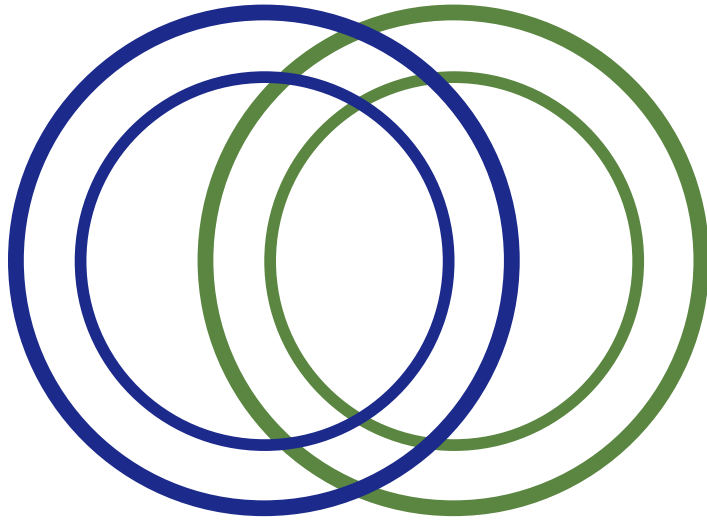


# Altermerch



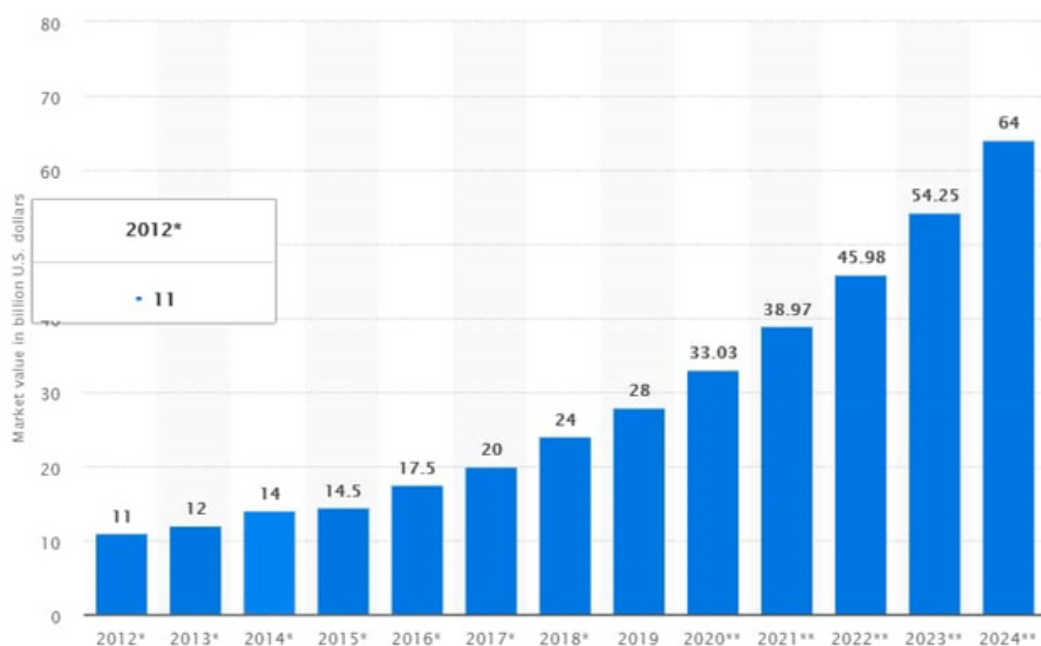
*A green way of Merch !*

# WHITE PAPER

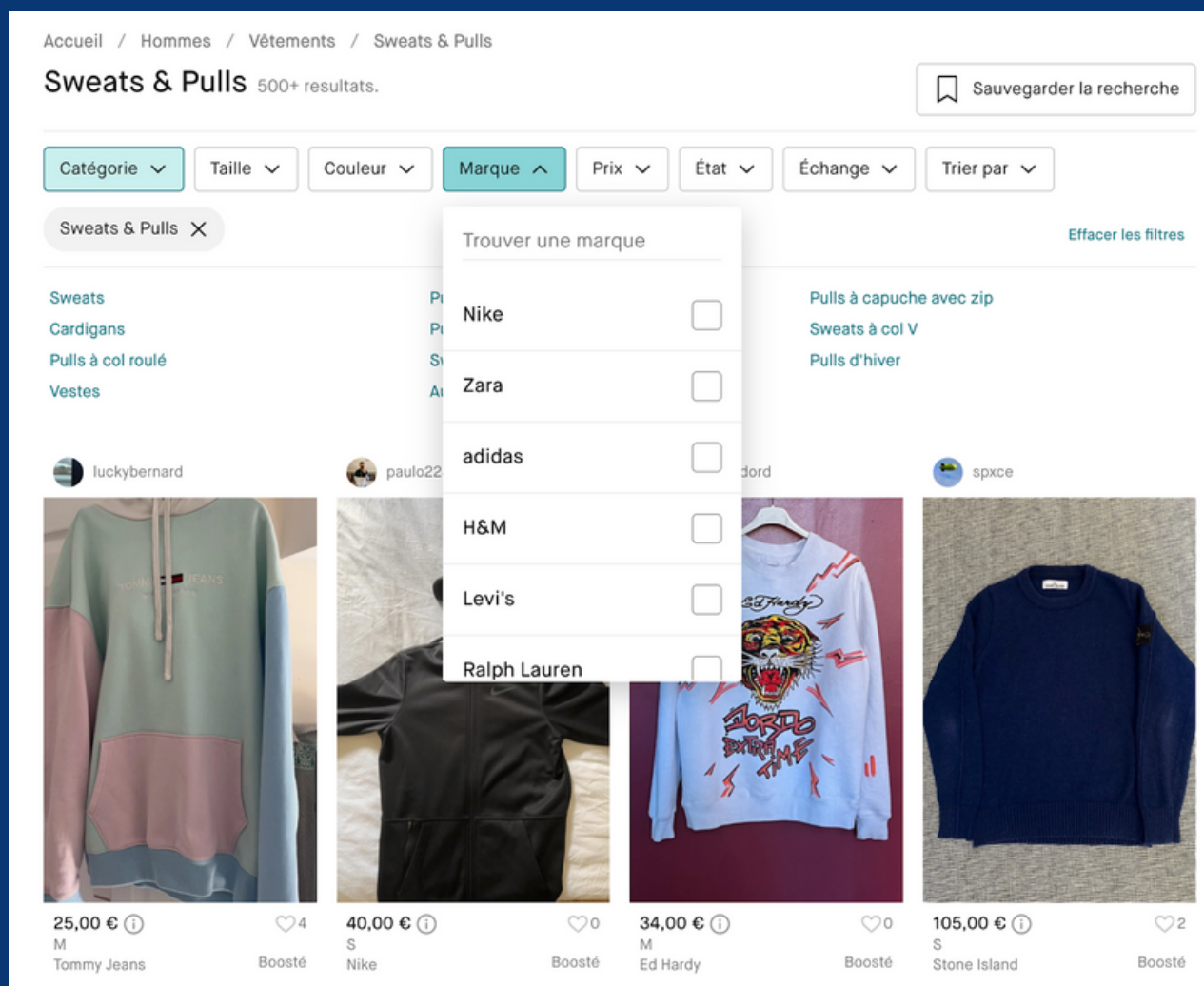
# INSPIRATION

Today there is Vinted to buy, sell or exchange second-hand clothes between individuals on the web.<sup>2</sup> It is a platform that continues to grow for social and environmental reasons. There is a real awareness in the world to limit the production of clothes which represents a very polluting industry for the planet.

Secondhand apparel market value worldwide from 2012 to 2024  
(in billion U.S. dollars)



Each Vinted user has a wallet where you can receive your money and then transfer it to your bank directly or directly re-use the money in your wallet to buy items on Vinted. The company works with Amazon, Mondial Relay and UPS to facilitate parcel delivery.



# VINTED & WEB3 MERCH ISSUES

Vinted is not compatible with web3 users. Here are the problems encountered on Vinted for a person in the web3:

- Impossible to find specialized web3 merchandise because there is only a "brand" section and not a "protocol" section
- Vinted knows all of your contact details just like your sender or buyer (name, first name, postal address), which is dangerous for your security
- The money obtained on your Vinted wallet must be linked to your bank account
- There is a high demand for Web 3 Merch. Individuals want to find merchandise from a particular company. Especially for limited edition merchandise.

## VINTED & WEB3 MERCH ISSUES

Moreover, the web3 ecosystem has several problems from the point of view of the distribution of the merchandise (tshirt, hoodie, cap...), its utility and the environmental cause.

- There is an overproduction of merchandise on the sponsor side, which manifests itself in non-optimal distribution and high environmental consumption
- There is an over-consumption of merchandise on the part of the participants, which manifests itself in a surplus of clothes that are not worn and therefore not used and limits the rate of engagement in the sponsor's community, even though this is the very purpose of the merchandise

Thus, the problem today is how to ensure that merchandise is not over-produced or over-consumed but visible and carried by a committed community?

# SOLUTION

Altermerch is a decentralized marketplace for buying and selling second hand crypto merch between individuals. Our dapp has an anonymised sending and receiving system then a reputation system based on Lens. We serve four needs into web3:

1.

**Sustainability :**

giving a second life to what we no longer wear

2.

**Usefulness:**

engage the community and avoid excess merchandise at home

3.

**Privacy:**

send and receive an item without revealing your personal information

4.

