INNOVATIVE TECHNOLOGY PROTOCOL

$ITP

WHITE PAPER

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The purpose of this document is to explain:

- What Innovative Technology Protocol is
- Who the team are behind the technology
- Why it is unique and attractive to consumers
- Details of the current ITP technology
- Our vision for the future of ITP
- The details of the crowdsale token sale and how to get involved

Introducing Innovative Technology Protocol:

The world's first E-commerce platform to buy/sell products using cryptocurrency. Innovative Technology Protocol (ITP), built on its own blockchain, has been developed with the explicit intention of gaining mass adoption via the billions of smartphone users. It launches via a token sale on April 27th and represents a unique opportunity with unique features which has never been introduced before implementing the unique features of E-commerce platform to buy/sell products using cryptocurrencies.

The cryptocurrency market, once so clearly dominated by Bitcoin, has become fractured and catalysed by the introduction of new thinking and new technology. Innovative Technology Protocol (ITP) represents another vast leap forward; it offers owners both the benefits of existing cryptocurrency usage and technology, as well as an interesting opportunity to be an early adopter of a possibly significantly disruptive new technology. Where previously cryptocurrency usage has been almost entirely the domain of speculators and the tech-savvy, Innovative Technology Protocol is set to become the first digital coin to enter into the usage of online shopping platforms where we can buy or sell products using cryptocurrencies which is common usage due to its groundbreaking ease-of-use for the ordinary mobile user.

Key points of difference for ITP include the following:

1. Innovative Technology Protocol (ITP) is the world's first coin which can be used for online shopping to buy or sell products only using cryptocurrencies.
2. Innovative Technology Protocol wallets can easily be managed on a smartphone, and the coins can be generated by the unique mobile miner running as a background activity.
3. It enables very fast microtransactions and currency can be transferred between different apps, games and users.
4. It relies on its own purpose-built blockchain, unlike many other currencies launched in 2017 so far.
5. It has a single-minded development team behind it, with the clear goal to break into and dominate the mobile currency market.

Overview

Innovative Technology Protocol is a cryptocurrency which can be easily used and accessed for trading purposes and also mainly for online shopping where we can buy/sell products using cryptocurrencies . Innovative Technology Protocol is also called "ITP " as a short form. ITP is the first cryptocurrency that is designed around mobile ubiquity which is mainly used in the online shopping process. To put it another way, here the products can be purchased or sold only using cryptocurrencies.

What is INNOVATIVE TECHNOLOGY PROTOCOL?

Innovative Technology Protocol is a complementary currency that has been developed to allow anyone, regardless of technical ability, easy access to a cryptocurrency. Within a few minutes of installing the mobile app any user can see ITP being added to their wallet via the unique mobile mining experience. Nearly all cryptocurrencies are "mined" with specialist equipment. ITP can be obtained via the mobile mining experience on the app. We've developed a fully functioning crypto coin with some very unique features. We've identified multiple enormous markets and we've created a free Apple and Android app that allows us to start penetrating those markets from day one after the token sale (10th May 2021). Using this cryptocurrency, it will be beneficial for you to buy/sell products with the help of ITP which is easy to access, user-friendly and trustworthy.

- ITP - More accessible and more understandable for the average person Even though ITP utilizes a tried and tested blockchain it has been developed to have some unique features which make it far more accessible for the average person.

- Breaking down the barriers to cryptocurrency entry Current cryptocurrencies are new (relatively!) and exciting, but beyond the reach of your everyday person. To access cryptocurrencies you have to make or buy a G.P.U. mining rig or send copies of your passport and personal documents to a website that you have probably never heard of.

- ITP has all the great security and anonymity of the leading crypto coins but it's controlled by a free, easy to install app, which gives instant access to ITP with no card details or ID.

- The ITP app also lets you manage your wallet and send or receive ITP in a secure way.

- It takes up very little bandwidth, so doesn't cost much to run on 3G or 4G data.

Summary

What is ready to go live immediately after the token sale crowdsale?

We are developing on daily basis, and some developments to go live are:

- Blockchain (the underlying technology behind all cryptocurrencies)
- Access to $ITP website (allows access to ITP with zero tech knowledge)
- Development of mobile application.
- Store ITP in Offline Wallet (allows a completely secure, unhackable, offline wallet to be created)
- Windows wallet
- Staking on various exchanges after listing.

These items are enough for us to launch the user friendly, more accessible cryptocurrency, ITP and gain traction, but we are operating an ITP token sale for a more ambitious plan

Cryptocurrency Industry Overview

The cryptocurrency, crypto tokens and other digital assets based on blockchain technology are currently experiencing an explosive growth period. Blockchain technology allows the first true internationalisation of a store of value, and recently the adoption rate has meant explosive growth in wallet numbers.

