

# Ravelous

*We believe that e-commerce is the key to empowerment. Earning crypto should be as simple as selling a few things around the home, instead of going through dozens of security checks, and bank account verifications*

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## 1 ICO details

<p><b>RAVE Token</b></p> <p>The ERC20 token distribution will be done via smart contracts.</p>	<p><b>Supply</b></p> <p>Total - 100.000.000 Circulating after ICO* - 64.000.000</p>
<p><b>Soft Cap</b></p> <p>💎 100</p>	<p><b>Hard Cap</b></p> <p>💎 11.153,53</p>
<p><b>Token Price (base)</b></p> <p>4000 RAVE per ETH</p>	<p><b>Token Usage</b></p> <p>Online currency for intermediary marketplace transactions</p>
<p><b>Dates</b></p> <p>From Wednesday 7, February 20:00 CET till Wednesday 7, March 20:00 CET OR when the Hard Cap has been reached.</p>	<p><b>Accepted Currency</b></p> <p>💎 ETH</p>

\* - If we reach ICO target, there will be 64.000.000 circulating tokens. The amount of circulating tokens after that is a variable. The circulating supply will constantly update with our vault. Read more in [section 8.2](#).

\*\* - Token price will start at 6000 RAVE per ETH and increase in price after the ICO's target has been reached. Read more in [section 8.2.5](#).

## 2 Summary

Ravelous is a crypto-commerce platform intended to make buying and selling items online in exchange for cryptocurrency simple and secure. It is made to help people buy and sell products for crypto so that they can acquire coins without having to invest their fiat money. It is a platform that brings together the security & trust systems of the darknet markets along with the ease of use & familiarity of the clearnet. By making cryptocurrency more accessible to the average audience, we target to spread the usage and adoption of cryptocurrencies beyond trading and long term holding.

Right now, there are three main type of people in the crypto community.

By becoming an active trader, flipping coins on exchanges for quick profits.

By investing in coins that you judge will have increased market value in the future.

By buying and selling services for crypto.

Options 1 and 2 make the most sense for people with enough disposable income to spend on flipping coins, or to use for long term crypto investments. But for the people who want secure profitable assets in form of crypto coins without investing fiat or local currency, option 3 comes to the rescue. With Ravelous, we want to provide users a medium to avail option 3 by building a simple and easy to use platform where users can create shops and listings and efficiently increase their holdings.

The RAVE token is used as an intermediary for product sales when the buyer does not have the seller's coin of choice. Sellers can also choose to accept RAVE because of its trustability, verifiability, and reliability. Our platform is based on the gold standard principle to create a stable foundation (treasury & reserve) for our token, RAVE. Our treasury will be strengthened by many higher valued coins helping to minimize risk, and loss of treasury value.

## 3 Team

Ravelous is not governed by any foundation or central body, but ongoing development, maintenance, and research is primarily directed and often funded by a core team of seven individuals.

### 3.1 Executive Team



#### Isaiah Nwukor - @ServoGeek

Project Manager, Designer

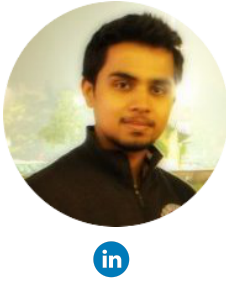
Isaiah has worked as a self-taught programmer and designer for eight years working as a consultant to business owners. His areas of interest include ecommerce, cryptocurrency, futurology, VR/AR tech, and machine learning.



#### Laszlo Molnarfi - @LaciCloud

Back End Developer

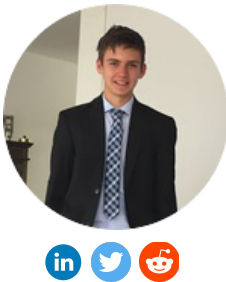
Laci is our great, hard-working back end programmer. He is an aspiring young computer scientist with the desire to create software what makes people happy. He is experienced in web development, web app and network security, computer forensics and system administration.



