PONSUMER
Whitepaper

What is Ponsumer?

Ponsumer automates purchases & delivery from any store

Interact with the shops on a completely new level. Before, you go to the shop, but now any shop can come to you – thanks to augmented reality. Ponsumer converts a traditional store into a new kind of impression, allowing you to make purchases in the entertainment format of augmented reality.

Ponsumer can replenish stocks of goods and products at home, in a cafe, shop, in a warehouse. You can fully automate purchase and entrust management of purchases to artificial intelligence, or buy products by yourself in augmented reality stores.

Ponsumer knows what kind of food you eat, how much nutrients you get, how it affects your health.

Ponsumer – a unified technological infrastructure for sellers and buyers, for automation of ordering processes, assembly, delivery of orders and analytics based on Blockchain, AI, AR and Big Data.

Ponsumer's Mission

To close the gaps and connect the entire consumption and production process – from production of the product to the very process of eating, including how it affected the person's health, how many nutrients he received, and when next he will need to replenish his energy.

What we are doing

For business — we offer businesses the opportunity to interact with their customers on a completely new level; something that was previously not possible. Ponsumer will provide you with a rich API and the ability to create custom 3D stores with augmented reality technology and plenty of other features. Ponsumer is a unified system for control, automation of ordering processes, assembly, delivery of orders, analytics and personalization based on AI and Big Data.

For users — valuable health information, ability to automate purchase and entrust management of purchases to artificial intelligence, or buy products by yourself from augmented reality stores. With Ponsumer, you can deliver the full catalog of goods of supermarkets and grocery stores within 2 hours of the order. As soon as there is sufficient number of delivery partners, we can shorten the delivery period to 30 minutes.

Ponsumer operates in the retail market, providing huge opportunities for different categories of stakeholders, such as sellers, buyers, advertising agencies, miners, courier services, nutritionists, fitness trainers and other players in the food retail industry.

For 2 years, our team conducted research and development in the field of object recognition and training of artificial neural networks. The outcome of this research was Ponsumer.

The key problem of the food market is the market itself

Customer problems: Queues, traffic jams, heavy trucks, a lot of people, everything is slow, the shelves are in a mess, there are no price tags, you can't find what you need, high prices… the list goes on…

Retail problems: Insufficient number of clients, lack of knowledge of one's client, goods are scattered on shelves, inability to keep all warehouse items, huge advertising costs, no personalization. Assuming you have a remarkable promo on your products, but if the customer does not come to you for shopping, he won't know about this promo and about many other offers...

How Ponsumer works on the user's side

1. Install the mobile app on your smartphone.
2. Direct the smartphone camera to the product, dish (pizza, porridge, juice, soda...) – you don't need to photograph the product and store the photo in your phone's memory.
3. Ponsumer recognizes the product searches and finds it or a similar product in the Ponsumer network.
4. The user can direct the camera to the food, and the program will automatically calculate (with microscopic accuracy) how much nutrients, proteins and carbohydrates you have obtained.

5. Complete your purchase on your smartphone with a few clicks.

How Ponsumer works on the retailer's side

1. You install the Ponsumer app; the Ponsumer API is integrated into your system; you can also create a 3D store with AR elements based on the Ponsumer API.
2. Ponsumer processes photos, analyzes the information received, creates a "digital snapshot" of the product, which is sent to a common database.
3. The resulting "digital impression" of the product is compared with other products in the database, and Ponsumer finds that product or a similar one for the buyer.

How Ponsumer Works

1. You place an order.
2. A Ponsumer partner or a store employee collects your ordered goods, while at the same time checking the date of manufacture or any other characteristics of the goods that can be important to the buyer.
3. Ponsumer will deliver the order at the appointed time. Our partner will arrive at the buyer's location at the appointed time. He will also within the shortest possible time go round the necessary number of shops and instantly collect the entire order. You can in online mode track his movement, see how your order is being executed, which products have already been added, and also edit and discuss the terms of the order in real time.

Benefits

1. Presently, there is no single service on the market that can be used to track a product from the moment it is produced to the moment nutrients from that product are distributed in the human body and how the nutrients can impact on the body and health.
2. Ponsumer simplifies online purchase to just a few clicks on your phone screen.
3. Ponsumer offers an exceptionally high potential for attracting new and retaining old customers.