2017 started with Bitcoin as the number one cryptocurrency with a market capitalization of 12 billion US dollars. Ethereum, a very young upstart of a cryptocurrency was valued at 700 million USD. The explosive start to 2017 has seen Bitcoin surge to a market capitalization of over 40 billion USD and Ethereum has caught up at an incredible pace and now has a market capitalization of over 28 billion USD.

The market is excited by the opportunities that blockchain technology and decentralization of currency present. There are over 800 alternative crypto currencies trading today, with a new use case for blockchain emerging every week. You need to think carefully before choosing a token to ensure the team, the technology and the idea are sound.

Why would someone buy $ITP ?

Blockchain technologies and cryptocurrencies are disruptive and are growing at an exponential rate.

We believe that ITP as a new, easy to access cryptocurrency, could appeal to regular people in larger numbers than we've seen with existing cryptocurrencies such as Bitcoin and Ethereum.

As such, we think that ITP will have great appeal for:

- Long-term holders. Those who wish to buy and hold ITP for its future use cases.
- Digital coin enthusiasts. Those looking to acquire ITP coins and get involved in cutting edge technology before anyone else.
- ITP will be useful for the users to buy and sell products digitally only using crypto currencies.

ITP Long Term Goals

The scope of our long term goals is largely defined by the tokens sold in the crowdfunding token sale. With that in mind we have developed a development and marketing strategy for every crowdfunding token sale outcome.

1. *Tokens Sold: $0 - $5m*

   ### Technical Development

   Continue with our current development pace. Integrate our ITP API with a number of virtual goods sellers to start accepting ITP.

   ### Marketing

   The marketing team will effectively promote the $ITP over social media such as twitter and telegram to attract a wider range of audience to this new platform of online shopping. Using the funds market ITP as a standalone cryptocurrency to mobile phone users. Engage with thought leaders and stakeholders in the E-COMMERCE industry and develop relationships. Social media campaign, there is a huge amount that can be done on social media to promote ITP and its special money-making mining feature, particularly as the demographic most likely to use social media is most likely to be into online shopping. We have produced an explainer video for the online shopping community which is already launched in the official Twitter account.

2. *Tokens Sold: $5 - $25m*

   ### Technical Development

   Increase the full time team to allow a dedicated team to start work on the ITP Virtual Currency Exchange. Use funds to develop and release a significant enhancement to the ITP app to make it easy to send ITP to someone just by knowing their mobile phone number. Once you have verified your own mobile number via SMS you will be able to send and receive ITP with a name or contact number.

Marketing

Partner with E-COMMERCE industry leaders to integrate The ITP Virtual Currency Exchange. Develop viral marketing campaigns to on-board online users. Use the funds market ITP as a standalone cryptocurrency to mobile phone users. Engage with thought leaders and stakeholders in the E-commerce industry and develop relationships. Capitalize on ITP's Ease of use. Go where the people already are, make it effortless to get it and use it, make it integral to our target market's existing activities/destinations including different apps and social medias.

3. *Tokens Sold: $25 - $50m*

Technical Development

We are introducing the world's first ever online shopping platform using co-operating with peoples various demands on the platform is necessary. Building a well developed website and mobile apps is absolutely necessary for the user to shop online through these portals which can be easily operated and well understood by the user. Develop GUI based wallets and miners for Windows and Mac.

Translating

Raising this level of funds makes it worth translating and marketing in multiple languages. Our initial targeted languages are listed as Standard German, Spanish, French and Italian.

Marketing

Use influencers leverage the celebrity status of the social media 'stars' who have hordes of fans who pay them to follow their lifestyle. Their use of currency winning and currency mining features will literally showcase the product and how it works to our key market of gamers. Use these adopters to influence the bulk of the bell curve.

4. *Tokens Sold: $50 - $100m*

Technical Development

Hire developers, designers and engineers with experience of integrating with the largest brands.

Translating

Raising this level of funds would enable us to translate into the 30 most predominant languages on the planet.

Marketing

Authority highlighting the security credentials of the currency will make it attractive to those who are still wary of purchasing online. Our marketing at this level will include some key endorsements. Aside from being endorsed by social media influencers, the security and convenience of ITP could be endorsed by global celebrities.

5. *Tokens Sold: $100 - $150m*

Technical Development

Ensure our blockchain development team is assembled from the finest minds in the industry, allowing us to take ITP forwards with upgrades and developments to meet future expectations and requirements.

Marketing

Encouraging takeup of everyday online usage, getting voucher apps like Groupon, Wowcher, TravelZoo and ecommerce sites like Amazon, Ali Baba and Taobao on board will bring the currency into the everyday domain for millions of consumers. Set up JV's and try to work with major websites, attempting to partner with the likes of Facebook and Google. Ensuring consumers know they can mine while they're surfing the web and earn valuable currency via their phone, desktop and laptops.

6. *Tokens Sold: $150m+*

Technical Development

Enable ITP to be "whitelabelled" enabling other future coin token sales or creations to make use of it, whilst adding features or markets. This will enable ITP to capitalize on other people's ideas and help to prevent ITP being superseded.