## Shaleen Somani - @Pirate\_Shady

Front End Developer

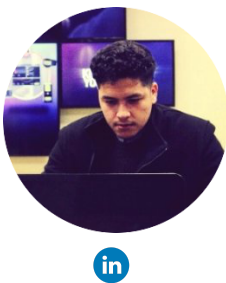
Shaleen has an industry level front end development experience of 3+ years and has recently graduated from State University of New York where he completed his masters in Computer Science. He finished his internship at Visa Inc. where he worked on Big Data technologies to implement a real time data streaming pipeline.



## Jop Zitman - @EndPositive

Project Manager, Front and Back End Developer

Jop has been doing front end development for about 3 years and is working part-time at an Internet marketing company as a full stack developer. He loves the internet and is a real internet geek.



## Hicham Mourid - @Hich

Designer

Hich has studied Graphic design for 4 years at the Mediacollege in Amsterdam, and Interactive Design for 3 years at the ID college in Leiden. Besides just designing our website, he will be in charge of creating animations, illustrations and designing our marketing campaigns.

## 3.2 Advisors



### Okke Zitman

Okke has been in charge of multiple companies for over 20 years now. With his experience, he will be a great addition to Ravelous.



## 4 Industry Overview

Cryptocurrencies have provided us with the ability to do direct transactions around the world with people we will never meet. But to get into cryptocurrency investment/trading/transactions, a certain level of adeptness is required. Someone who hasn't ever heard of cryptocurrencies won't be capable of operating the many actions needed to buy a coin. As time went on and cryptocurrencies became more widespread, getting into it became more difficult. Often, you will have to go through many validation steps. This has restricted many people to get involved in the cryptocurrency world and making the most of it. There are also people who do not have the so called "money they are willing to lose", which again prevent them to get into the crypto world. Ravelous bridges such gaps by making it easy for people to acquire coins in return of the service or product they provide.

### 4.1 Current Solutions

As crypto markets are getting more popular, many businesses are starting to accept bitcoin as a viable payment method. They join the flood in the hope of either big profit or to support the bitcoin community. It's a big step in the right direction, but it is not solving the problem of people not being able to use cryptocurrencies in their day to day lives.

Furthermore, businesses have been launched who offer a marketplace where people can buy and sell items for cryptocurrencies. Again, it's a big step in the right direction. The flaw with these businesses is that they only support unregulated, volatile cryptocurrencies. Imagine, you sold your gaming console for \$200 worth in bitcoin. With the recent price action in bitcoin, it would not be strange to say that your holdings in USD could have halved. Now the \$200 got for your childhood gaming console is only worth \$100. Really not desirable.

### 4.2 Ravelous's Solution

Ravelous will not only support the community with a full-fledged marketplace including shops, listings and much more, but will also provide buyers and sellers with a new token. This token will gain value from the token sale and the base price will never decrease. Now when you sell your gaming console, the received tokens will still have the same fiat value after weeks, months, or years. Rave tokens will be trusted, verifiable, and reliable which will help the buyers/sellers stay safe from the fluctuating crypto market. Our treasury will be strengthened by many higher valued coins, helping to minimize risk, and loss of treasury value.

## 5 Ravelous: Marketplace

Cryptocurrency is rapidly changing the way business has been done. Ravelous was made to help you take advantage by building a solid base of crypto holdings without investing through fiat. Getting into cryptocurrency should be simple, though at the moment this is not the case. Cryptocurrency works best in the hands of many people so that all can benefit. Ravelous will be made to buy and sell clearnet goods through the marketplace in exchange for cryptocurrency.

Sellers will be able to create shops and individual listings and choose their accepted currencies. We strive to keep this as simple as possible. No complicated verifications. No age restrictions. No difficult tasks.

### 5.1 Listings

The main element of the Ravelous Marketplace are the listings. Each listing is a product with its own title, description, price, location, and more. Sellers will be able to create an unlimited amount of listings for free. A seller can easily create a listing in a few simple steps. Read [section 6.2](#) for more information on a demo.

### 5.2 Shops

Shops will give structure to the marketplace. They will be built on the fundamentals, listings, and styled to the like of the sellers. A shop consists of a landing page which includes shop information, featured products, product categories, and many product listings. A listings which belongs in a shop will show so in its listing to redirect buyers to that specific shop. Creating a shop will improve sales and give structure to big sellers. The Ravelous homepage will feature new highlighted shops every day to support growth.

