Business chain

(Big business union)

The white paper

Commercial ecological service public chain based on block chain technology.

V3.12

Orders to record

I. project background.

The "blockchain" and "new retail" have become undeniably hot spots in the tech industry in 2016 and 2017, both of which are favored by many technology companies.The blockchain, one of the underlying technologies of the Internet, is likely to continue to affect every aspect of our daily lives, just as the Internet and mobile Internet have in the past decade. At this stage, the retail wholesale industry has been widely connected to the Internet and has high network efficiency. Traditional bricks-and-mortar retail enterprises are facing severe challenges of low growth and negative profit.Given this and the inevitable development of new technologies, the blockchain's impact on the retail wholesale industry has been far greater than we expected.

1.1 block chain overview.

1.1.1 block chain

Block chain is distributed data storage, point-to-point transmission mechanism, consensus, encryption algorithm, such as new application mode of computer technology, is a kind of to the center of the stable, reliable, safe and efficient digital parameter (accounting) technology. The consensus mechanism is different block chain network nodes (provide storage services) to build trust between, access rights (stored data and purpose) of a mathematical algorithm, ensure the stability and orderly development of the network. Blockchain technology is considered to be a disruptive innovation of computing models after mainframes, PCS and the Internet, causing a new technological innovation and industrial revolution worldwide. The United Nations, the international monetary fund and the United States, Britain, Japan and other countries have paid great attention to the development of blockchain and actively explored the application of blockchain.

1.1.2 block chain characteristics.

Based on block chain technology is distributed, don't depend on the characteristics of central processing and plan as a whole, every node on the network has a complete copy of the trading books, after confirmed the Numbers do not tamper with, do not fake, transparency and traceability. As a result, the application of embedded block chain itself can become a "trusted", enough to assume the function of receiving, storage and sending asset value, and in strict accordance with the rule execution prior computer code. The characteristics of the blockchain can be summarized as follows:

(1) decentralization: asset transactions no longer require intermediaries;

(2) programmable: it can automatically perform basic business logic and establish intelligent contract;

(3) security: each transaction record is checked and verified to maintain the audit trail;

(4) cost and asset efficiency: a business model that promotes low cost and high asset efficiency.

1.1.3 smart contracts.

Smart contracts are considered to be a popular technology for using block chain technology, which is the assembly language of programming on the block chain.Because intelligent contract can be stored, verified and executed on the application layer of distributed ledger structure in block chain technology, intelligent contract becomes the most important feature of block chain technology.

1.1.4 application of block chain.

The application of blockchain is very extensive, and has been extended to many fields such as finance, energy, artificial intelligence, agriculture, entertainment, logistics, etc. There are also many innovative applications in the direction of Internet of things.

(1) when the supply chain meets the block chain.

Supply chain is a complex functional network chain structure which is integrated by suppliers, manufacturers, distributors, retailers and users. In this chain, capital flow, information flow, physical flow interaction runs, the coordination difficulty is extremely high, and the traditional coordination mechanism relying on single "chain master" has encountered bottlenecks. And block chain "decentralized" model, and with openness, decentralization, traceability and true features such as validation and cannot be tampered with, to solve the problem, make the supply chain will become more transparent, mass collaboration easier and chain main effect will gradually weaken, the supply chain will be for the main drive chain into a real "demand driven"! (2) when the Internet of things meets the blockchain.

The Internet of Things (IoT) is the Internet of Things. Concrete is to point to by information sensor devices, in accordance with the contract agreement, connect any item with the Internet, communication and exchange of information, in order to realize intelligent identification, location, tracking and monitoring and management of a network. With the help of the blockchain, the Internet of Things will evolve from the Internet of Things to the Chain of Things. The current Internet of things is evolving on the operational level, with the cost, security and privacy of the tens of billions of devices connected to it, and commercial applications are blocked. The timely emergence of blockchain brings consensus mechanism and distributed network to the Internet of things. Consensus mechanism to solve how to collaboration between the tens of billions of devices, strengthened the security problems of Internet of things, no longer need to be centralized and distributed network makes nodes database, can realize self-management, greatly reduces the operating costs of Internet of things.

1.2 current situation of global retail industry.

1.2.1 the present situation of traditional retail industry.