Marketing Market

ITP globally as THE internet currency. Create a brand around ITP that allows it to be accepted in the same way as Paypal is accepted. Paypal is just a vehicle but millions of people choose to use Paypal even though their bankcard provides the exact same service. Take our marketing to places that have never been reached. Through global outreach, sponsorship and viral marketing we believe we can access millions of people who currently do not have a bank account, but do have a smartphone.

A simple explanation of cryptocurrencies:

Imagine a world without money. Not easy to do. We've lived with money in some form or other since civilisation began. Money is a way of storing your hard work in a convenient way to exchange for someone else's hard work. We're so used to money in its modern day form that we don't spend much time thinking about it as a concept.

In the early 1990s, most people were still struggling to understand the internet. However, there were some very clever folks who had already realized what a powerful tool it is.

Cryptocurrency is an encrypted digital currency that has no centralization. It is transferred between individuals without any third parties like banks or any financial systems. When mined, cryptocurrency is confirmed in a public system called blockchain. The entire process is not that simple and most people who are not used to technical knowledge may find it a bit confusing.

Some of these clever folks, called *cypherpunks*, thought that governments and corporations had too much power over our lives. They wanted to use the internet to give the people of the world more freedom. Using cryptography, cypherpunks wanted to allow users of the internet to have more control over their money and information. As you can tell, the cypherpunks didn't like trusted third parties at all!

The problem with printing more money is that the store of value is decreased with the increase of supply. If you don't already know about hyperinflation then Google the "Weimar Republic Hyperinflation" or "Zimbabwe hyperinflation" to see what happens to a currency when too much is printed.

Electronic Currency

Traditional currencies are made of paper and metal, however in most developed nations people can exchange these currencies between themselves electronically by relying on a third party (a bank) to store ledgers of the money. The bank stores a digital number (the amount of currency one person has) and they inform another bank that some of that money has been sent to someone else. One ledger decreased and another increased. All of the existing digital exchange of money is done by third party trust in banks.

The concept of a cryptocurrency is not just a way to transfer money between people, it is an entirely new way of thinking about money. The reason we currently need banks to make digital transfers is because of something called the Double Spending Problem. All digital things can be copied. You've heard of the film industry suffering from pirated movies. The film industry has spent years and many millions of dollars trying to prevent it, but they have failed. Digital things can be copied. This means that in the past, any digital currency suffered from the ability of users to "print more of it". The double spending problem is solved by cryptocurrency, and in solving it, has opened up a radical new way of thinking about store of value, trust and convenience.

Taxis were doing a perfectly good job before Uber.

But Uber works better.

Landline phones were perfectly good phones.

But cell phones are better.

Cryptocurrency is a better way

Cryptocurrencies are not controlled by any organisation or individual. We currently rely on banks to keep that ledger up to date. If the bank goes bust with our money on their ledger then we might well say goodbye to the money. Certainly the bank will charge you (or the receiving party) for digitally transferring your money.

With a cryptocurrency everyone who uses the currency has a copy of the ledger. No one person or organisation is in control of the ledger.

All the currency rules and regulations are clearly defined and the currency system itself is open source. This means that everyone who is using the currency is controlling the currency, but there is nobody in charge. The cryptocurrency manages itself. This sounds fantastically complicated – and it is, however just as you don't need to understand how an iPhone works to gain great benefit from it, the same is true of cryptocurrencies, and they are getting more accessible with each forward step of the technology. ITP is one such step.

Why not use a bank?

Being able to transfer money to someone else without having to use a bank dramatically reduces the complexity and increases the speed of international transfers. This makes international trade easier and cheaper.

With the amount of fraud that is reported online people are fearful of entering their financial information to make purchases, especially for small, low cost items. Cryptocurrencies can be anonymous, and protect the payor and payee. There are over a billion people in the world that do not have access to a bank, and yet they have access to the internet. There are over 2 billion people in the world without a bank account, and mobile devices and internet access is growing fast.

Why use a Cryptocurrencies

- Store value securely, privately and digitally.
- Move that money around the world almost instantly with zero cost
- There are over 210 million people who use PayPal to make internet transactions 1 – even though they have a working bank card that they could use to make the payment directly. They chose PayPal for additional security and convenience. Cryptocurrencies offer a high level of security and anonymity without requiring a bank to be involved.
- individuals can make money transfers without having to explain to a bank why they are sending a large sum of money
- enables its users to send non-cash remittances from anywhere in the world to selected nations.
- enable users to earn cryptocurrency in exchange for renting out their hard drive storage space to those who need it on a peer-to-peer basis.