4. Products can be bought from any smartphone from anywhere: at work, in the car, cafe, even in the subway.
5. You will be able to fully automate almost all your purchases
6. You no longer need to get yourself stuck in traffic jams, or search for products on hundreds of shelves and rows, or wait for your turn in a queue or carry heavy packages. Ponsumer will take care of all this for you.

"Ponsumer can prolong your life, saving your personal time"

"And also extend life with the help of analysis and tips for your nutrition and health"

"PONSUMER PROLONGS LIFE"

Facts and Figures

— According to statistics, people spend 3 years of their life buying food in a store.
— They spend 2.5 years on cooking.
— They spend 5 years in traffic jams, some of which are visits to supermarkets and shops.
— Studies have shown that malnutrition reduces human life to 65 years, while regular consumption of the proper food can extend one's life to 120 years.
— Experts expect the volume of mobile commerce to increase to $8 billion in 2017, and to $16 billion in 2 years later.
— According to the Mobile Future Institute, 29% of all online purchases are made from smartphones.

For Retail

The consumer market is currently in a turbulent period of growth – new tools and opportunities are needed. Our technology allows you to interact with the user's stomach directly. We know exactly at what point in time a person will have a new need. At that very moment, Ponsumer can make your hot offer automatically.

Every seller exchanges large number of documents, accounts and certificates when cooperating with their partners: suppliers, shipping

companies, regulatory authorities. All documents are generated in the private office of Ponsumer, documents are sent automatically and semi-automatically.

We have a unified platform that can support accounting, taxes, customs duties, and lending. All these are the basic functionality of Ponsumer.

Ponsumer easily analyzes large amounts of data – with the help of neural networks, in-depth training, recognition of objects in photos and videos – and provides these invaluable data to you.

You can track goods and control counterfeit, you can know what is happening with the product at every stage of its life cycle, from manufacturing at the factory to delivery at the store, you can see the route, as if you have an in-built GPS in every Snickers or pasta. Trading networks and customers have access to information on where the product was manufactured, which components were used, how it was transported, whether the storage conditions were observed, and much more.

Let's assume that a potato chips producer wants to know the share of its product on the shelves in New York stores compared to Los Angeles, what has changed over a particular period of time, what affected sales or how prices changed. The producer will get these data instantly.

A partner who plans to buy or a buyer who personally scans goods in a store, makes a photo with very valuable data, the Ponsumer processes and analyzes the information received and provides this information to the manufacturer, seller or other interested parties. Ponsumer can analyze and distinguish which goods are on the shelves of a store, what is the share, and also the effectiveness of how the goods are placed on the shelves in relation to other store shelves. Ponsumer has information about what kind of goods is out of place, what needs to be done to achieve the desired result. While performing the task of placing goods on the shelves, the partner is rewarded with PONS tokens.

Ponsumer uses cognitive computing, machine learning and sophisticated self-learning algorithms to handle large data in order to predict events and segment the audience. With such features as dynamic pricing, smart advertising and personalization powered by self-learning algorithms, Ponsumer opens a door for sellers to the world of consumers. Personalization and delivery of the desired message to the right user at the right time – that's what Ponsumer does.

Machine learning in Ponsumer finds hidden patterns of the behavior of your customers. These patterns will be able to predict your customer's actions when they are selecting a particular product. Once you have information about past customer interactions with a particular product, about food preferences, antipathy and purchase frequency, you will be able to increase revenue from one customer. You will be able to know when the customer returns or when he has already left you for your competitors. With Ponsumer, you can manage your advertising campaigns more effectively, take the necessary marketing actions to bring back your customer or increase his loyalty to you.

With the help of machine learning and predictive analytics, which are available in Ponsumer's private office, you can identify hidden trends, you will begin to understand your customers more, increase the efficiency of your business, and also be able to predict the behavior of your customers.

When a customer comes to your store, we already know the customer, we know his purchase history, gender, age, prevailing emotions and preferences, and we can continue to carry out full behavioral analytics, and give out appropriate specific recommendations. We know what a person ate a week or month ago, and so on. We remind you that you have not bought toothpaste for a long time, that sugar is running out, that the milk in the refrigerator may have spoilt, and that since you bought breakfast cereal yesterday, you will definitely need milk. These forecasting models will help you retain and develop the most profitable customers, and also reduce marketing costs. These tools will help you in purchase planning, distribution of stocks, replenishment of product assortment, merchandising and price optimization.

Thanks to the rapid developments in technology, consumers are becoming more mobile and can decide which product to buy in a split second. Retailers need to know as much information about the buyer as possible, even before he gets to your supermarket or start placing an online order. This would enable them to properly personalize their offer and deliver it to every customer on time.

