



DRIPTO



TABLE OF CONTENTS

- | | | |
|---|---|--|
| <p>1 COVER</p> <p>2 TABLE OF CONTENTS</p> <p>3 INTRODUCTION</p> <p>4 THE PROBLEM</p> <p>5 THE SOLUTION</p> <p>6 MARKET RESEARCH</p> <p>7 MARKET RESEARCH METHODOLOGY</p> <p>8 ANDERSON COOPERATIVE FINDINGS</p> | <p>9 INTERNAL RESEARCH FINDINGS</p> <p>10 PRODUCT DETAILS</p> <p>11 USER INTERFACE</p> <p>12 BUYING, SELLING, AND AUTHENTICATING</p> <p>13 PERPETUAL PRICE INCREASE</p> <p>14 REWARDS ECOSYSTEM</p> <p>15 THE DRIP CLUB</p> <p>16 ROADMAP</p> | <p>17 PRODUCT ROADMAP</p> <p>18 OUR TEAM</p> <p>19 PARTNERSHIPS</p> <p>20 TOKENOMICS</p> <p>21 CONTACT US</p> |
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INTRODUCTION



Dripto is an online resale marketplace where sneakers, streetwear, and luxury goods are purchased and sold exclusively through cryptocurrency. Our platform was developed with the specific intention to make streetwear accessible by offering them at affordable prices.



To accomplish this, we've formed strategic partnerships with consignment shops and resellers to establish a robust supply chain, as well as implementing an expansive rewards ecosystem that provides access to passive income, a discounted shop, and other mechanisms designed to help our users obtain their grails.



As a team bonded by an immense passion for sneakers, art, fashion, and community, we are dedicated to bringing streetwear back to the culture it belongs to by leveraging the benefits of blockchain technology. We strive to reimagine the e-commerce landscape and resell industry by building the first market of its kind.





3827,67	+0,40%
134,89	-1,06%
0 3547,	-1,05%
131,09	-0,01%
45,29	+0,98%
4,1344	-0,63%
3,5378	+2,94%
1,1477	+1,25%
0,04607	+0,26%
51,20	-0,75%

THE PROBLEM

DRIPTO WAS BUILT TO SOLVE TWO PROBLEMS.



Despite huge advancements in the adoption of blockchain technology, there is a lack of ways to use cryptocurrency to pay for real-world goods and services. The need to revert assets back into fiat is inefficient, costing users time and money through fees and waiting periods.



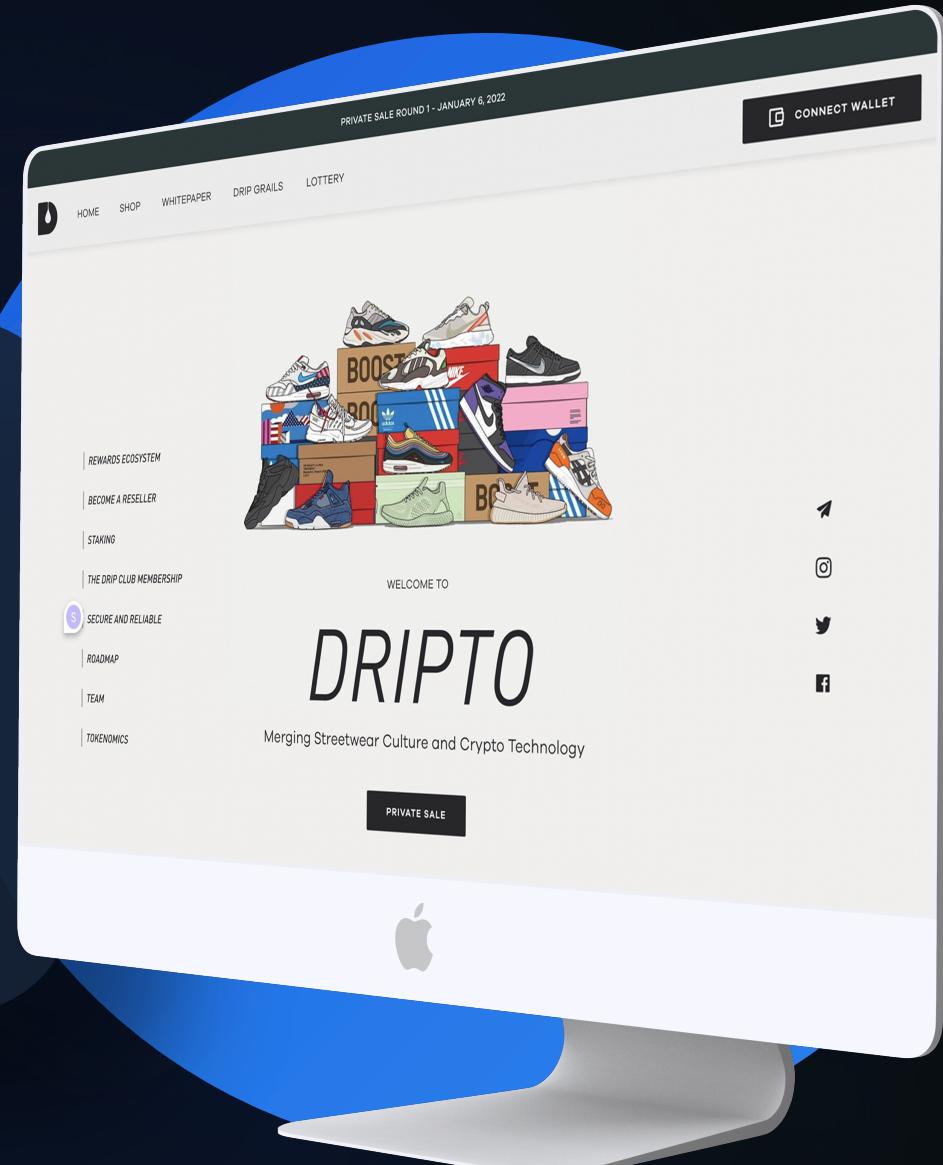
The dominance of bots and resellers with extensive connections has made it virtually impossible for the average enthusiast to buy products for retail price. There are few options but to resort to overpaying on resell platforms, riddled with heavy fees.