In recent years, due to the rapid rise of e-commerce, traditional physical stores, supermarkets and department stores have suffered huge impacts, and many stores continue to lose money, leading to the closure of many retail

enterprises. In the severe situation of declining performance, traditional retail enterprises have been faced with problems such as high cost, high competition, low return and difficulty in expansion. Some bricks-and-mortar retailers face severe challenges of low growth and negative profits. Although retailers like supermarkets, department stores and home appliance stores have fallen, convenience stores have grown in the opposite direction, with the store's online stores and store profits rising. The community convenience store can be said to be a kind of transformation in the retail industry in recent years to meet the social needs, but it still can't change the phenomenon of retail industry atrophy.

Around the world, in the past decade is entity retail against electricity 10 years, the result is: traditionally the so-called big box (hypermarket, department store) results and valuations double, drop the worst.Wal-mart and best buy, macy's, Sears department stores, Target, J C Fenny, Nordstrom, Kohls, from the electric company, to full channel, after hard fighting, most of the company's shareholder value has been disastrous: Sears department ten years of market value, fell 96%, J C Fenny fell 86%, Nordstrom fell 3%, macy's fell 55%, wal-mart fell 11%, only the wal-mart stock market value.For a decade, electricity continuously shrinking store cake, amazon's market value of $17.5 billion, just ten years ago today, its market value growth of more than 20 times, shares have to break a $900, has a market value of $430 billion, has more than more than eight big retailers combined.

· behind these data, represents the end of an era for traditional retail, is hard to spend the winter: retail war, transformation, and put up the shutters tide, closures, layoffs, capital chain, share price slump and even bankruptcy stories are on the stage of global retail sales.

1.2.2 development of global retail industry.

Global retail sales were $22.5 trillion in 2016, up 5.6 percent from a year earlier, according to eMarketer, a market research firm. Total global retail sales in 2017 reached $24.21 trillion, up from the previous year.From the perspective of the global online retail market, the global online retail market

has maintained a growth rate of around 20% in 2014-2017, which is in the upstage of the industry development.Online retail market accounted for the proportion of global retail market scale continue to rise, with the popularity of electronic commerce and mobile payment form, predictive estimation, global network of 2017 sales market scale is expected to more than 2.5 trillion, accounts for more than 10% of global retail market scale.

(1) development status of European retail industry.

European retail market due to the influence of the European economy is weak, 93 companies operating revenue growth was only 2.1%, down to the lowest level in 2017 years, and became one of the five regional growth at the bottom of the region, the British company collective weakness.Thirty percent of the 93 companies are in recession, and 30 percent are growing at a slower pace. European companies had a profit margin of just 2.4 per cent, the lowest of all, with 10 per cent of the 93 companies losing money and 43 per cent falling in profits.

(2) development status of north American retail industry.

According to the association of American retail release of the 2017 global top 250 retailers sorts through the data, the economy continued to be strong driving the development of the retail market is like in North America, together in the global top 250 retail enterprises in North America region 87 seats, 87 companies in the sales revenue grew by 5.2% in 2017, but under the influence of other economic factors, the enterprise profit growth in the face of pressure, the average net profit margin of only 3.1%, while 87 companies in more than half of all companies in the red or the circumstance of falling profits, business performance diverge.

(3) development status of east Asian retail industry.

China and Japan represented about $9.68 trillion in retail sales, accounting for 40% of the total. It is the largest area of the global retail market. In addition, with the rise of emerging consumer forces such as China and India and rising disposable income levels, retail sales growth in the asia-pacific region will remain high.According to the association of American retail release of the 2017 global top 250 retailers data sorting, top 150 enterprise,

the Japanese retail enterprises ranked second has 11 landing top 150 enterprises, of companies accounted for 7.33%, total retail value of $205.1 billion for enterprises, retail revenue accounted for 5.15%;Four of the top 150 retailers in mainland China were listed, with four in Hong Kong, accounting for 5.3% of the total.China's emerging economies are growing in strength and demand will explode in the future.In recent years, China's consumption, improve the capacity increasing scale of Chinese market, from 2012 to 2017, the national social retail sales of consumer goods market has expanded year by year, the overall slowdown after 2014, but growth remain above 10%.In 2017, the total retail sales of consumer goods totaled 36626.2 billion yuan, an increase of 10.2% over the previous year. Among them, the retail sales of consumer goods exceeded the limit of 16061.3 billion yuan, an increase of 8.1%.