ONLINE SHOPPING – OVERVIEW

Nowadays the lifestyle of the people is different. People feel uncomfortable and time consuming going to crowded markets. So, E-Shopping is a boon as it saves a lot of time. Online shopping is a process whereby consumers directly buy goods, services etc. from a seller without an intermediary service over the Internet. Shoppers can visit web stores from the comfort of their house and shop as by sitting in front of the computer. Online stores are usually available 24 hours a day and many consumers have internet access both at work and at home. So it is very convenient for them to shop Online. One of the most enticing factors about online shopping, particularly during the holiday season is, it alleviates the need to wait in long lines or search from a store for a particular item. Variety of goods are available online.
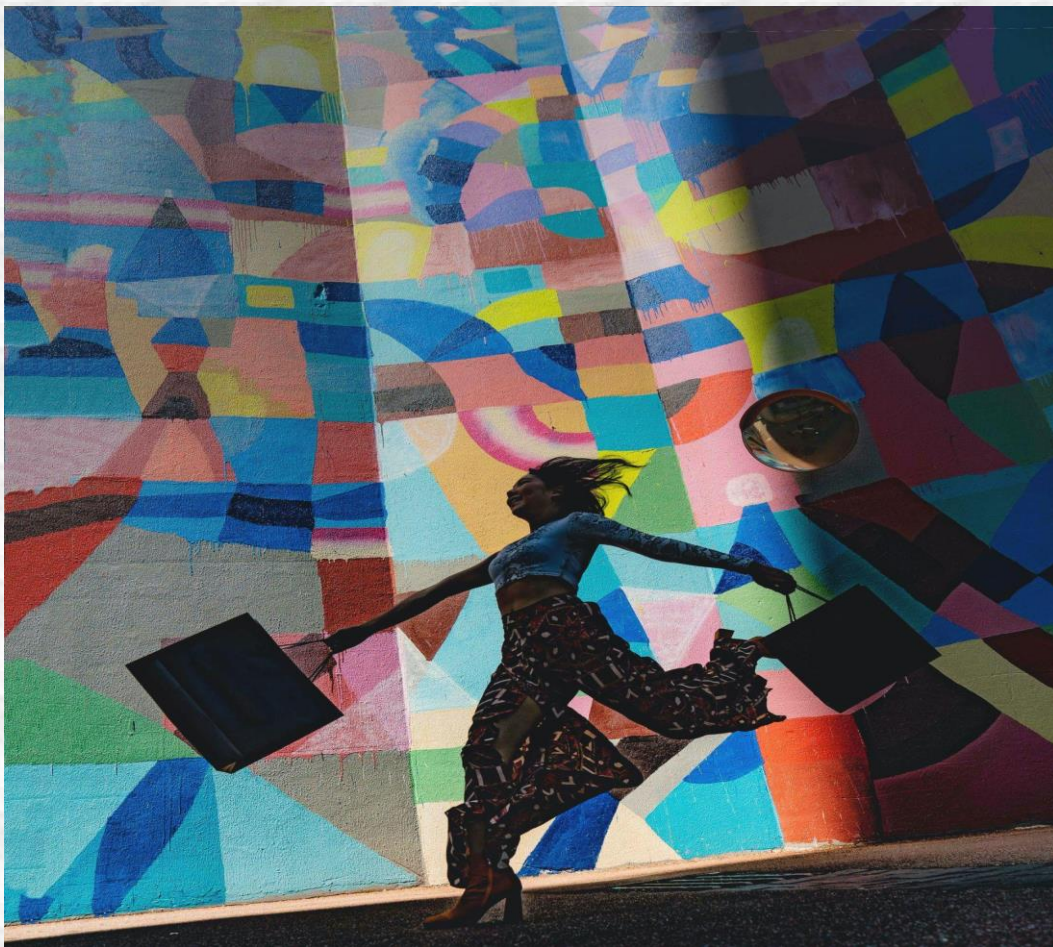
Online shopping is becoming increasingly popular for a variety of reasons. There are certainly outside factors such as increasing gas prices, difficulty in getting to traditional stores and hassles often associated with shopping malls and other traditional stores contribute to the increased interest in online shopping.

Consumers can get full information about the product with its reviews being passed by the existing users. If one wants to buy a product he/she is no longer limited to asking friends and families because there are many product reviews on the web which give opinions of the existing users of the product.

Online shopping sites contain a wide variety of goods of both high quality and mild quality keeping in mind the level of people.

- There are no national and International Barriers.
- In online shopping the consumers will be in a demanding position and suppliers will not be in a commanding position.
- There are enormous employment opportunities in online shopping.

CONSUMER PREFERENCE

Consumer preference refers to how customers select goods and services in relation to factors like taste, preference and individual choices. Factors such as the consumer's income and price of goods do not influence the customers preferred product or services".

Consumer preference for a product can make or break a company. If consumers generally like a product, it may stay around for years and sell millions of copies. However, if consumers do not like a product, it could disappear very quickly.

ONLINE CUSTOMERS:

Online customer must have access to the internet and a valid method of payment in order to complete a transaction

Generally, higher levels of education and personal income correspond to more favorable perceptions of shopping online. Increased exposure to technology also increases the probability of developing favorable attitudes towards new shopping channels.