**Transparency:**

share your article on Lens and create a reputation according to the score on our dapp

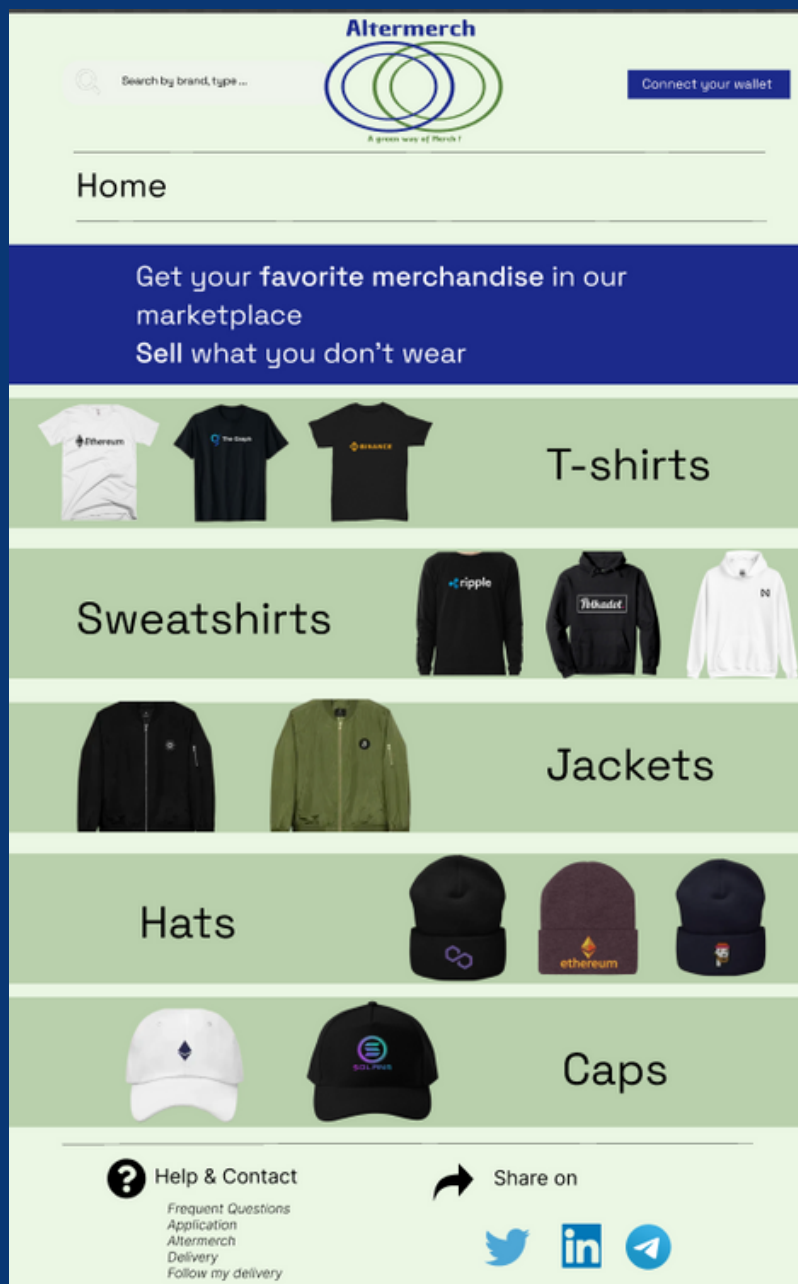
5.

**Request :**

growing demand for merchandise among individuals

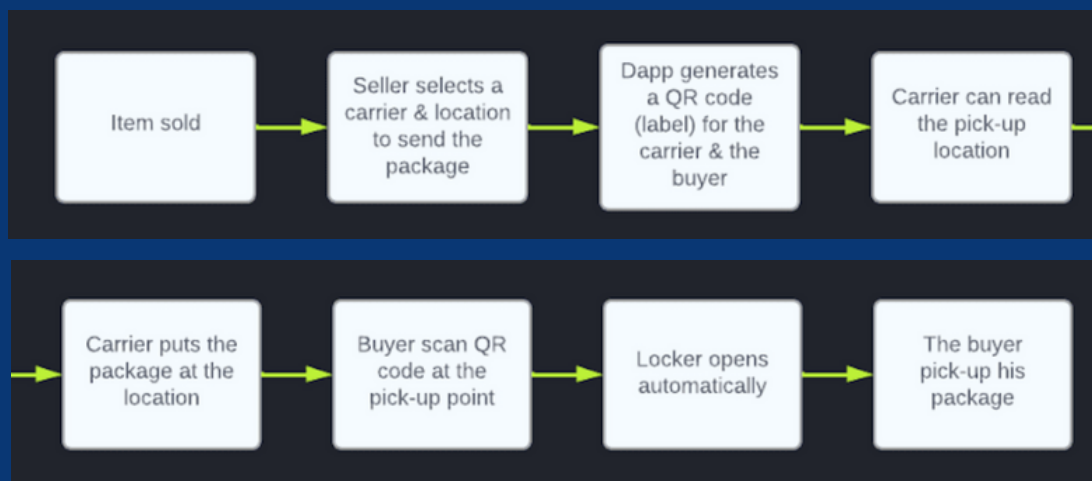
# 1. A DECENTRALIZED MARKETPLACE TO POST MERCHANDISE FOR SALE, EXCHANGE OR DONATION

Each user of the marketplace will be able to sell and/or buy merchandise offered by an individual or donated by a sponsor.



## 2. AN ANONYMISED SENDING AND RECEIVING SYSTEM FOR THE PACKAGE

From the moment an item is sold, our dapp generates a label to be affixed to the package in order to allow the seller to send the package with the carrier and then the buyer to receive it. This label is in the form of a QR code and contains the location information (pick-up point) only available through the carrier.