THE SOLUTION

A resale platform that facilitates payments for sneakers, streetwear apparel, and luxury goods using cryptocurrency – designed to reward buyers, sellers, and token holders for their role in building out the Dripto platform, community, and vision.



MARKET RESEARCH





MARKET RESEARCH METHODOLOGY

WHY?

WE CONDUCTED EXTENSIVE MARKET RESEARCH FOR
THREE REASONS:



Evaluate the need of our platform



Make informed decisions driven by data



Gain a deep understanding of our target market

HOW?

Using internal and external teams, we set out to collect real-world data through both primary and secondary research methods.

Our internal marketing team used SEMrush, a traffic analytics tool, to gather and analyze web traffic data from both streetwear and crypto sites.

We also partnered with Anderson Collaborative, a top-rated marketing agency, to create and distribute a survey to over 1,500 respondents.

Using these two methods, we formulated valuable and actionable insights to guide our team.

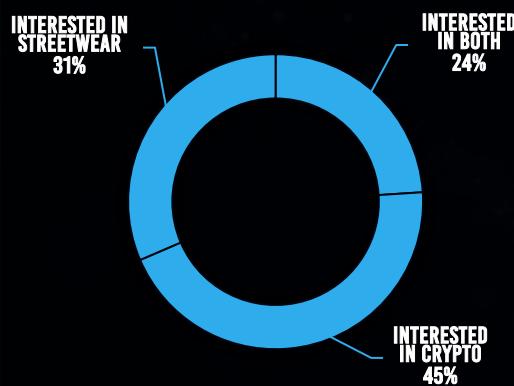




ANDERSON COLLABORATIVE FINDINGS

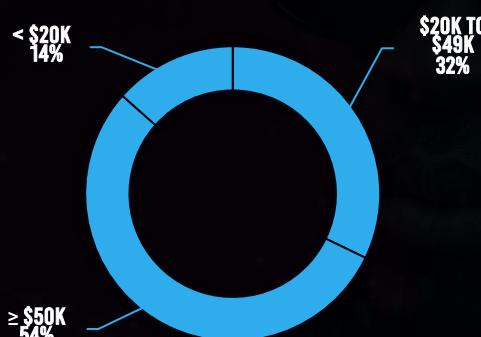
1,500+ respondents completed the survey through Google Consumer Surveys. We screened respondents which resulted in 1,122 qualified respondents who had an interest in either crypto, streetwear, or both. Of the 1,122 qualified respondents:

INTERESTS



Almost a quarter of the qualified respondents are interested in both crypto and streetwear. This reassures that there is a market for our platform.