### 5.3 Prices

When creating a listings, a seller will enter the price of the item in their local fiat currency and the cryptocurrency that he/she is willing to accept. Sellers can also enable Dynamic Pricing, a system built by Ravelous which automatically adjusts your listing prices according to their market value.

For example, a seller wants to sell a gaming console for 150 USD. The seller creates a listing and enables Dynamic Pricing. At the time of creation, Ravelous valued the listing at 0.15 ETH. A few days later, ETH rises in value. The Ravelous Marketplace adjusts the price to account for this change and now the listing is valued at 0.13 ETH, which would

still be 150 USD. This helps novice sellers stay competitive against more knowledgeable sellers without having to manually adjust for changes in crypto prices.

Furthermore, sellers will be able to accept many types of payments and withdraw their balance in the coin of their choosing, just as you would on an exchange. If a buyer doesn't have any of those coins, he can choose to convert his funds to RAVE. RAVE will be our marketplace's widely accepted and trusted token. Read more about it in [section 8.1](#).

## 5.4 Advertisements

Ravelous will allow sellers to advertise their listings and shops by joining Ravelous Advertising. Sellers will be able to choose from a list of different ways of advertising including, search keyword listings, daily featured, or personalized advertisements. As the community and advertising demand grows, Ravelous will be working on new ways to advertise listings. Most of the advertising income of Ravelous will go straight to treasury to support the base value of the RAVE token.

## 5.5 Community Governance

Each new cryptocurrency that gets accepted as payment into the marketplace will be voted in by the community. To help this project go in the best direction, we will setup a community governance model to decide seller fees, what to do with development funds and to maintain the treasury.

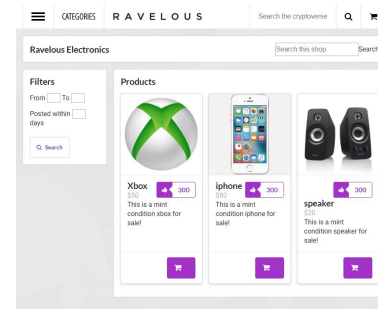
When a seller creates a listing, it will first go through an automatic security check where we will review the listing and disallow if we find any anomalies. Furthermore, will be rewarding users for reviewing products and their legality. This way we hope to stop illegal goods from being sold on Ravelous.

## 6 Preview

### 6.1 Overview

#### Intelligent Feed

The first thing you will see on the Ravelous marketplace is your personalized feed. Ravelous will automatically analyze your searches, interest, and location to show you the best listings and shops.

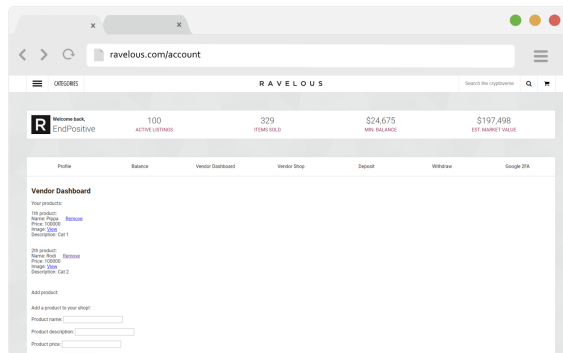


#### Secure Login

Ravelous marketplace will feature a highly secure authentication mechanism. We will set strict password validation steps. Users can also choose to enable Two Factor Authentication (2FA) which will highly increase your account and wallet's security.

 A screenshot of the Ravelous login and registration form. The header shows the 'RAVELOUS' logo and two tabs: 'Login' (which is selected) and 'Register'. The form fields include 'E-Mail:', 'Password:', and '2FA (If enabled)'. Below these fields is a checkbox labeled 'I'm not a robot' next to a reCAPTCHA logo. At the bottom of the form is a 'Login' button.

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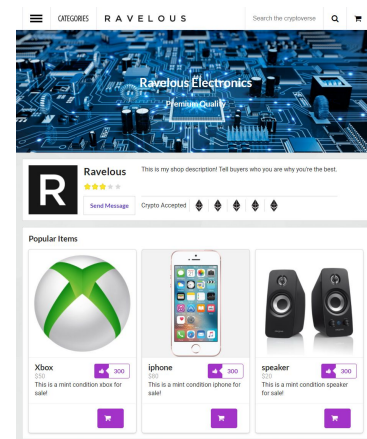


## Simple & Advanced Dashboard

To obtain the biggest audience, we made the account dashboard simple, yet advanced for experienced users.