1.3 overview of new retail.

1.3.1 new retail

For "new retail", it is the combination of online and offline retail mode., in the era of new retail enterprises will be the Internet, e-commerce and combined entity stores as the core, through the integration of online, commodity information, membership information and transaction information such as data exchange. With the popularity of intelligent shopping facilities, stores can be realized the display of digital and intelligent, delays the store time and space, build a rich variety of experience, finally displayed in front of consumers may be no one store.

1.3.2 the development trend of new retail.

"The era of pure e-commerce will soon be over. There will be no e-commerce in the next decade or two, only new retail."Online and offline integration will be the future trend, and users of electricity goods demand, the user experience is becoming more and more high, pure electric business enterprise is hard to adapt to today's market, therefore, the future of retailing

is necessarily online and offline integration, the two complementary advantages, which is now mentioned "new retail" model, essence and O2O mode.

Amazon also in constant innovation development O2O mode, in December 2016, boldly shows the Amazon - the first without the register stores Go, users through shopping just enter the supermarket, choose goods, leave sensor used to detect the supermarket three steps supermarket shelves of goods, and they will be automatically added to the customer of the virtual shopping cart. The aim is to save customers from the hassle of queuing, and make shopping as fast as shopping online.

1.3.3 innovation requirements of new retail.

The retail industry has come to a new era of change, and it is more accurate to change to new retail.It does take a new attitude, new ideas, new technology, new means to bring retail to a new height and usher in a new era.

New retail should be innovative: based on previous retail business philosophy, innovation must not meet current innovation requirements.The new retail needs to abandon the previous business philosophy, establish the business philosophy of accurately grasping the change of consumption demand, and establish the business philosophy centered on consumers;

The new retail should be based on the product mix and the product performance as the core innovation: the commodity is the core of the retail operation, the innovation of new retail must first be the innovation in commodity combination and product performance.How to use a more reasonable product combination, product performance to meet the needs of consumers the third phase of iterative new changes, how to use a more reasonable goods form up the value of the goods to customers. "Living division, scene display" is an important direction of commodity innovation.

The new retail is the innovation of management technology: extensive operation is a prominent problem existing in the retail enterprise, and precision is an important direction to change this outstanding issue and change development.To realize the further precision of the operation of the

retail enterprise, it is necessary to innovate in the technical means, and the intellectualization is the important breakthrough direction.

1.4 the production of the link chain.

According to the current situation, our company provides a new retail business transformation services platform - business chain, it is based on block chain, such as the Internet of things technology founded by a leading global traceability and trading of the Internet platform and infrastructure, first for product traceability, buy rest assured quality products, whose nature is open, credible, independent of each other.Business chain in the operating mechanism of the Internet platform to participate in numerous roles, there are numerous decentralized nodes, large production institutions in the industry, large product circulation mechanism, and the vast number of consumers, through a lot of the role of participation, the formation of multiple checks and balances, to avoid data corruption and fraud, and the parties in the ecological benefit together.

Ii. Project introduction.

2.1 company background

BBU Business Alliance International Investment Co., Ltd. Was established in March 2016, the company is located in London, England, has a professional management team, technical team, business team, training team, is a collection of system development, application mode, resource integration, industry base building and joining chain management in the integration of innovative technology-based companies.BBU life APP is committed to promoting the traditional economic transformation, improving the capital turnover rate of small and medium-sized enterprises, and helping small and medium-sized enterprises achieve sales promotion, which has been widely used.

In combination with the current situation, the company also in the main research and development block chain application platform.By using the core

technologies - block chain share billing methods, distributed storage management, do not tamper with the properties, such as issued based on the digital currency based on block chain system - has more application value in the commercial chain.