MORE LIKELY TO USE SITE THAT ONLY ACCEPTS CRYPTO



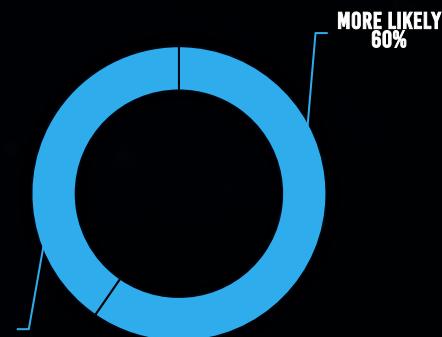
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PURCHASED PRODUCT OR SERVICE USING CRYPTO



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MORE LIKELY TO USE SITE THAT ONLY ACCEPTS CRYPTO

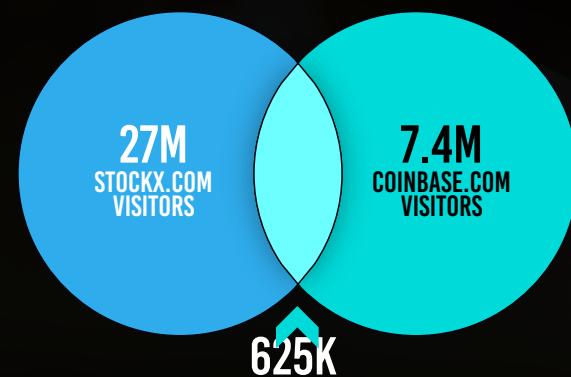


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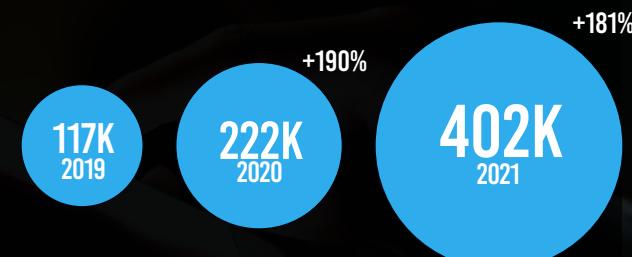
INTERNAL RESEARCH FINDINGS

Dripto is at the intersection of crypto and streetwear. We have found that major players in each industry, StockX and Coinbase, have a significant amount of unique website users that frequent both sites.



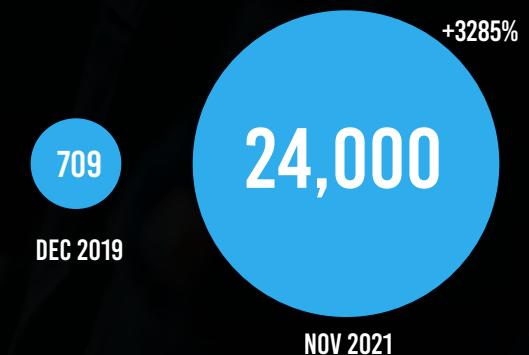
Over 600,000 unique users visited both the StockX and Coinbase websites in just one month. This shared user base demonstrates the overlap between the streetwear and crypto communities.

After seeing the monthly overlap between StockX and Coinbase, we wanted to see if there was a trend or if it was a one-time occurrence. We found that between 2019 and 2021, the average monthly overlap grew significantly.



Average monthly audience overlap has grown as each website attracted more visitors. Additionally, each site has had at least a 90% increase in yearly website visits over the past two years.

While the previous insights speak to beginner investors, we wanted to explore the web behavior of more advanced crypto investors who use tools such as poocoin.app, dexools.io, and pancakeswap.finance.



There has been 3285% increase in unique users that visited both StockX and DexTools in the past year. This displays clear growth in streetwear interest from more advanced crypto investors.