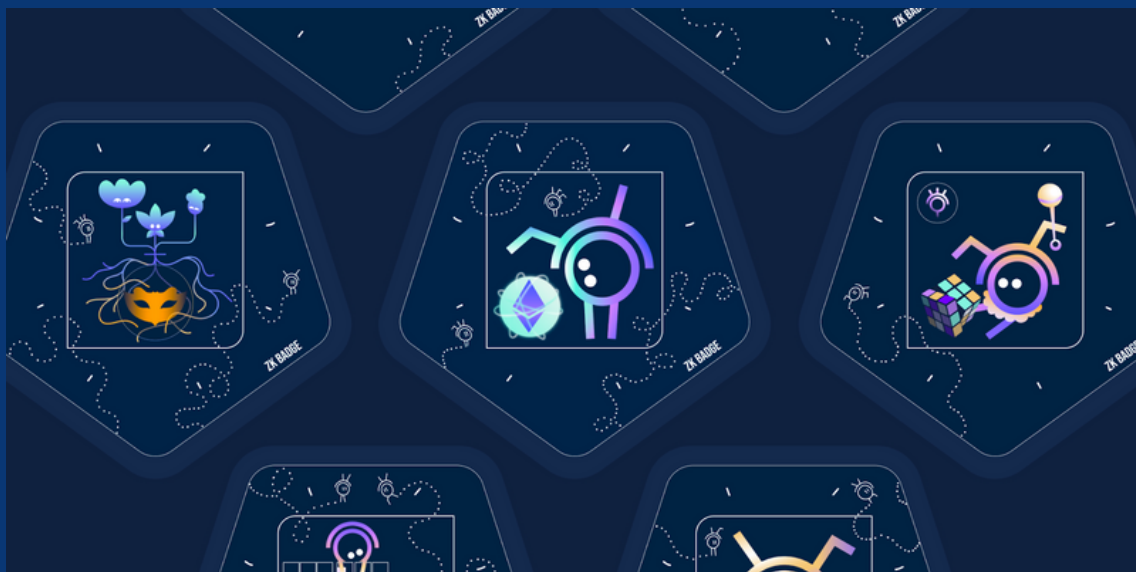




### 3. A REPUTATION SYSTEM WITH SISMO AND LENS

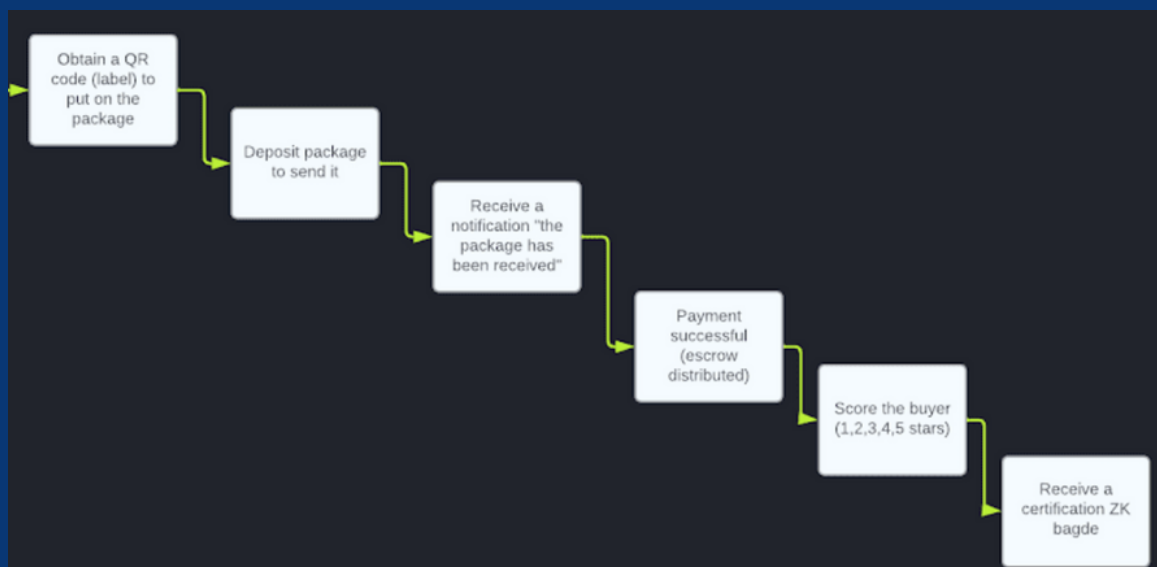
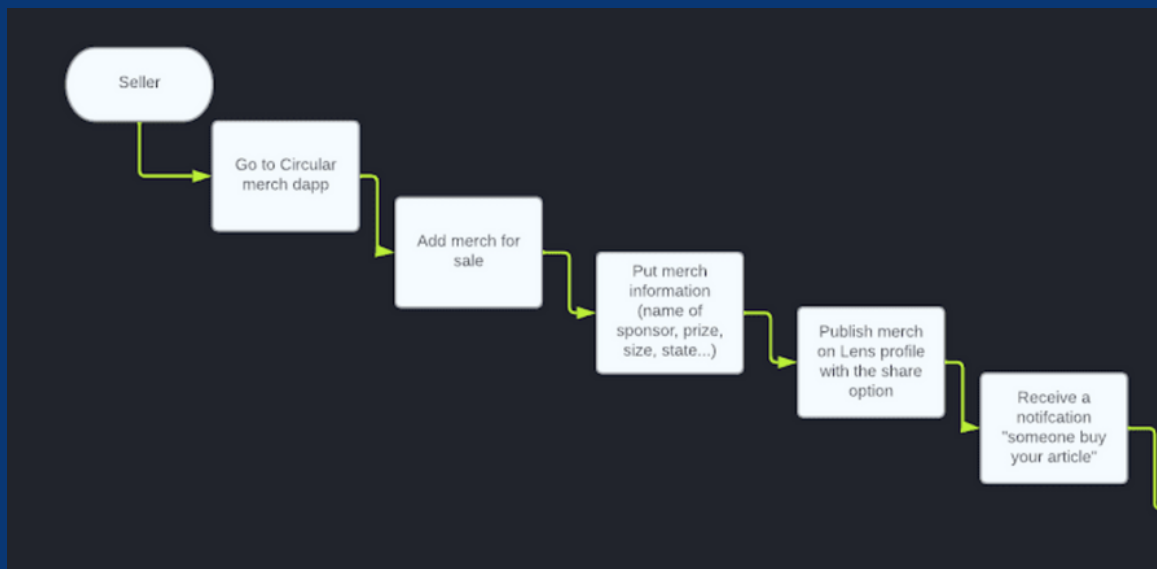
The implementation of a reputation system allows feedback on sellers and buyers with a rating and open comments system. Lens will be able to see who is serious about their social network. In addition, with Sismo's ZK badge, both sellers and buyers can earn certification badges for example, for a certain number of followers or number of sales.