DESIGN

Customers are attracted to online shopping not only because of high levels of convenience, but also because of broader selections, competitive pricing, and greater access to information. Business organizations seek to offer online shopping not only because it is of much lower cost compared to bricks and mortar stores, but also because it offers access to a worldwide market, increases customer value, and builds sustainable capabilities.
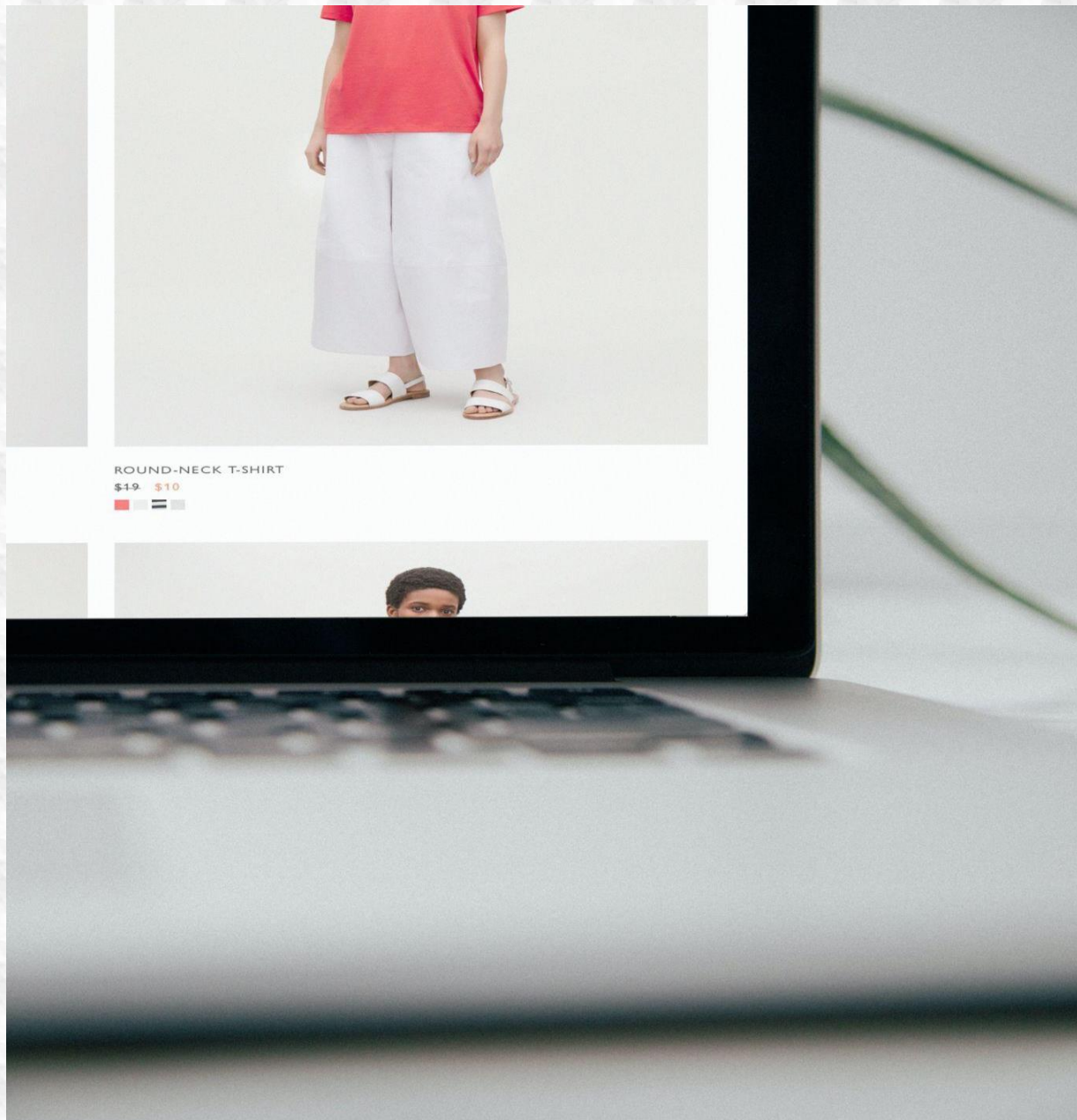
Information load

Designers of online shops are concerned with the effects of information load. Information load is a product of the spatial and temporal arrangements of stimuli in the web store.Compared with conventional retail shopping, the information environment of virtual shopping is enhanced by providing additional product information such as comparative products and services, as well as various alternatives and attributes of each alternative, etc. Two major dimensions of information load are complexity and novelty. Complexity refers to the number of different elements or features of a site, often the result of increased information diversity. Novelty involves the unexpected, suppressed, new, or unfamiliar aspects of the site. The novelty dimension may keep consumers exploring a shopping site, whereas the complexity dimension may induce impulse purchases.