2.2 r&d team

Project founder, John (economics expert, professor at the university), in view of the current status in the retail market, according to a new block distributed retail chain industry pioneered a new model, each node is a retail center, high-quality low-cost products, want to share to the ecological benefit of every one of us.He led the development of the top development team, and the core team was composed of senior engineers with years of experience in the bottom platform and block chain development in countries such as France and Germany.It's worth noting that the team has a number of block chain senior developer, has many years of experience in computer software development and research, worked at many Internet companies, as a technical expert, has more than three years experience in block chain technology research at the core of technical personnel, is responsible for the project overall technology; Also have software architecture engineer, focus on open source software system design, projects involving multiple block chain architecture design and development work, have a deep understanding of architecture of COINS, the etheric fang, have rich experience in system design. Responsible for the design and development of our chain project system architecture;Our software security experts, has many years of research experience in computer security, a number of large institutions to provide support, security consultant in charge of our business chain project system security work;Our business consultant, former head of the Internet enterprise market brand. Responsible for the business connection and marketing of our chain project.It is understood that the block chain project of the excellent mathematics team is also extremely rare in the world.In early 2016, the team completed the theoretical demonstration of cross-chain

transaction and privacy protection, and the prototype development of transaction privacy protection.

2.3 chain positioning.

The positioning of BBU chain is to be a commercial application service provider in the block chain technology industry. Service orientation is to provide customers with professional system construction, operation and operation services for the quality assurance alliance and distributed traceability ecosystem and new retail. In the first place, BBU chain is applied from the Internet of things in the field of commodity circulation. From the scene of order production, quality consumption and new retail, it realizes the rapid landing of block chain technology. After the scene application mode is mature, rapid replication is carried out, from the reverse development of the scene to realize the application of the vertical field of commodity production to the Internet of things to the whole industry of consumers.

2.4 project advantages

The current retail industry is the economic form that must be transformed. We develop the link chain to seize the opportunity of The Times. Here are our product advantages:

1. Commodity advantage: high price commodity, high cost performance, whole network commodity, covering all kinds of goods.

2. Physical advantages: combined with offline physical shopping mall, integral application, and the application of link chain is more extensive.

3. Technical advantages: sophisticated r&d personnel, mature block chain technology application team.

4. Value added advantage: the consumption gains the integral, the integral transforms the block to add value, the value increases and then consumes.

5. Application advantages: the chain can exchange the products required by all the cooperative merchants on the platform.

6. Promotion advantages: with Internet + sharing economy incentive system, passive consumption is active consumption.

7. Security advantages: "smart contract mechanism" for commercial chain, using block chain core technology - data cannot be tampered with, once recorded, computing formula in a block of data will be irreversible, human can't operation, autonomic computing depend entirely on the blocks

8. Model advantage: the purchase of physical products with limited distribution chain, integral purchase blocks, and the purchase of physical products by BBU chain can lead to economic growth, stimulate consumption and create wealth.

3. Construction of chain ecology and product system.

3.1 ecosystem

The commercial ecosystem of BBU chain includes production/supplier, traders and consumers, all of which are direct customers of the chain business ecosystem. BBU chain provides these customers with the corresponding products and services to achieve a win-win situation.

3.2 product system

BBU chain products mainly include four systems: traceability, storage, search and group purchase (distributed shopping mall). Traceability products include intelligent networking components, external Internet adapter gateway, the business management subsystem, etc., to realize the whole process from production to consumption of product data acquisition, real-time reporting of distributed storage, and through the large data intelligent analysis of the monitoring data, tracking the transregional, risk early warning and emergency response to deal with sudden emergencies, etc.; The storage product realizes the data protection, the product emergency responsibility tracking and identification, etc. Check the product traceability information to check the authenticity of products; The mall provides consumers with the purchase channel of assured products, provides the producers with high-quality product sales channels, and realizes two-way mutual trust and mutual win.

3.3 scenario solution.

Through technological innovation, BBU chain provides tailor-made precise services for every customer in the ecosystem. For different customer attributes, different scenario solutions are provided, which are mainly manifested in the following 5 aspects, and then quickly replicated according to the application maturity of the scheme.

(1) provide credible production quality control system solutions for manufacturing enterprises and so on.

(2) provide marketing solutions for small and medium-sized manufacturers.

(3) provide integrated product traceability management plan for supermarket chains.

(4) a high-quality specialty brand created for the regional economy.

(5) provide global sales tracking and quality improvement system solutions for single products of production enterprises.

Iv. System architecture.