## Beautiful Shop Pages

With our gorgeous designs, sellers never have to worry about their shops' look. Furthermore, we will be providing multiple designs to choose from based on the community's wants and needs.



## 6.2 Live Demo

To provide potential investors and new members the best preview possible, we will release a demo on friday 16th, 2018. In this demo you will be able to view the homepage feed, register for an account, create listings and shops, and view other people's listings. You will be able to view the demo in your browser here: [demo.ravelous.com](http://demo.ravelous.com).

## 6.3 Contributing

As soon as the ICO has completed, Ravelous will release the source code for the Exchange & Marketplace on [Github](#). Contributors will be rewarded with leftover bounty and airdrop tokens.

## 7 Business Model

### 7.1 Our culture

If you would like to describe how we aim to build this project with one word, it would be **KAIZEN** 改善. Our approach to building is one that involves continuous improvement and iteration. We believe that something can always be better, and that nothing is ever complete. We understand that people don't care about what we say, they care about what we build and how it can positively impact their lives. We are driven by what people desire and want to support.

We are building an ecommerce platform for the people of all classes to benefit all. At the core of any currency, commerce is fundamental. Cryptocurrency needs a flagship commerce system so that the community can mutually benefit from the unique uses of each coin outside of common stores of value.

### 7.2 Strategy & Targets

Ravelous will mainly focus on making sure that all tokens are securely backed by our treasury. In addition, we will spend time on refining the marketplace and create marketing campaigns such as bounties, press events, informational videos, and much more to come. We will also have polls on our social media with community suggestions on contests.

Let's talk numbers. As our company is a first of its kind, it is difficult to predict buy and sell volumes. Depending on how the ICO will play out, we're targeting a gross nett profit of 500,000 to 600,000 USD at the end of this year. These funds come from seller fees, and advertisement elements.

### 7.3 Marketplace Availability

At the launch of the Ravelous platform, the marketplace will be available over the whole globe. However, we will only be marketing Ravelous in Europe. This gives us the ability to learn what one market specifically expects and needs from us. To help us with this, we will be giving away RAVE tokens for insights. As we move further into the project, we will gradually start advertising and focusing other continents/regions (such as parts of America or Asia) as well.

## 8 Token Sale & RAVE Token

### 8.1 RAVE Token

The RAVE token is used at an intermediary for product sales when the buyer doesn't have the seller's coins of choice. Buyers and sellers can also decide to only support RAVE because of its stable base value. The RAVE tokens are based on the gold standard principle to create a stable foundation for the Ravelous marketplace. Our treasury allows us to back each and every RAVE in circulation at a base rate. Should the current market value decrease of RAVE decrease, investors and holders of the coin (sellers/buyers) will still be able to exchange their RAVE at the base rate.

Without this system, buyers and sellers would have to trade in direct base pairs, which have very volatile values. This may work suitably for those who keep on top of the market news for their cryptocurrency investments, but for the less experienced or those who are not able to keep up with the news, the RAVE token will be the best alternative. Sellers who made \$100 at base rate, can say with certainty, that their \$100 will still have the same value (if not more) in the future .

Rave tokens will be trusted, verifiable, and reliable which will help the buyers/sellers stay safe from the fluctuating crypto market. Our treasury will be strengthened by many higher valued coins, helping to minimize risk, and loss of treasury value.