Consumer needs and expectations

According to the output of a research report by Western Michigan University published in 2005, an e-commerce website does not have to be good looking with listings on a lot of search engines. It must build relationships with customers to make money. The report also suggests that a website must leave a positive impression on the customers, giving them a reason to come back. However, recent research has proven that sites with higher focus on efficiency, convenience, and personalised services increased the customers motivation to make purchases.

- Online retailers must improve the website speed
- Online retailers must ease consumers fear around security

These concerns majorly affect the decisions of almost two thirds of the consumers.

User interface

The most important factors determining whether customers return to a website are ease of use and the presence of user-friendly features. Usability testing is important for finding problems and improvements in a web site. Methods for evaluating usability include heuristic evaluation, cognitive walkthrough, and user testing. Each technique has its own characteristics and emphasizes different aspects of the user experience.

PAYMENT

Here we are introducing the world's first online shopping portal where we can buy/sell products only using cryptocurrencies. So, the only payment option could be using cryptocurrencies. There is no middle man in the payment process that is there is no bank involved during the payment process. The products can be purchased or sold only using $ITP cryptocurrencies.

Payment using credit/debit cards or cash is absolutely not required. Only payment using cryptocurrencies will be allowed for the successful payment transaction. And also no banks are involved during the payment process. So, digital payment through PayPal, PayTM, GooglePay, PhonePe is not required. Payment process using cryptocurrencies will be easy to access and understandable to the user and also its highly safe and secure, trustworthy and user-friendly too.
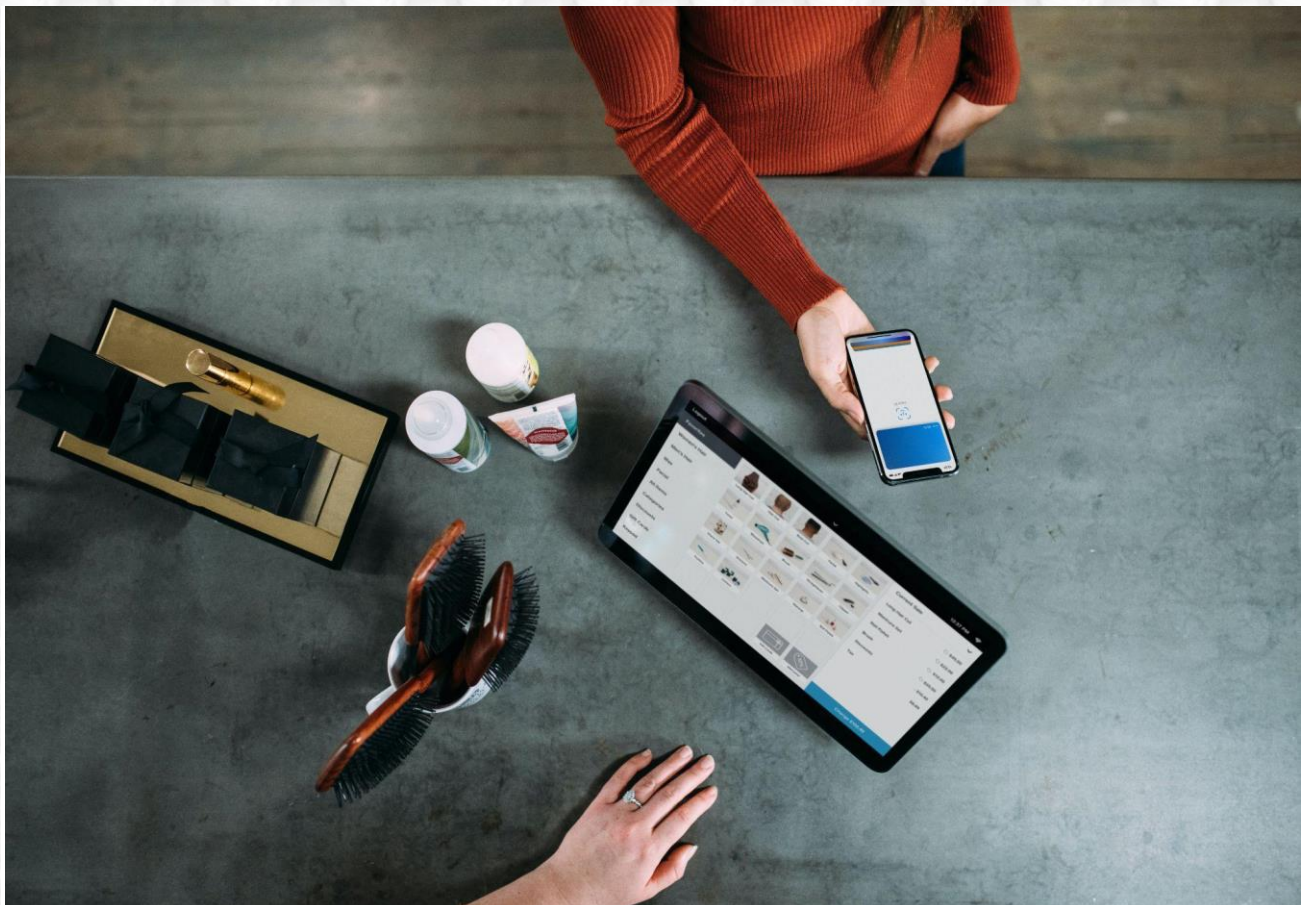
ADVANTAGES OF ONLINE SHOPPING