The whole of the chain traceability system is divided into three layers: Sensing Layer, Data Storage Layer,Application Layer. Sensing Layer is mainly designed IOT sensor module, sensor data real-time acquisition and upload to block chain system, the Application Layer is mainly used to implement custom Application (roots and stock certificate, check the true, the distributed electric business platform, etc.).

The sensor layer IOT module mainly includes temperature sensor, humidity sensor, acceleration sensor, pressure sensor, GPS positioning, GPRS module. Sensors to the surrounding environment, can collect temperature and humidity changes position, acceleration sensor is used to perceive goods transport state at the same time, the pressure sensors' pressure change, once the product packing is opened, will cause the pressure change, pressure sensor can catch exceptions and upload data.

4.1 block chain service.

4.1.1 consensus mechanism.

The chain is intended to be a highly efficient, self-maintaining consensus system, and the dynamic consensus mechanism (DPOS+) is born. The full name of DPOS+ is Delegated Proof of Stake plus, and the upgraded version of the authorized credit consensus mechanism is called DPOS+.DPOS + mechanism of implanted game elements can form their own the ecological effect of maintenance, adjust themselves, solve the virtual assets within the industry slump in surge phenomenon, eliminate the concerns of the community members were "cut chives" anytime.And based on the time and space to upload the data, the data of space and place, control copy data from economic benefits, with the market to create traceability data based on time and space.

4.1.2 encryption algorithm.

In the process of data transmission, storage and access, the chain adopts one-way hash algorithm and asymmetric encryption algorithm, and personal privacy and trade secrets are protected. The system support encryption algorithm has SHA256, elliptic curve algorithm, and will support state secret algorithm (SM2 elliptic curve public key cryptography algorithm, SM3 password hash algorithm, SM4 block cipher algorithm).

4.1.3 data storage.

BBU chain has designed its own data storage system based on the open source block chain framework INS. Main sensor upload data operations, such as automatic packaging and parsing and writing data to block chain, in view of the transaction data at the same time, we will be targeted for safety protection, and cooperate with the secondary data stored data and information necessary to improve the efficiency of data read.

4.2 smart Internet of things.

The smart iot component of the link chain includes qr code, electronic tag (EPC tag), FRID reader (PDA), smart sensor, etc. Intelligent sensor is a hardware product developed independently, which can be customized according to the actual needs of customers. The qr code is designed with disordered design, which is difficult to copy and reuse. The EPC label adopts the anti-tearing design to avoid the replacement of the supply process and facilitate the inventory of the supply process.

Serial number type remark.

1. The qr code carries the basic information of the product, and the cost is low.

2 EPC tags carry qr code information (one-to-one or one-to-many), supporting soft/hard form.

3 RFID reader android system, scan code, photo, a couple of close reading tags.

4 sensor temperature, humidity, pressure, acceleration, GPS positioning, etc.

Business chain iot module design the function of outreach universal gateway, can support with wisdom industry with external systems, such network docking, realize business chain system has its own system of seamless integration with the customers.

4.3 distributed e-commerce.

BBU chain combines a large number of vertical distributed e-commerce platforms. Consumers who meet the requirements of product quality can choose and buy at any time. At the same time, meet the main conscience, high safety quality product producers can obtain a high value-added sales channels, to secure the product sell good price, product circulation process to reduce costs, increase their profits. The mall adopts the distributed matching mechanism and the third-party credit arbitration mechanism, which effectively guarantees the interests of both buyers and sellers.

4.4 lightning network

The lightning network is designed for the block chain technology to adapt to the mass micro-payment scenario. Through the establishment of a micropayment channel network for both parties, a large amount of payment can be realized in a short time by the two parties, which can be realized in a short time by means of the rolling difference. When the transaction results need to be settled, the final result is submitted to the block chain for confirmation, so as to solve the problem of extensibility of the public chain network. In theory, lightning network technology can transfer millions of transactions per second. The lightning network already has conceptual validation in bitcoins and etheric, and has matured into the BBU network.

5. Release plan.

Project introduction: a public chain of commercial ecological services based on block chain technology.

Token allocation: the total number of tokens is 1 billion, 50% is used to sell the CARDS, 33% strategic capital reserve, 5% team long-term incentive, 5% start-up cost, 3% team hold, 3% reward, 2% consultant.