The following attributes of RAVE help us in achieving a stable token:

Payment for  
products in the  
shops (usage)

Base coin value  
backed by treasury  
(alternative store of  
value)

Held in ERC-20  
compatible wallets  
(adoption)

Sellers can withdraw coins of choice from  
profits available in our treasury with  
RAVE (usage)

Tradable on common exchanges  
(adoption/usage)



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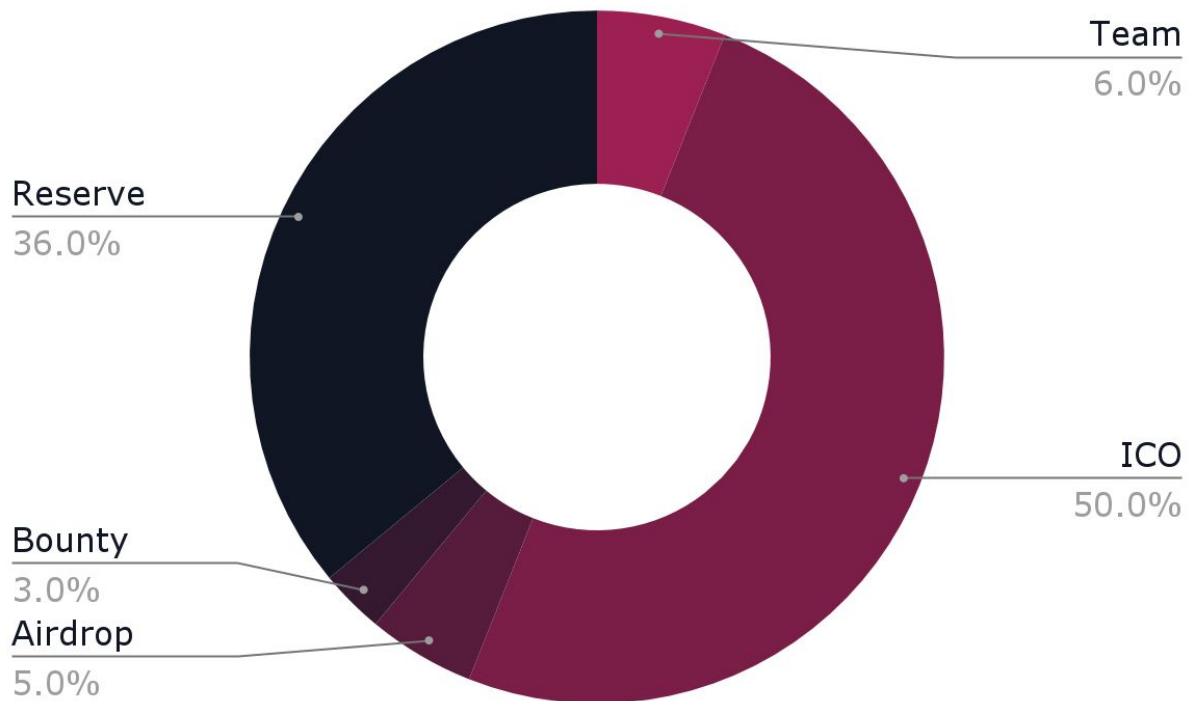
The base rate of RAVE will be initially calculated as following:

$$RAVE/ETH = \frac{\text{Total Circulating tokens}}{\text{Total Treasury Market value} / 2}$$

During the course of the project, we will be updating the base value every month according to the crypto markets and the marketplace profit of that specific month.

Any RAVE which remain in, or end up in treasury can be bought by buyers on the Ravelous Marketplace for market prices (max. 5% above base value). The difference in market value and base value will go to the reserve to minimize the risk of a decrease in treasury value.

## 8.2 Use of RAVE tokens



### 8.2.1 Bounty

4.000.000 RAVE is allocated to the bounty campaign. The bounty campaign will run before, during, and after the ICO. The tokens will be distributed within each of these task sections:

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8.33%	250.000 RAVE	Community Insights
25%	750.000 RAVE	Social Media Effects
33.33%	1.000.000 RAVE	Translation & Moderation
33.33%	1.000.000 RAVE	Signatures & Avatars

Any tokens not distributed will go to reserve after the bounty end date. Detailed info on the bounties will be posted on the website and on [bitcointalk.org](http://bitcointalk.org).

## 8.2.2 Airdrop

200 RAVE will be given away for signing up to the community per user. A total of 5.000.000 RAVE has been allocated to the airdrop. This means that a whopping 25.000 users will receive free tokens. During January, the allocated RAVE will be distributed for filling the [airdrop form](#). Any tokens not distributed will be kept in treasury for any future contests.