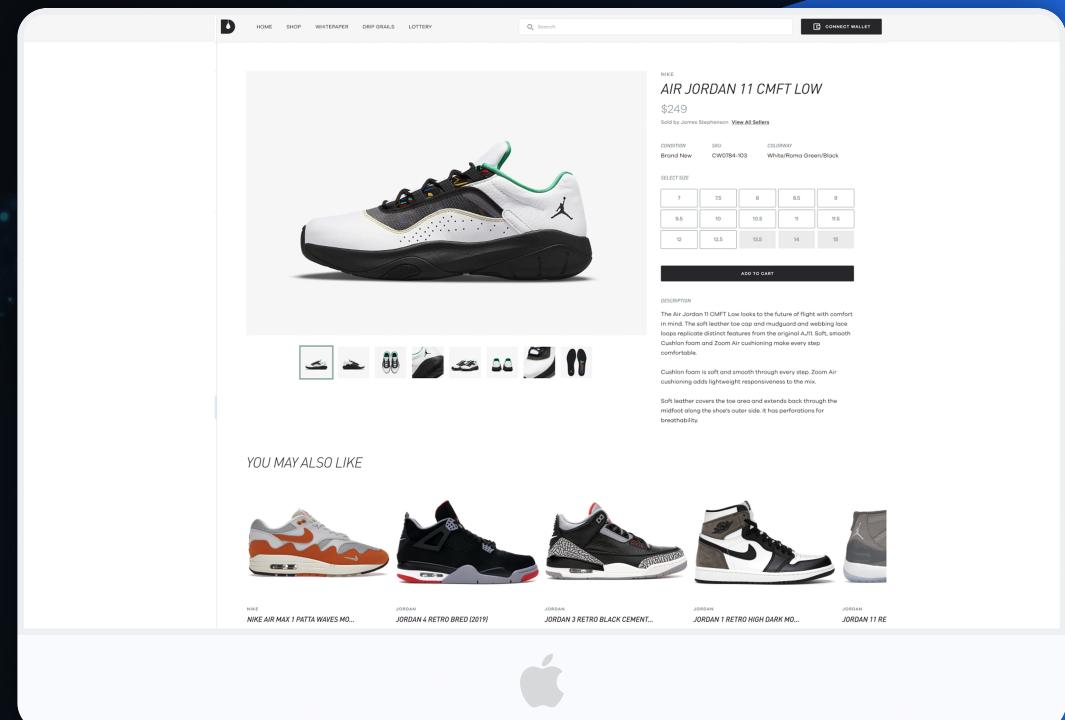


PRODUCT DETAILS





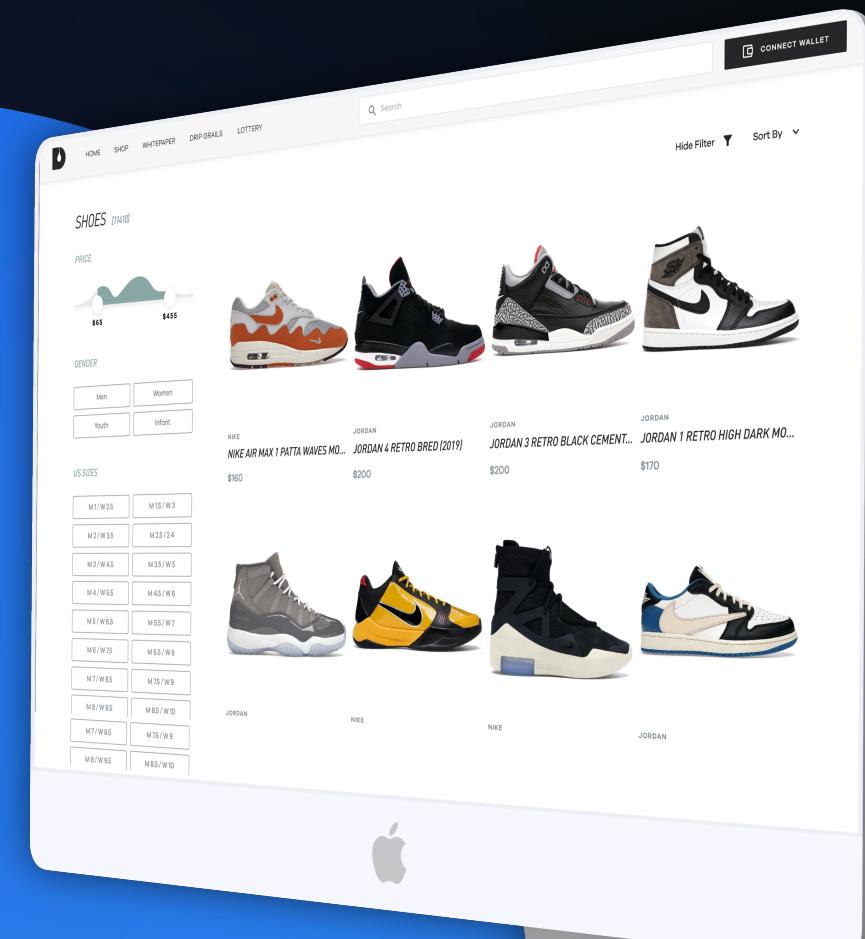
USER INTERFACE



AIR JORDAN 11 CMFT LOW
\$249
Sold by Jones Stephenson · View All Sellers
CONDITION: Brand New · COLORWAY: White/Romo Green/Black
SELECT SIZE:
7 8 9
8.5 9.5 10.5 11 11.5
12 12.5 13.5 14 15
ADD TO CART
DESCRIPTION:
The Air Jordan 11 CMFT Low looks to the future of flight with comfort in mind. The soft leather toe cap and midguard and webbing look keep some distinct features from the original AJ11, but, smooth cushion foam and Zoom Air cushioning make even the most comfortable.
Cushion foam is soft and smooth through every step. Zoom Air cushioning adds lightweight responsiveness to the mix.
Soft leather covers the toe area and extends back through the midfoot along the shoe's outer side. It has perforations for breathability.