ZK badge (Sismo):



# USER EXPERIENCE

## STEPS FOR THE SELLER



# USER EXPERIENCE

1 - Seller goes to "Altermerch" dapp

3 - Seller puts merch information: name of protocol (like a brand), prize, size, state of wear, pictures, description

5 - When a buyer proceed to the payment, seller receives a notification "your article has been sold"

7 - Seller deposits the package on a parcel delivers

9 - When the package is arrived at pick-up point, the seller receives a notification "the package has been received"-

11 - A 2-day timer starts for the buyer to confirm that the article is compliant according to the post

13 - Seller can score the buyer (1,2,3,4,5 stars) and puts an open comment to create a reputation system

2 - Seller adds his item to offer

4 - Option: seller click on "share article on Lens" to create more traffic on Lens and Altermerch dapp -> obtain more followers & like on your article

6 - Dapp generates a QR code (in label form) and seller puts it on the package

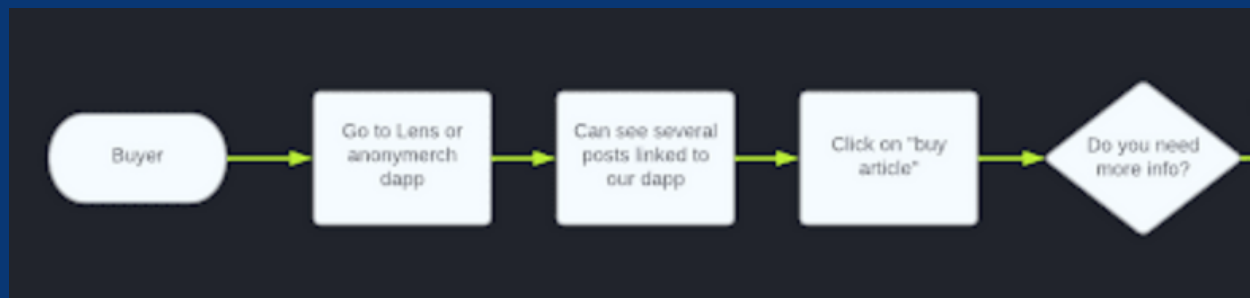
8 - SCAN QR CODE to send (process with carrier)

10 - When the package is picked up by the buyer, the seller receives a notification "your article is successful collected"

12 - Seller received payment in his wallet (the escrow is distributed)

