



# TRADE<sup>®</sup>

Find Connect Trade™

WHITE PAPER

For further interests, please email [bbcoin@tradovemail.com](mailto:bbcoin@tradovemail.com)

# Contents

- 3** Business Problems in the B2B Space
- 4** B2B 2.0 & TraDove Business Social Network
- 5** Operation Status
- 6** TraDove Differentiation
- 8** Core Technologies
- 10** Next Step: Blockchain Technology
- 11** The B2B Ecosystem
- 14** Core Team, Investors, & Advisors
- 18** TraDove BBCoin Offering
- 20** Supported Documents & Links



# Business Problems in the B2B Space

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Significant changes in the commercial world have occurred in the past twenty years. The explosive growth of the Internet accompanied by the creation of social networks has made information ubiquitous. Smart phones and mobile devices put the world in our palms. Facebook and LinkedIn enable instantaneous direct relationships among and between individuals on opposite sides of the world.

Yet B2B lags behind. In this space, information is Balkanized. Potential business partners in the same town may not be aware of one another. Transparency is lacking. Even after identifying a potential business partner, that potential partner's "business quality" is often difficult to appraise. In the consumer space, peer opinions are easily available using Yelp or Google Review. This is not the case in the B2B space, where targeted marketing is much more difficult.

Ultimately, trust is a problem. How can we determine whether a company or company executive with whom we have never done business is trustworthy? How can we assure that we will be paid for goods or services we deliver?

Google is not well-suited for this because most Google information is consumer-oriented. Google information is less B2B relevant. Without substantial modification of its "Friend Circles", Facebook is not B2B compatible. To adapt successfully to B2B, LinkedIn products would have to be substantially redesigned.

# B2B 2.0 & TraDove Business Social Network

## The TraDove Business Social Network

TraDove was born to address these problems:

1. How do you find business partners quickly and credibly?
2. How do you assure the quality of potential business partners and the quality of products/services you plan to purchase?
3. How do you market your B2B products/services to hidden demands in a targeted way?
4. How do you assure that you will be paid for what you deliver or get what you paid for?

## TraDove Value Proposition

A business social network connects corporate buyers, sellers and others to interconnected products/services and companies in a fashion that:

1. Shortens the search cycle and identifies potential business partners in a credible way
2. Makes B2B more transparent and shortens due diligence time and effort (w/ references, endorsements, etc.)
3. Does precision-based company-to-company advertising over the Internet
4. Enhances trust in B2B dealings and payments



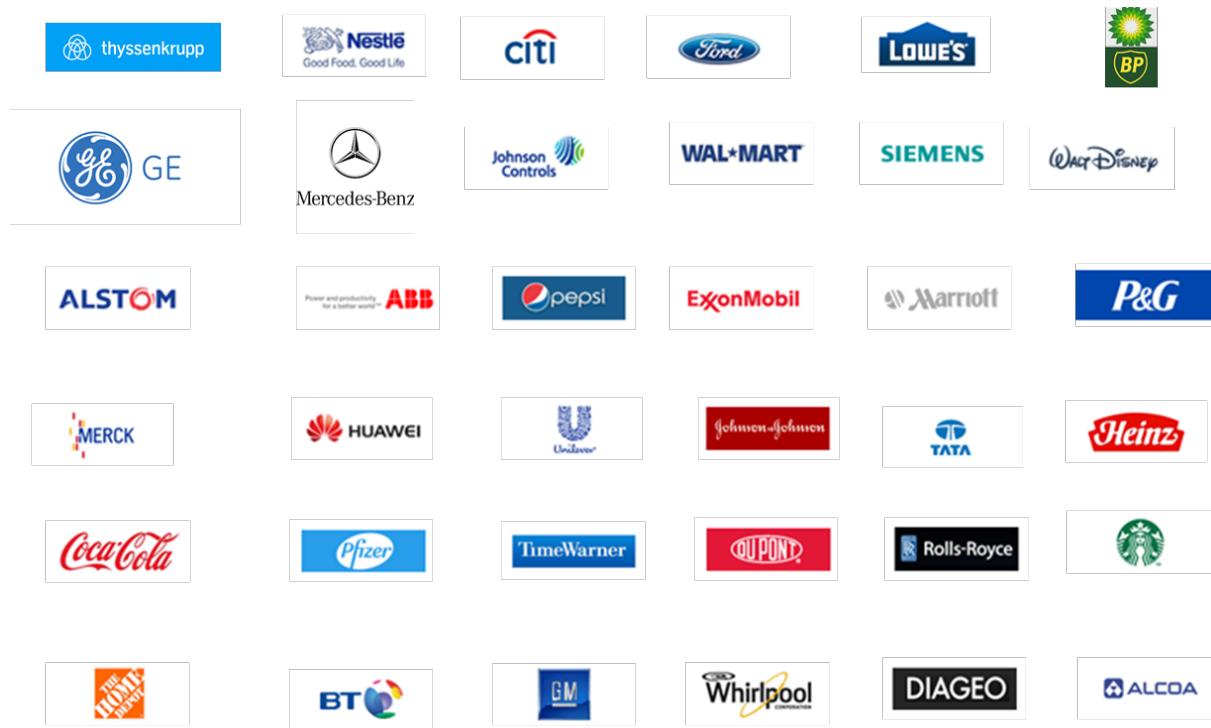
A major goal of TraDove's B2B 2.0 is to ensure and maintain credibility, both within and outside the network. There are several ways to achieve this. Basic authentication of potential network members is at the first level. TraDove has developed a proprietary process to vet potential new members efficiently. Once in, democratic ratings like those deployed by LinkedIn or Yelp maintain a member's credibility level. This activity is extremely important. It is a device that helps maintain a perception of TraDove's network quality.