YOU MAY ALSO LIKE:

Nike Air Max 1 Patta Waves Mo... Jordan 4 Retro Bred (2019) Jordan 3 Retro Black Cement... Jordan 1 Retro High Dark Mo... Jordan 11 Re



SHOES (71410)
PRICE: \$65 - \$455
GENDER: Men Women Youth Infant
US SIZES: M1/W2.5 M15/W3
M2/W3.5 M25/24
M3/W4.5 M35/W5
M4/W5.5 M45/W6
M5/W6.5 M55/W7
M6/W7.5 M65/W8
M7/W8.5 M75/W9
M8/W9.5 M85/W10
M9/W10 M95/W11
JORDAN NIKE JORDAN
NIKE AIR MAX 1 PATTI WAVES MO... JORDAN 4 RETRO BRED (2019) JORDAN 3 RETRO BLACK CEMENT... JORDAN 1 RETRO HIGH DARK MO...
\$160 \$200 \$200 \$170



BUYING, SELLING, AND AUTHENTICATING

HOW DOES SELLING WORK?

Once a seller's account is approved, they may list items through the Seller Portal. When a buyer purchases an item, the seller receives a notification email which includes a pre-paid shipping label to our warehouse. The buyer's money is held in an intermediary wallet. The seller has 3 days to ship before the label expires.

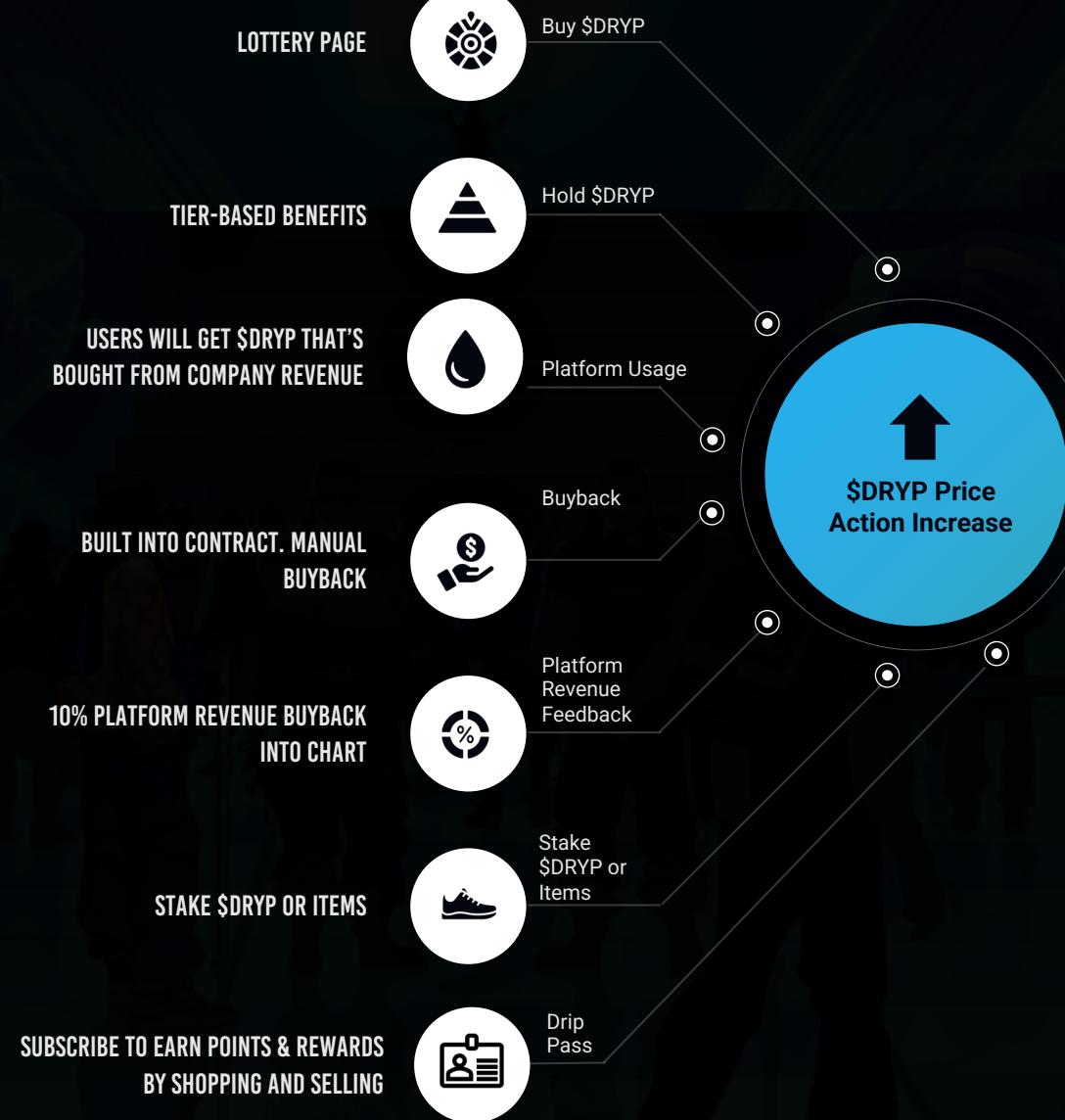
HOW DOES AUTHENTICATION WORK?