Convenience

Online stores are usually available 24 hours a day, and many consumers in Western countries have Internet access both at work and at home. Other establishments such as Internet cafes, community centers and schools provide internet access as well. In contrast, visiting a conventional retail store requires travel or commuting and costs such as gas, parking, or bus tickets, and must usually take place during business hours. Delivery was always a problem which affected the convenience of online shopping.

Information and reviews

Online stores must describe products for sale with text, photos, and multimedia files, whereas in a physical retail store, the actual product and the manufacturer's packaging will be available for direct inspection (which might involve a test drive, fitting, or other experimentation). Some online stores provide or link to supplemental product information, such as instructions, safety procedures, demonstrations, or manufacturer specifications.

Price and selection

Payment option is applicable only using cryptocurrencies. Cash or debit/credit card is not required for the payment of the products. One advantage of shopping online is being able to quickly seek out deals for items or services provided by many different vendors (though some local search engines do exist to help consumers locate products for sale in nearby stores). Search engines, online price comparison services and discovery shopping engines can be used to look up sellers of a particular product or service. Shipping costs (if applicable) reduce the price advantage of online merchandise, though depending on the jurisdiction, a lack of sales tax may compensate for this. Shipping a small number of items, especially from another country, is much more expensive than making the larger shipments bricks-and-mortar retailers order. Some retailers (especially those selling small, high-value items like electronics) offer free shipping on sufficiently large orders.

SWOT ANALYSIS

SWOT analysis is an analytical tool that serves to organize knowledge about the company and its product and the market it operates on. It involves identifying key factors for the success of the venture. It has two dimensions: due to the nature of the factor relative to the enterprise (internal, external) and its impact (positive, negative). Basically, it is assumed that external factors result from the environment and are independent and common to similar analyzed projects. Internal factors result from broadly understood resources assigned to a given project and can be influenced to some extent. From a two-dimensional combination, a SWOT matrix is created that has the following fields:

- STRENGTHS - internal and positive factors
- WEAKNESSES - internal and negative factors,
- OPPORTUNITIES - external and positive factors,
- THREATS - external and negative factors.

The weights are assigned to each of the factors, and each factor is then individually assessed for a given factor on a scale of 1 to 5. Such analysis for different projects allows them to be compared with each other on the basis of the four categories indicated above.

STRENGTHS				
Lp	Factor	Factor Weight	Factor Value	Assessment
1	Energy-efficient process of expanding ITP	0.25	4	1
2	Strong scientist and development team	0.25	5	1.25
3	Technology protected by patents	0.25	4	1
4	Prepared infrastructure for the production of ITP	0.25	5	1.25

		WEAKNESSES		
Lp	Factor	Factor Weight	Factor Value	Assessment
1	Low level of implementation readiness	0.25	3	0.75
2	High price of the input material	0.25	4	1
3	High risk technologies and little commercial application	0.25	3	0.75
4	The early stage of the market	0.25	3	0.75

		OPPORTUNITIES		
Lp	Factor	Factor Weight	Factor Value	Assessment
1	A chance to cooperate with a professional partner at the stage of fetal development	0.25	5	1.25
2	A wide spectrum of potential ITP applications	0.25	4	1
3	Positive prospects for the development of the market for ITP composites	0.25	3	0.75
4	The possibilities offered by the blockchain market	0.25	5	1.25

		THREATS		
Lp	**Factor**	**Factor Weight**	**Factor Value**	**Assessment**
1	Harmfulness of ITP for the environment	0.25	4	1
2	Low supply of highly qualified employees in the industry	0.25	3	0.75
3	Competition from Chinese producers	0.25	5	1.25
4	A long period of boom in stock markets	0.25	2	0.5

The data collected in the above table indicate a clear advantage of graphene-based technologies. Both internal and external characteristics have a similar impact on the perception of the attractiveness of the project. One should note the advantage of positive features, which are mainly driven by:

- Strong scientist and development team
- Prepared infrastructure for the production of graphene
- A chance to cooperate with a professional partner at the stage of fetal development
- The possibilities offered by the blockchain market

These factors confirm the low level of risk of the project, especially in the face of the growing market and the growing graft on an industrial scale.