# USER EXPERIENCE

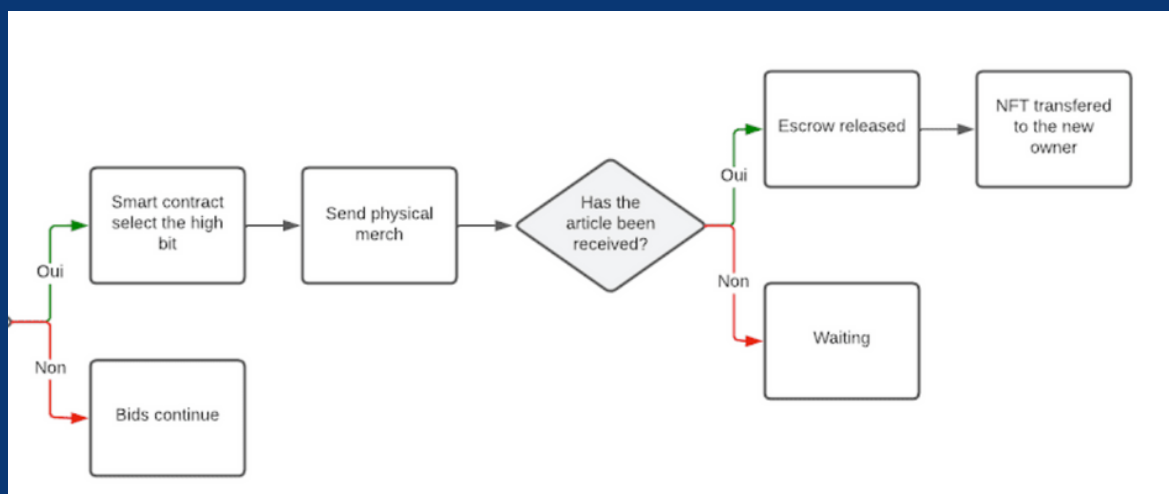
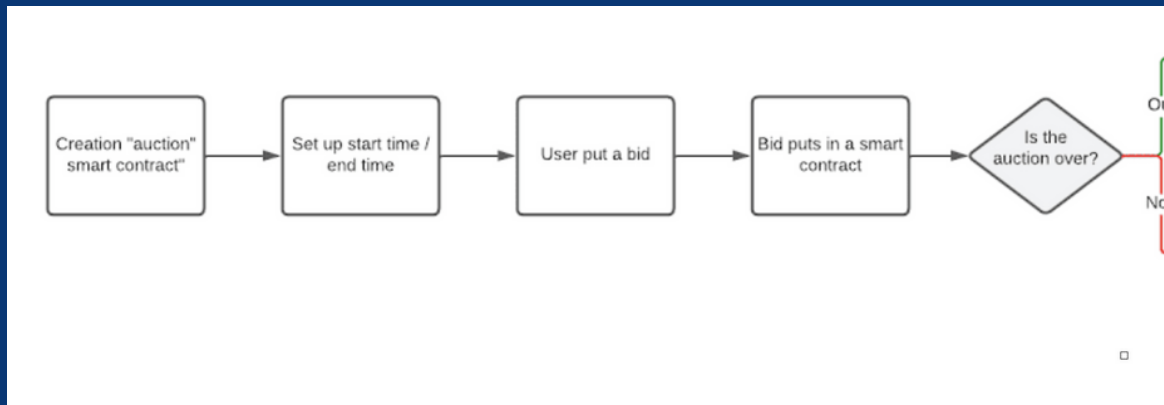
## STEPS FOR THE BUYER



# USER EXPERIENCE

## AUCTION

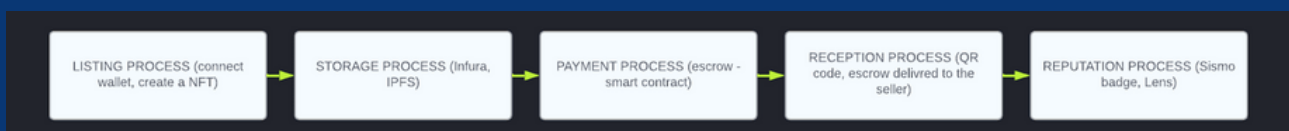
Exceptional offset



# INTEGRATIONS

## 5 process:

1. Listing process: NFT generated after listing merch
2. Storage process: storage in Infura (IPFS)
3. Payment process: escrow locked on a smart contract
4. Send/reception process: information stored on a smart-contract + generate a QR code
5. Reputation process: deliver Sismo Badge & create a reputation on Lens



# INTEGRATION

## Lens integration

Use of the Lens API to create a direct link between Lens and our dapp:

- Option to "share this post on your Lens profile" to drive traffic to the post and sell/trade the item faster
- Option to "like" the post to bookmark the item
- See the seller's & buyer's reputation
- See a Lens feed on our dapp

## Sismo integration

Sismo delivers a ZK badge to proof your participation.

- If the purchase is successful
- If you follow "<https://www.lensfrens.xyz/sismo.lens>"
- If you follow at least X person
- If you are followed by X person, you can get an expert badge and improve your reputation

## Infura integration

- RPC
- Store the deposited images as NFTs and then link them to an escrow. If the item conforms to the image, this will release the escrow and transfer ownership but also make payment to the seller

# BUSINESS MODEL

Our business model is based on several elements:

## 1. 5% commission system on the sales price

- 3,5% for Altermerch
- 1,5% for protocol with royalties

## 2. Fees for listing the article on the dapp

- 1 algo



## FEATURES

### 1. Include a royalties system for the partner protocols

For each sale where the merchandise matches that of a partner protocol, Altermerch will distribute a 1.5% royalty to that protocol. These royalties can be distributed to associations promoting the circular economy or directly to cover transport costs when donating merchandise.

### 2. Include a donation system

The integration of a donation system will take place at two levels:

- Proposing to the sponsor a public "give away" for everyone (transport costs to be paid by the beneficiary) and to put available sizes
- Offer to donate the merch to many associations (Altermerch and the protocol concerned will cover part of the transport costs thanks to their royalties)

Altermerch will contact associations to propose them to be partners of our dapp and to collect some clothes if needed.