Our verification process utilizes digital and in-person techniques to validate authenticity. Each item is evaluated by hand according to industry standards with a heavy emphasis on attention to detail. From black lighting shoe boxes for impurities, to comparing stitch patterns and everything in between, items must pass our rigorous screening process before being tagged with our official verification badge and shipped to the buyer. At this point, the money is released from the intermediary wallet and sent to the seller.





PERPETUAL PRICE INCREASE





REWARDS ECOSYSTEM

TOKENIZED REWARDS



Every week, a lottery is held to give away unique prizes, ranging from but not limited to: BUSD payouts, all-inclusive vacation getaways, original art pieces, and one-of-a-kind apparel care packages, designed by reputable brands in our partnership network.

PLATFORM REWARDS



Holding \$DRYP is another way to gain rewards. This system is tier-based, and awards Tier 2 holders access to Retail Grails: an exclusive site where users can purchase high-end products way below market value – and occasionally for free.

STAKING



LIQUIDITY POOL

All token holders are eligible for staking benefits through the first method. This allows users to stake \$DRYP into a liquidity pool, which allows our token to be traded with consistency. In return, Dripto pays out participants in \$DRYP at an extremely high APR.

LISTING ITEMS

After successfully completing 1 sale on the platform, users are automatically enrolled into the second category of staking benefits: listing shoes. An innovative protocol has been implemented in our contract that assigns a generic (non-value) NFT for every shoe listed on Dripto, which is automatically staked on behalf of the seller. Once the shoe is sold, the NFT is unstaked.