The customer has already placed an order worth 200 $. What will he buy next time?! When will he come again?! Who do you offer sweets or meat?! The retailer can receive answers to these questions at any time with the help of analytics, predicting how demand in any of the segments will behave. Do you know if this girl is buying milk for herself?! Or maybe she is buying it for her dog? Or maybe the girl is allergic to lactose.

Ponsumer converts a traditional, independent store into a new kind of impression, allowing you to make purchases in the entertainment format of augmented reality.

Ponsumer is the key to the birth of smart store, powered by the latest technologies and features of our service.

Optimization and analysis of a large amount of data can play a key role in: attracting larger number of visitors, boosting traffic, strengthening loyalty, personalization and building quality relationships with new consumers.

With RFID technology and Ponsumer API, you will be able to track goods in stores, semi-automated inventories will become available, you will know where a particular product is and will be able to tell the buyer or partner where to pick it up.

Ponsumer confidentially processes customer data from smart watches, fitness bracelets, and sports apps, it handles their GPS data, sporting interests, physical activity during training, favorite food and meals, transactions. Data from different sources of information, websites and other sources are processed in the retailer's private office. You will receive a full portrait of your customers, and most importantly, you will be able to contact the client personally.

A buyer is not systemic when shopping. He easily gives in to external stimuli and is prone to instant purchases. With the help of special algorithms, you can form the best offers with maximum conversion rate.

Ponsumer's important goal is to verify our partners that are doing business in our system and ensure high degree of information security.

We aim at ensuring that our service is as reliable and easy to manage as when turning on your phone camera in 2 clicks.

Ponsumer – a unified technological infrastructure for sellers and buyers, for order automation, assembly, order delivery, analytics based on technologies: Blockchain, AI and Big Data.

Technology

- Blockchain
- AI(Artificial intelligence)
- AR(Augmented reality)
- Mobile vision
- Big Data
- Neural netwoks

Privy Blockchain

PRIVY BLOCKCHAIN

Privy blockchain tracks any movement of goods, the financial side of the transaction is available only on a private key, which is formed as a protected, one-time reference or full access. To be sure of the honesty of the seller or buyer in the public domain are the ratings of the participants, but at any time you can request a key to any transaction

PONS token

PONS is a crypto token, issued on the basis of Ethereum smart contract (ERC20).

With PONS crypto tokens, you can purchase any goods in all stores that are connected to Ponsumer.

PONS token will probably be purchased through a purse built into a mobile app. It can be exchanged for common crypto currencies. Payment with fiat currency USD, EUR, RUR, CNY is available as it expands to other countries. Payment will be available in the national currency of the country where Ponsumer is present.

Any owner of PONS tokens can purchase goods in any store that is connected to Ponsumer. Payment using PONS tokens will be more attractive as this will attract additional discounts.

Subtokens PONSUSD and others

PONSUSD 1:1 к USD
PONSEUR 1:1 к EUR
PONSCNY 1:1 к CNY
PONSRUR 1:1 к RUR
PONSGBP 1:1 к GBP
PONSJPY 1:1 к JPY

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Mining PONS

Users from all over the world get the opportunity to earn on the platform, creating real values within the network. Miners work according to the tasks that come to them in their private office. In exchange of the task executed, Ponsumer rewards miners with PONS tokens. A miner's reward depends on the amount of work performed. All the tasks performed by miners will have a positive effect on the entire Ponsumer ecosystem. For example, scanning and arranging goods on the shelves, adding new products to the database, attracting new users.

About ICO

ICO is necessary for the development and promotion of Ponsumer worldwide. ICO is the main source of investment for Ponsumer. The company's office and main team will be located in the state of California, USA. Ponsumer will be registered after the first stage of the ICO.

Token distribution in ICO

The quantity of PONS tokens issued for sale in ICO is 550,000,000 (one billion). Tokens that are not sold during ICO will be sold later.

Pre-ICO – Cap-$500,000

Number of tokens to be sold 10,000,000 PONS
Price of 1 PONS token = $0.05
Funds raised during pre-ICO will be used to organize the process and marketing of the main ICO Round 1 and ICO Round 2 stages.

ICO Round 1 – Cap-$50,000,000

Number of tokens to be sold 450,000,000 PONS
Price of 1 PONS token = $0.09
The first stage of ICO is for all those who did not have time on Pre-ICO. Proceeds from the sale of PONS tokens will be channeled towards global marketing of the product and development of the Ponsumer ecosystem.