# FEATURES

## 3. Working with carriers to implement an automatic pick-up system via a QR code

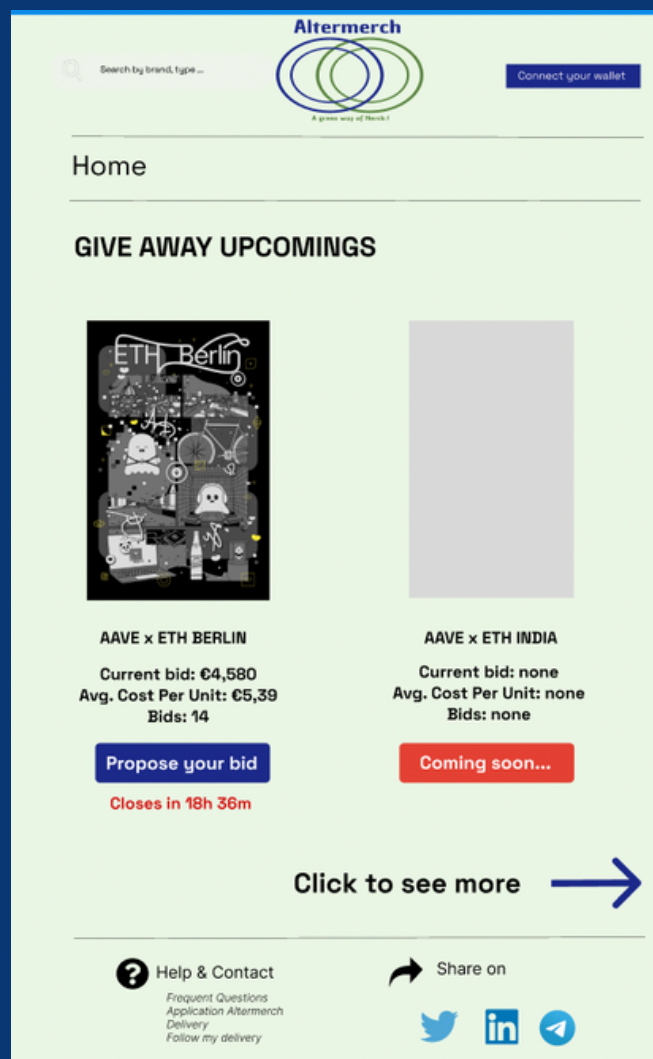
Some transporters have an automatic pick-up system via a QR code in order to recover the package. In addition, in order to reduce transport costs for donations, Altermerch will partner with transporters and also protocols in this regard to demonstrate inclusiveness.



# FEATURES

## 4. Integration of select giveaways of merch by sponsors

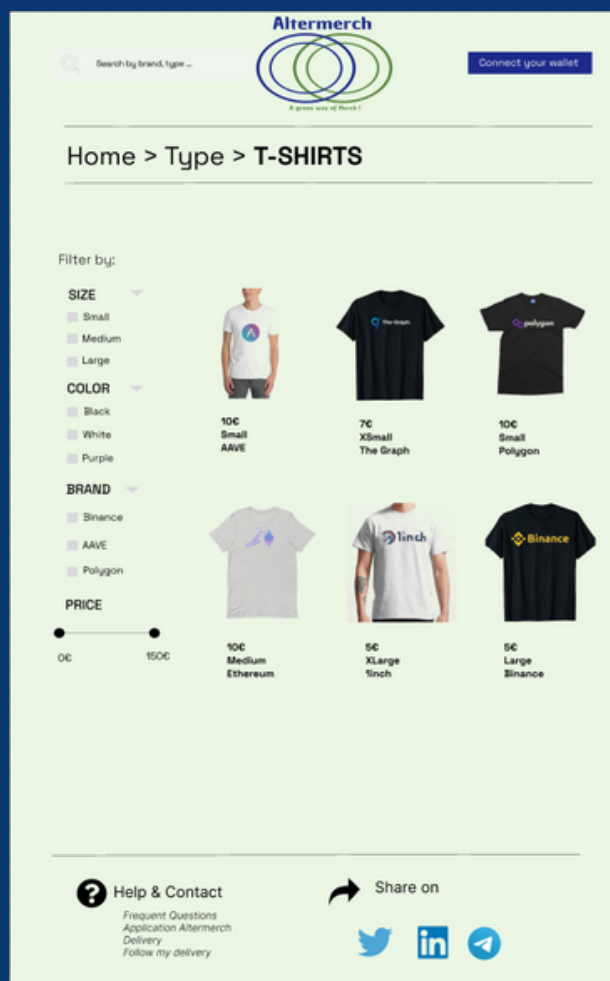
When sponsors have a limited edition and they want to reward a part of their community, they can offer the merch on Altermerch and set-up the conditions to claim the merch. For example, this could be having a particular quantity of token hold or having been to a particular event (POAP).