Marketing and Promotions:

The hugely planned marketing strategy has been made. The team has created accounts on social media like Twitter and Telegram. The marketing team has been continuously promoting Innovative Technology Protocol ($ITP) on social media platforms. In twitter, the marketing team has continuously been active and engaging reaching out to a wider range of audience to grab attention on Innovative Technology Protocol (ITP) for marketing purposes.

As the main motto of this project is to serve the worst first and best Online shopping platform where the customers can buy or sell products using cryptocurrencies where involvement of banks is not required. This itself is something innovative for the coming future and the promotional team are already reaching out to a wider range of audience about this ideology which is unique in today's world.
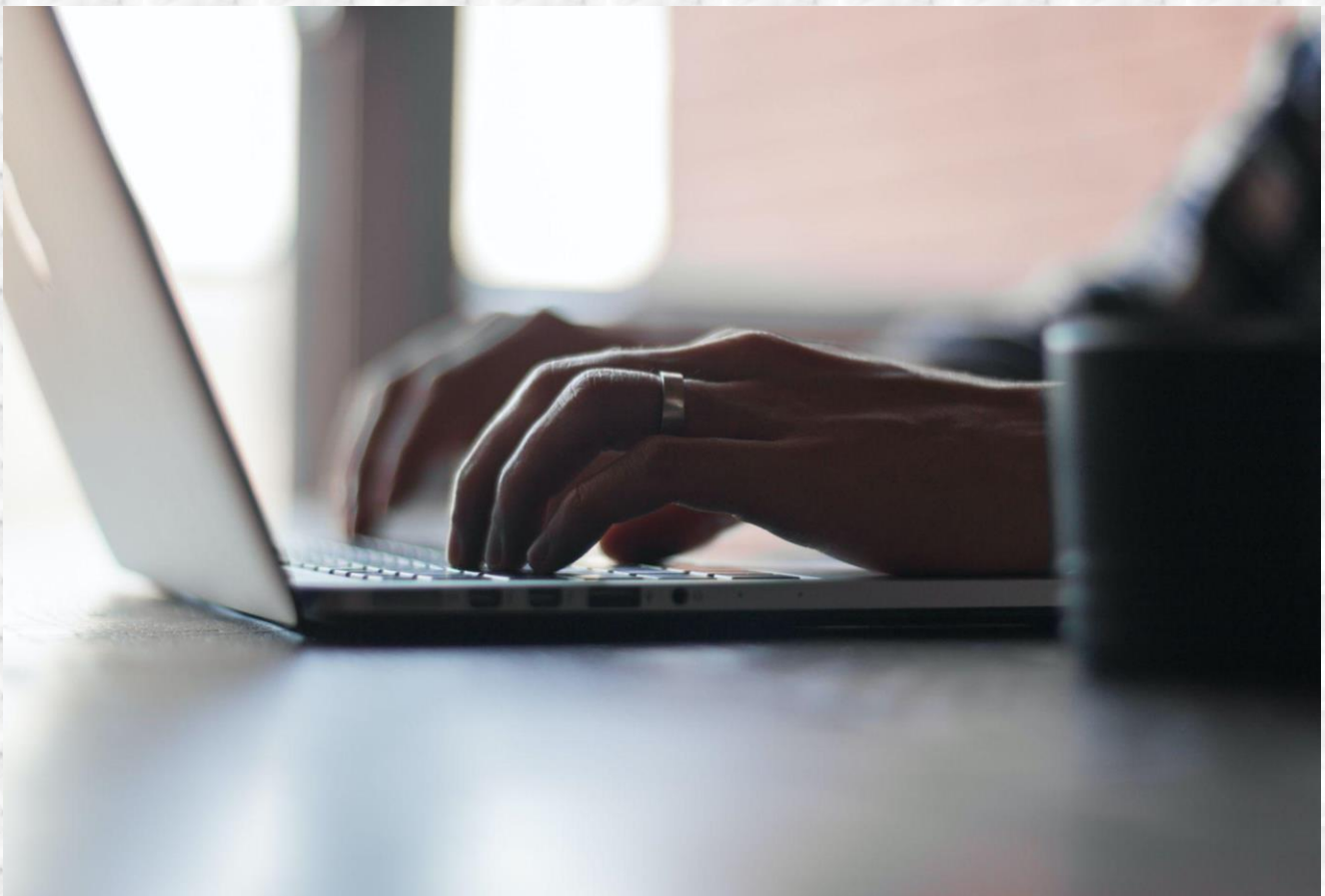
The team has already released a promotional video for the same, so the audience gets an exact idea how the future is changing and also an idea about our innovative technology protocol motives which serves the world's first ever E-commerce platform to purchase or sell products only using cryptocurrencies.

The team has already released the road map brochures so that the audience gets more information about the public sales, total supplies, initial supplies and major listing of the same.

The team has already announced the airdrops and giveaways of 1000$ ITP for initial 10 members by completing a few specific tasks. The team has also released its official website (https://www.innovativetechnologyprotocol.com) to update all the latest information about ITP and stay connected to the customers through its website and official social media.