## 8.2.3 Team

6% of total RAVE is allocated to the team members. Team member roles that still need to be filled include: Security/Exploits Consultant, Data Scientist, AWS Manager, React/Node.js Developer, Marketing Manager. Ravelous will send out mailings, and post blogs on BitcoinTalk announcing their need of these people. In these texts, every job will be explained in detail.

## 8.2.4 Reserve

A whole 36 million RAVE will be kept in treasury for their usage on the Ravelous Marketplace, and will not be backed by the ICO. These coins will not be in circulation but will be sold to Ravelous Marketplace buyers.

## 8.2.5 ICO

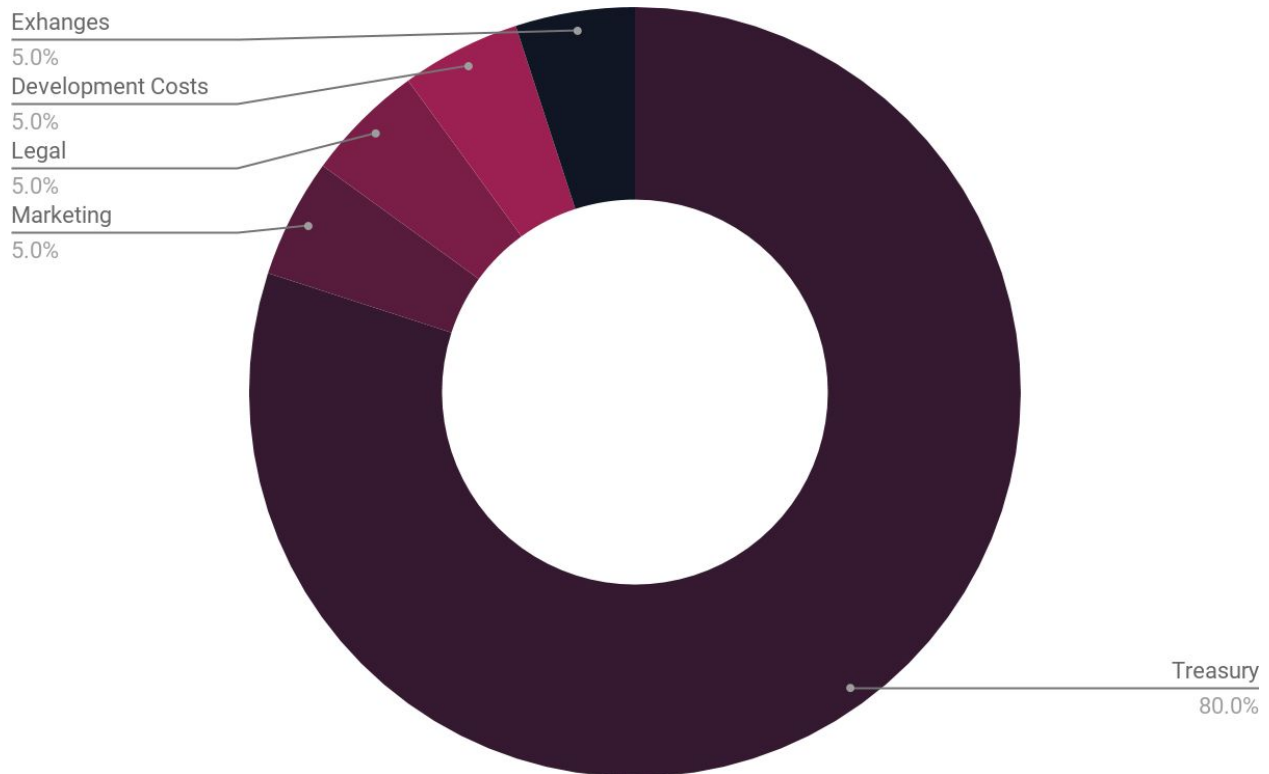
50 million RAVE will be sold in the ICO. The goal of the ICO is to raise a total of 11153.53 ETH, our hard cap. The soft cap on the Ravelous ICO is 100 ETH. The price of RAVE will initially be 6000 RAVE per ETH and then gradually decrease as all available tokens for that tier sell out.