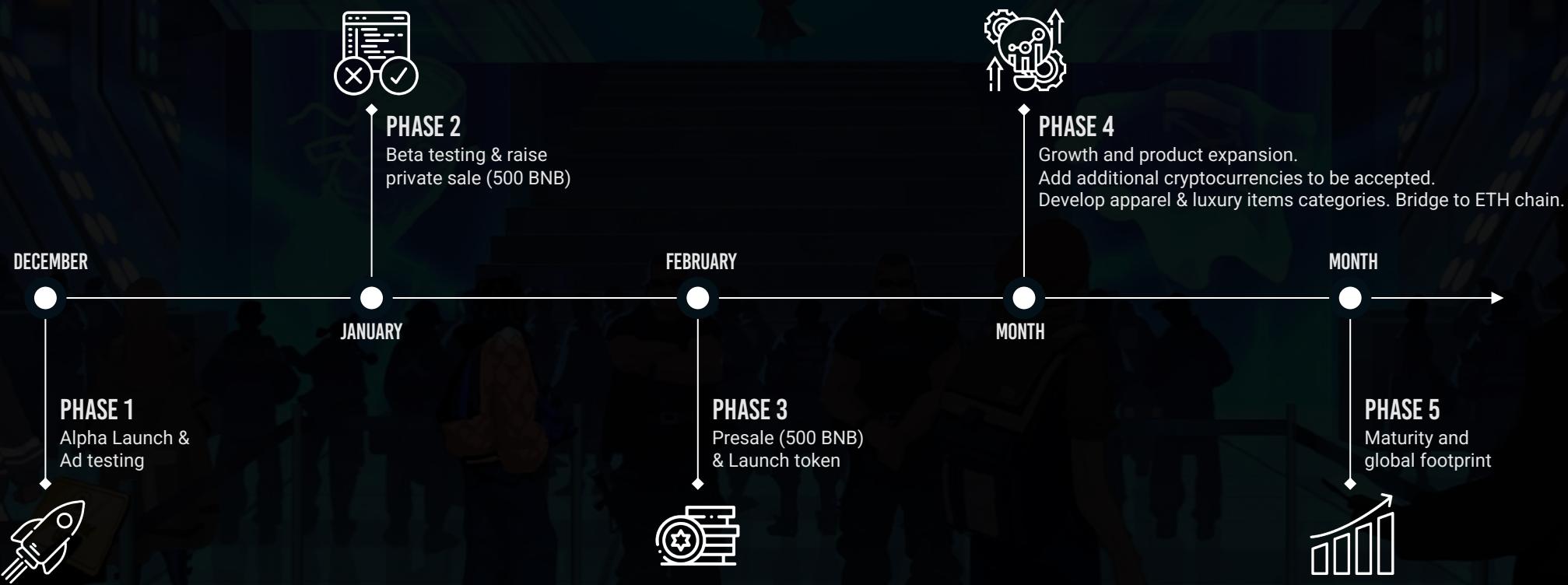
THE DRIP CLUB

Dripto will be releasing a collection of 8,000 NFT's – with a presale opportunity for early adopters - scheduled for shortly after platform launch– on the Ethereum blockchain in the latter half of 2022. Ownership of the NFT elevates you to the highest echelon of the Dripto ecosystem, the Drip Club, with immediate access to the Retail Grails shop, the members-only Drip or Drown insider chat and tokenized rewards exclusive to the Drip Club. Members will also enjoy an all-expenses paid trip to The Block Party, an annual event hosted at distinguished venues across the globe; where industry powerhouses in fashion, crypto, art, music, and creatives from all disciplines will socialize and collaborate.





ROADMAP





PRODUCT ROADMAP

Q1 2022

Alpha

Beta

Platform Launch

Tokenized Rewards



SNEAKER RESALE

Drip Grails

Exclusive page to buy items/grails at a discount or free for holders of Dripto



LOTTERY

Weekly RNG Draw for buyers \$DRYP to win cash tokens, or items



Q1 2022

Q2 2022



APPAREL RESALE

V2 Release

Platform Rewards – Staking Options

Q2 2022

Q3 2022



LUXURY ACCESSORIES

V3 Release

NFT Ecosystem on Ethereum



HOLD NFT



BUY & SELL NFT

Q3 2022

Q1 2023

V4 Release
(TBD)



OUR TEAM

**STEVE****CEO & Co-Founder**

Start up veteran with former ventures in dropshipping and founding a digital marketing agency. 3+ years in enterprise tech sales managing territories/accounts around the U.S.

**CHRIS****COO & Co-Founder**

Ex-Google, operational expert with 4+ years in tech ops, 7+ years in comprehensive operation experience and management. A crypto investor & streetwear enthusiast.

**VICTOR****VP, Product Development**

Web3 developer and Microsoft Sr Software Developer with 17+ years web development experience. Previous projects include: ASP.Net, Angular, React, VueJS, C#. Associated crypto projects: BabyXrp, NinjaDoge

**BULL****VP, Engineering**

Solidity developer and Fintech professional with 20+ years of experience in architecting, designing, and developing solutions for financial companies. Associated crypto projects: BabyXrp, PawnMyNFT, NinjaDoge, RiseUp, Valor, XHunters, BullishAF

**JAXON****VP, Product Management**

Technical program manager with a background in law and retail tech. Experienced in PMO, PDM, Agile software development, sourcing, Strategic partner relations, program development and operations scaling.

**RYAN****Sr. Product Designer**

4+ years in product design, user research, UX design, and interaction design. Worked on both enterprise and consumer-facing technologies. Experienced in building figma libraries for supporting software design systems.

**RON****Sr. Front/Back End Developer**

Full Stack Developer with experience in design and development of web applications. 4+ years working at start-up environments and leading junior engineers

**VINCE****Front/Back End Developer**

Full Stack Developer with experience in design and development of web applications. 4+ years working at start-up environments and leading junior engineers

**VINCENT****Front End Developer**

Web Developer with experience in building, deploying, and integrating web apps. Worked with corporate level businesses to deliver professional solutions.