Distribution of funds received under ICO

30% will be invested in the development and enhancement of Ponsumer functionality and the general activities of the company;

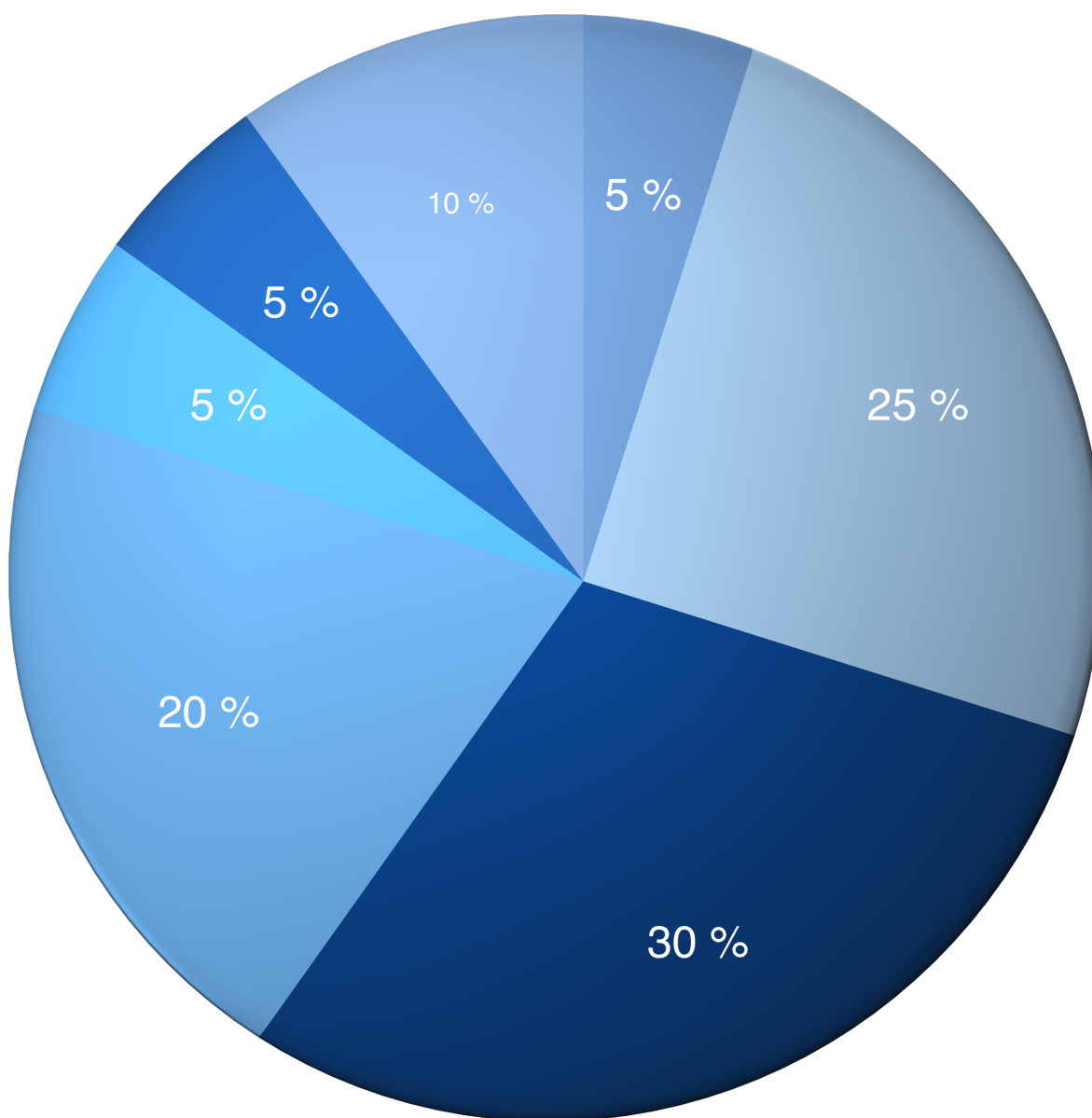20% will be kept in the reserve fund.