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Tier	Price (ETH per RAVE)	Available RAVE	Total ETH
One	6000	2.000.000	333,3333
Two	5500	5.000.000	909,0909
Three	5000	9.000.000	1800,0000
Four	4500	14.000.000	3111,1111
Five	4000	20.000.000	5000,0000

Any tokens undistributed from the ICO will go into reserve.

## 8.3 Use of funds



All funds which don't end up getting used will be sent to treasury to increase the base value of the marketplace token, RAVE.

### 8.3.1 Development Costs

With these funds we will be paying for the best possible servers, security, unexpected issues, and so forth.

## 8.3.2 Legal

Every large corporation needs to be able to cover itself if it ends up in a lawsuit. Ravelous will be using this 5% to pay for the costs of creating a perfect, well ordered Terms and Conditions.

## 8.3.3 Marketing

We will spend time, efforts, and money on creating marketing campaigns like press events, giveaways, contests, and any new bounties.

## 8.3.4 Exchange

5% of the ICO worth will be set aside for any positions we will need to buy to get into popular exchanges.

## 8.4 ICO Details

Token name	Ravelous (RAVE)
Implementation	This token has launched on Ethereum's blockchain and is an ERC20 token.
ICO Schedule	From Wednesday 7, February 20:00 CET till Wednesday 7, March 20:00 CET OR when the Hard Cap has been reached.
Token Supply	Total - 100.000.000 Circulating after ICO - 64.000.000
Hard Cap	💎 11.153,53
Accepted Contributions	ETH
Smart Contract Address	<a href="https://etherscan.io/address/0x26436e73fdd02adde8ae7ab61fa660d6f7926e6f">0x26436e73fdd02adde8ae7ab61fa660d6f7926e6f</a>
Rate	See <a href="#">section 8.2.5</a> .
Discounts and Bonuses	The earlier someone buys RAVE, the cheaper the token will be. From tier one to four, buyers will receive the following bonuses from the base price:50%, 32.5%,

	25%, and 12.5%.
Unsold Tokens	36.000.000
Vesting	Each team member will receive 25% of their total allocated tokens at the end of their first month and then 75% / 11 the rest of the year each month. When a team member did not meet the requirements at the end of the month, that month will be his or her last month of vestment payments.

## 8.5 Token Distribution

RAVES are sent back immediately after the transaction is complete. We require 12 confirmations for ETH transactions. It usually takes no more than 60 minutes. Please contact a Ravelous admin if you did not receive the tokens after your transaction is confirmed.

## 8.6 How to buy

Buy RAVE at [ravelous.com/ico](http://ravelous.com/ico). You will be greeted by instructions on how to buy RAVE.

## 8.7 Security note

Please only buy tokens from our official website and not through a third party. Always verify that the site you landed on is legitimate. Never share private keys on the internet.

## 9 Roadmap

### Development

February - March 2018  
Exchange & Marketplace Development

April 2018  
Public Beta Testing

May 2018  
Updating Exchange & Marketplace  
Advertisements Solutions Development

June 2018  
Exchange & Marketplace Release

3th Quarter 2018  
IOS & Android Mobile Marketplace  
Development

4th Quarter 2018  
IOS & Android Mobile Marketplace launch

### Community

May 2018  
Creating Community Governance

### Other

March 2018  
Listing RAVE On Exchanges

### Marketing

January 2018  
Airdrop Campaign

February 2018  
General Bounty Campaign  
Information Video  
New Website

April 2018 & Onwards  
Coding Contests  
Bug Bounty

May 2018  
Press Event

### Legal

January - February 2018  
Registering Ravelous at Chamber of  
Commerce

May 2018  
Writing All Terms & Conditions For The  
Marketplace

4th Quarter 2018  
Writing All Terms & Conditions For The  
IOS & Android Mobile Marketplace

## 10 Conclusions

Cryptocurrency has solved the problems of sending money person to person. This has opened up the path to insert digital cash into situations where fiat money cannot reach. Trustless and irreversible transactions change how business is done. Accountability and transparency are now aspects built into digital money. It has made it possible for us to carry out trades with anyone around the world with lower fees, and trustless transactions. It enables us to make large purchases without needing to trust the other party. It also allows us to tie money to conditional or time based restrictions through smart contracts.

