sold in the Token Sale are deemed to be “securities,” the effect thereof may impair the rights, privileges and value of the tokens. Likewise, the application of such laws may restrict the scope of the Token Sale and enervate the Company’s ability to complete the Token Sale. The applicability of securities laws in any jurisdiction may also restrict the transferability and right of resale of the tokens. Moreover, changes in current laws and regulations in the jurisdictions where the Token Sale is occurring may further diminish the value of the tokens offered for sale in the Token Sale. The Company has not received any assurances or opinions regarding the future impact of changes in current laws and regulations.

Nothing contained in this White Paper or the accompanying Circular shall be interpreted as a promise or representation by the Company as to the past or future performance of the Company. Neither the White Paper nor the accompanying Circular are intended to be all-inclusive or contain all the information that one may reasonably rely upon when making an informed decision to purchase the tokens offered in the Token Sale. Each recipient of this White Paper and/or the Circular is responsible for conducting their own due diligence and retaining such professionals necessary to assess the relative risks associated with the Token Sale as well as the applicability of all laws and regulations which may concern the Token Sale. The contents White Paper and Circular do not constitute investment, legal or tax advice.

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