5% Hiring new staff and associated development costs;

5% Marketing ICO, payment of PR services for preICO and ICO;

25% Marketing Ponsumer after the launch of the service;

5% legal costs and other bureaucratic costs;

10% Team & current loans

Marketing ICO — 10 %
Marketing Ponsumer — 5 %
Development Ponsumer — 30 %
Reserve fund — 25 %
New staff — 5 %
Legal cost — 5 %
Team & current loans — 20 %

Legend:
- Marketing ICO
- Marketing Ponsumer
- Development Ponsumer
- Reserve fund
- New staff
- Legal cost
- Team & current loans

PONSUMER.COM

Fundraising and issuance of PONS tokens is designed to finance the marketing, growth and development of Ponsumer. Total quantity of PONS tokens to be issued is 100,000,000,000 (one hundred billion).

The remaining 80% tokens will be sold inside Ponsumer Wallet, as well as made available on the stock market of crypto assets.

10 billion PONS tokens will be reserved in the Ponsumer support fund.

80 billion will be available in Ponsumer Wallet and will be in free circulation.

4 billion tokens will be sold to investors.

Roadmap

January 2017: Creation of PONSUMER		September 2017 Issue of PONS tokens		November 2017: Marketing campaign and preparation for ICO		May 2018: MVP Ponsumer	
	February 2017 Conception of the Privy blockchain for Ponsumer		October 2017: Start of the sale of PONS token		December 2017: ICO Ponsumer		December 2018 Launching of Ponsumer

Team

Snopov Andrew
CEO

Gaydukov Vladimir
CTO, Senior Developer

Troshin Vladislav
Developer, Object recognition.

Kurgansky Andrei
Developer, Signal and Image Processing.

Frolov Igor
Developer, Blockchain.

Martynenko Denis
Project manager.

Fetkulov Rinat
Expert in Internet marketing.

Each of the Ponsumer team brings over 10 years of experience in the IT industry. In addition, we have more than 5 years of experience in the field of blockchain technology and machine learning.

Terms and Conditions

Agreements

At the moment, there are no other agreements except those stated in this document and on the website www.ponsumer.com. All parties and persons fully accept, recognize and give their full informed consent to the conditions and agreements contained in this document. The document that you are reading now is written only for the purpose of acquaintance. It does not in any way offer you or encourage you to sell or buy PONS crypto tokens in the future.

PONS tokens are not investments

PONS crypto tokens are not an investment of any kind and should not be considered as such. However, they may possibly increase or decrease their value in the future.

PONS crypto tokens do not give control rights.

Possession of PONS crypto tokens does not confer ownership or other property rights in companies belonging to Ponsumer. PONS crypto tokens do not give their owners the right to participate in any decisions regarding the development of the Ponsumer service ecosystem. PONS crypto tokens can be used to buy goods in stores within the Ponsumer ecosystem and to pay for other services.

Legal uncertainty

New blockchain and cryptotoken technologies are under scrutiny by regulators or other authorities around the world. PONS crypto tokens may be of interest to government regulators, which in turn can limit or slow down the use of PONS crypto tokens.

Risk of loss of funds

Money raised in ICO is not insured. Perhaps in exceptional cases, failures can occur in the organization of business or marketing strategies of the Ponsumer ecosystem, and all subsequent advertising and marketing activities conducted on the funds raised during ICO may not achieve the desired result.

Risks involved in the use of blockchain and crypto token technology

Crypto tokens such as PONS and blockchain technologies in Ponsumer are new and have not been fully tested. There are other risks not mentioned in this document and which Ponsumer may not have provided for.

Disclaimer of Warranties

You also expressly acknowledge and agree that the possibility of using or not being able to use PONS crypto tokens is at your sole responsibility and risk. Ponsumer expressly disclaim all warranties. Starting from their day of issuance, PONS tokens are sent without any kind of warrantees. The jurisdictions in some countries do not allow the exclusion of implied warrantees, so the above exclusion may not apply to you.

Quantum Computers

New quantum computers are not widely used due to their high cost. But today, they can indirectly pose a danger to PONS tokens.

Adoption of laws on Blockchain and Crypto tokens

Due to the fact that blockchain and crypto token technologies, such as PONS, are quite new, there is practically no legal basis in all countries of the world. Changes may be made to this document and other agreements relating to Ponsumer and PONS without you being notified personally. These measures are necessary to reduce the risk of not complying with certain laws, decrees, regulations, rules and other legal norms that are controlled by various authorities and regulatory agencies, including the U.S. Securities and Exchange Commission, the Ministry of Finance, the Federal Financial Markets Service and other monetary institutes for financial supervision and regulation. Ponsumer is open for cooperation and is ready to promote the legal regulation of this type of Internet technology.