**Money used to be a promise. Now, money is a program.**

A program that has the same exact value all over the world no matter where you spend it or who you spend it with. Global currency is a new feature of money. It allows us to all translate value on the same terms, and creates a more blended world. Cryptocurrency still has many hurdles left to overcome in its path to becoming an everyday currency used to buy goods and services.

The power of a currency is what you can trade it for in terms of goods, services and insurance. In other words, the strength of any currency is its commerce system. Large businesses currently benefit greatly from the exclusiveness of localized currencies and the financial incentive deals to expand their business.

**They have no real incentives to drive adoption of cryptocurrency.**

Even if we are able to get some stores to accept the most popular crypto, they would not and could not afford to accept the bulk of the altcoins. The problem now is that no one agrees which coins will be the most widely used, and adopted by these larger organizations. From our perspective, the corporation-first model of adoption of crypto where the network effects trickle down to common users is flawed.

Instead, we believe that in order to gain wider adoption, we will need to create a community first commerce model, where adoption and trade of crypto for goods is carried out between individuals. This allows people to collaborate and combine creativity and insight to create new systems and tools for commerce. Similar to the Mobile App economy, it is the third party app creators that will give the platform of cryptocurrency more relevance and utility for everyday life.

With upgraded money, upgraded financial tools and platforms should result.

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The next stage of the web, is using programmable money to create and sustain distributed systems, like the ethereum smart-contract system. Crypto allows us to build utilities on the web, that can pay for their own continuance through cryptocurrency. Fixed value currency changes how we use it. There will not be anymore bitcoins printed, which changes the way they are spent in the marketplace.

We recreated the scarcity of rare gems and metals, while giving them a verifiable limit that cannot be counterfeited, or inflated by printing more ad infinitum.

Crypto has removed the concept of trust away from authorized people and organizations to the solid principles of mathematics and decentralized consensus.

## **This creates a true market.**

A market that is not held captive to the borders of physical money and its limitations. A true market, that allows buyers and sellers to transfer value to whatever is valuable and whoever provides the best service, in a trustless and secure way.

Incentives can be tied to data-backed metrics and distributed globally on the basis of performance, instead of personal bias, or nepotism.

Removing money from the sole arbitration of human beings frees us from the limitations of our own perceptions and projections of other people, cultures, countries and beliefs.

## **We can create commerce without borders.**



## 11 Disclaimer

PLEASE READ THIS DISCLAIMER SECTION CAREFULLY. IF YOU ARE NOT SURE OF YOUR ACTIONS, YOU SHOULD CONTACT A LEGAL AND FINANCIAL EXPERT FOR FURTHER GUIDANCE.

This document is for informational purposes only and should never be considered as a business offer. RAVE tokens do not directly grant the right of control and owning RAVE tokens does not give their holder the right of ownership of Ravelous or give their holders rights in decision making. We shall not be liable for any kind of personal damage or loss as a result of reading this whitepaper or any other papers produced by Ravelous, using the Ravelous website, or buying RAVE tokens.

The information in this document may be incomplete and should never be your base for decision making. Ravelous does not accept or guarantee responsibility for the accuracy, reliability, or completeness of this content. Always contact legal and financial experts prior to deciding to join the community, contributing to the project, or buying RAVE tokens.

Ravelous does not guarantee income or profit. Any examples of profit calculation are given for demonstrative purposes only. Although against Ravelous's principles, Ravelous does not guarantee that the value of RAVE will rise or that we can predict the future performance of our coin in the crypto markets

Any ETH collected during the ICO is not insured and there is no insurance representative who the buyer could address.

It is possible that for various reasons, including legal issues, exchange or marketplace issues, that Ravelous will not succeed.

Anyone buying RAVE tokens should be aware that crypto tokens are still new and untested technology. In addition to the risk of loss in value, Ravelous will not be held liable for any other unmentioned risks.

Ravelous will not be held accountable for not being able to retain the value of the treasury. To ensure the stability, Ravelous always strives to be capable of backing every circulating coin with 30% buffer to account for a market crash.

No person is obligated to participate in, or contribute to Ravelous. You should not create any legal commitments against Ravelous concerning what tokens are accepted or the value of RAVE.