Funding time: 2016-04-26 to 2016-05-26.

Funding hard top: 10 million euros.

Token price: eur 0.15.

Fund-raising soft top: 2.5 million euros.

No participation: USA, China, Malaysia.

Project bylaw

disclaimer

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This document does not constitute any investment advice, investment intention or solicitation of investment in the form of securities. This document does not constitute or is construed to provide any purchase or purchase, or any solicitation of any form of securities, or any form of contract or commitment.

BBU made it clear that the intention of the user explicitly know BBU platform risk, investors once participated in the said to understand and accept the risk of the project, and are willing to bear all the corresponding results or consequences. BBU makes clear that it does not bear any direct or indirect losses caused by participating in the BBU project, including:

(1) this document provides the reliability of all third party information.

(2) any errors, omissions or inaccurate information arising therefrom.

(3) or any action resulting therefrom.

BBU Tokens is a digital cryptographic currency used on the BBU platform. When writing this text, the BBU currency can't be used to purchase related goods or services. There is no guarantee that BBU will appreciate or devalue, and those who do not use BBU correctly will lose the right to use it, and may even lose their BBU currency.

BBU currency is not an ownership or control. The control of BBU currency does not represent ownership of BBU or BBU applications. BBU currency does not grant any individual any right to participate, control, or make any decision regarding BBU or BBU.

Risk statement

1. The risk of missing BBU currency caused by loss of certificate.

The BBU currency after the assigned to the buyer of the buyer will be associated to the BBU account of the buyer, the only way to the BBU accounts is the related buyers choose login credentials, missing these credentials will lead to missing BBU currency. The best way to safely store login credentials is to separate the credentials to one or more places.

Safe storage, and it is best not to store in public places or places where strangers will appear.

2. The risk associated with the buyer's voucher.

Any third party for the login credentials of the buyer or the private key, which may directly control buyers BBU currency, to minimize the risk, the buyer must protect the electronic devices to prevent unauthorized access request through content and access equipment.

3. Risks related to judicial supervision.

Block chain technology has become main object, the regulation of the main countries in the world if the regulatory body influence the application or BBU BBU COINS can be affected by it, such as laws restrict the use of sales, such as electronic Tokens BBU currency may is restricted, even to terminate the BBU application development directly.

4. Risk of lack of attention in BBU application.

BBU application has not been the possibility of a large number of individual or organization to use, this means that the public didn't have enough interest to develop and the development of the distributed applications, such a lack of interest in phenomenon may have a negative impact and BBU BBU currency applications.

5. BBU related applications or products may not meet the anticipated risks of BBU itself or the buyer.

BBU application is currently under development, before issuing an official version could make a big change, any BBU itself or the buyer or the function of the application or BBU BBU currency form (including the participants'

behavior expectations or imagination could not meet expectations, any error analysis and the change of the underlying design could lead to this situation.

6. The risk of hacking or theft.

Hackers, or other organization or country are in any way trying to interrupt the possibility of application or BBU BBU currency functions, including service attack, Sybil attack, attack, malware attacks or consistency attack, etc.

7. Risk of vulnerability or cryptography development by leaps and bounds.

By leaps and bounds in the development of cryptography and other related to the development of science and technology such as the development of quantum computer, or to bring the risk of a crack encrypted Tokens and BBU platform, which may lead to loss of BBU currency.

8. Lack of risk of maintenance or use.

Buying BBU should be considered a support and investment for the next generation of e-commerce applications, rather than a speculative activity. Although BBU currency may have considerable market value after a certain period of time, it will lead to a large profit for early investors, but if the BBU platform lacks maintenance or insufficient application, this is.

Appreciation doesn't have much practical significance.

9. Risk of uninsured losses.

Unlike bank accounts or other financial institutions, there is usually no insurance on a BBU account. In any case, there will be no public organization or individual to insure your loss.

10. Application of existing fault risks.

11. The BBU platform may fail to provide normal service due to various reasons.

12. Other risks not foreseen.

Cryptography Tokens are an emerging technology, except for the risks mentioned in this white paper, and there are also some risks that the blockchain industry and the BBU team have not yet anticipated.