**QUINLIN****PR/Event Manager**

Distinguished KOL in the streetwear community. Owner of UndeadStock brand and host of annual UNDS event (1000+ attendees). Close ties to reputable brands including: Collect & Select, WhoCares, Sole Supremacy

**RUSS****Marketing Manager**

8+ years experience in design, sales, project management, & content strategy in the B2C space. Held a variety of roles supporting category expansion and product rollout campaigns for eBay, PlayStation, and Neato Robotics.

**JUSTIN****Market Analyst/SMM**

Marketing professional with experience in digital marketing for both small businesses and large corporations. Worked with enterprise clients such as Vail Resorts, Arrow Electronics, and Intuitive Surgical.

**GARY****Fulfillment Manager**

8+ years experience in fulfillment logistics services for e-commerce businesses. Owner of a full scale fulfillment center with a dedicated team handling customer orders and shipments domestically/internationally.

**JACK****Logistics/Authenticator**

Sneaker Guru with 10+ years of experience in the sneaker game. 3+ years of experience in ecommerce logistics & management.

**JASON****Authenticator**

Sneaker connoisseur with 9+ years of experience in the sneaker game. Runs his own sneaker resell business on the side for 3+ years

**JASMINE****Customer Support**

People-focused rockstar with 4+ years of experience in customer service. Outside of slaying emails she is also a fashionista.



PARTNERSHIPS



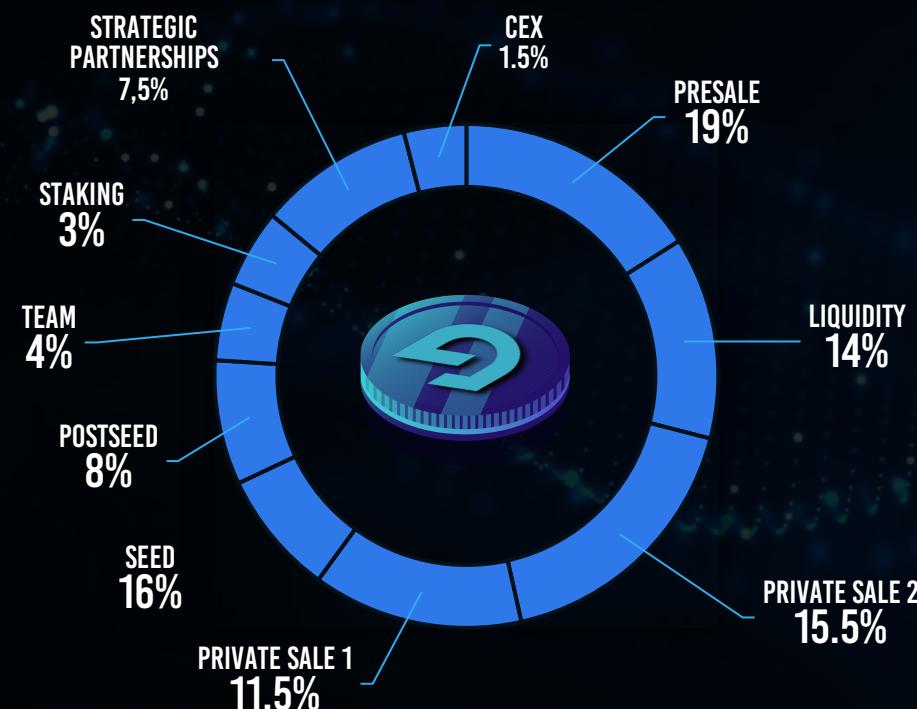
ANDERSON
COLLABORATIVE





TOKENOMICS

TOKEN ALLOCATION



Presale	19%	50% at launch, then 50% unlocked monthly
Liquidity	14%	100% locked for a year
Private Sale 2	15.5%	25% on listing, then 25% unlocked monthly
Private Sale 1	11.5%	25% on listing, then 25% unlocked monthly
Seed	16%	25% on listing, then 25% unlocked monthly
Postseed	8%	40% 5 days after listing, 30% over the next 2 months
Team	4%	6 months fully locked, 25% unlocked monthly
Staking	3%	
Strategic Partnerships	7.5%	1 month fully locked, 25% unlocked monthly
CEX	1.5%	1 month fully locked, 25% unlocked monthly.

DRIPTO

THANK YOU CONNECT WITH US!



DRIPTO TOKEN



DRIPTOTOKEN



@DRIPTOTOKEN



CONTACT@DRIPTO.COM
SUPPORT@DRIPTO.COM