# FEATURES

## 5. Filtering items on the marketplace

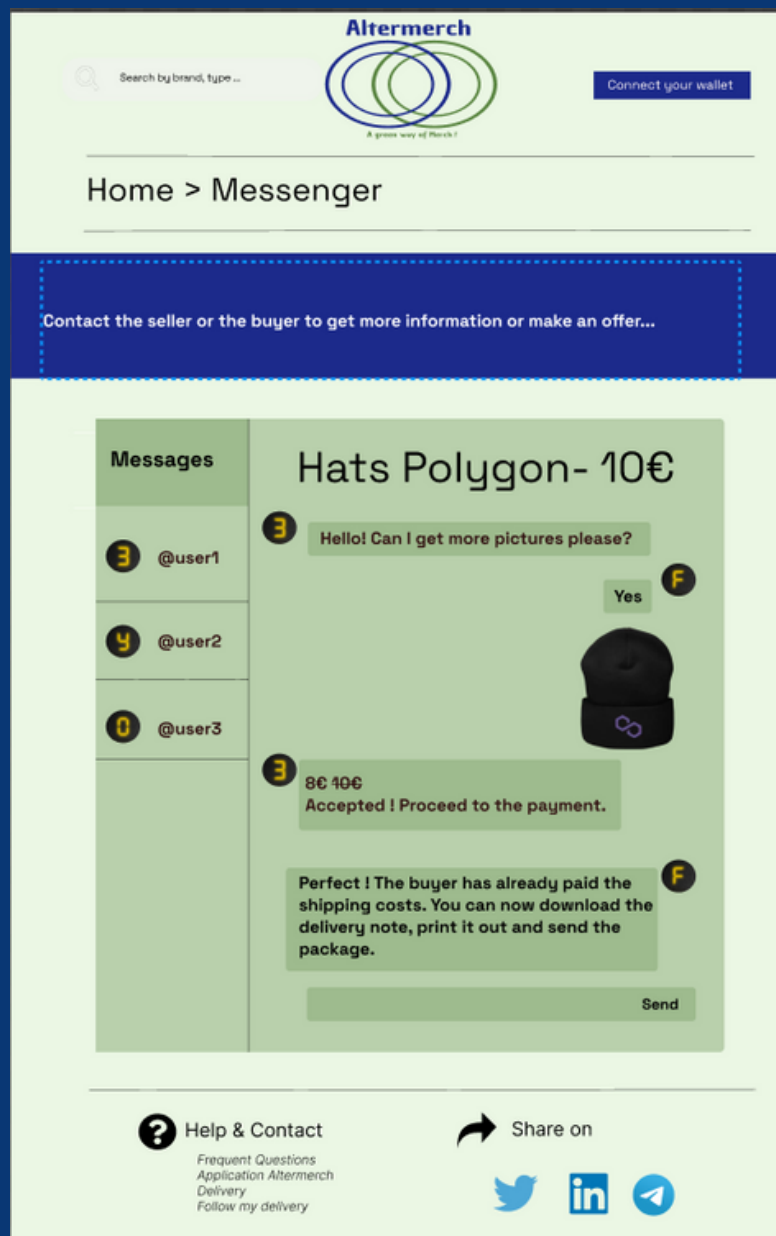
- Color
- Type of merch
- Sponsor
- Size
- Price
- State of wear
- Exchange or not
- Sort by: relevant, the most recent



# FEATURES

## 6. Inserting a messaging system between seller <> buyer

The purpose of messaging will be to allow you as a buyer to get more information about the item but also to be able to negotiate the price.



## FEATURES

### 7. Carbon footprint

We would like to set up a scale from A to D that would allow us to know the percentage of recycling in the article.

### 8. Blocking system

A user could be blocked for a certain period of time because he would have made racist, homophobic, sexist, anti-Semitic or other comments to another user.

### 9. Merch as NFT

If there is a product that can be put in the form of NFT (like a certification) then the price could be higher.

## FEATURES

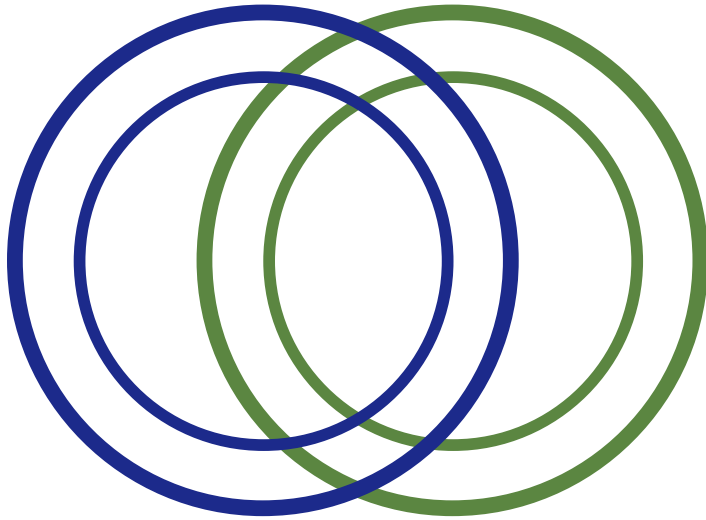
### **10. Blur the bottom and the screwing automatically**

When the user takes a picture of his merch. The background and the face on the picture will be white. Thus, the user will keep his identity completely secret.

### **11. Dao**

For later, we want to put a DAO to prove that it is a merch verify the rarity of the merch. For this, we will send a message to 50 "trusted" users who have between 4,5/5 stars on the dapp. They will be able to tell us if the merch is wanted or not. If we have more than 40 yes. The merchandise will be allowed to be auctioned.

# Altermerch



*A green way of Merch !*

BELARBI Aya

COIFFARD Manon

DAVIAUD Solène

YOUSSEF Carole

SARTHET Marine

ZANG Kelly