# Operation Status

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Many companies currently promoting or offering tokens are in the concept stage. TraDove is not. TraDove's Business Social Network has been in operation for five years and rests on a mature web platform (<https://www.tradove.com>) and iOS mobile app (<https://app.tradove.com/app/download>).

We now have 250,000+ corporate users, 100,000+ companies from 80+ countries including 200+ Fortune 1000 companies. We have teams in Silicon Valley, US, China and Geneva, Switzerland and investors, advisors and consultants in most major economies: US, China, Germany, Japan, UK, Switzerland and South America.

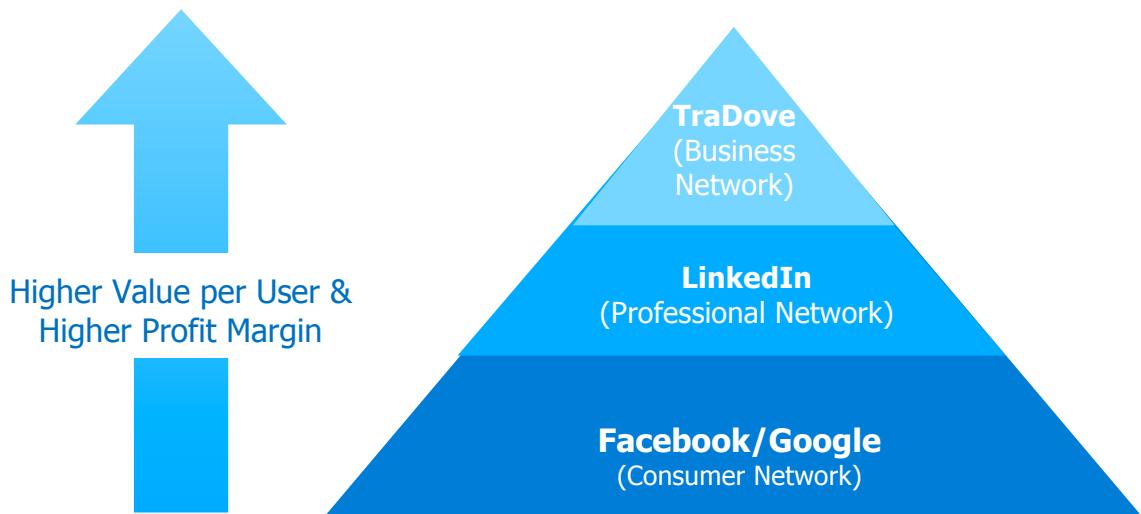


# TraDove Differentiation

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Unlike a consumer social network such as Facebook or a professional network such as LinkedIn, TraDove Business Social Network puts substantially more emphasis on traffic quality than on traffic quantity. We do not seek nor do we need hundreds of millions of users. We only need tens of millions of users. A business user's value is much higher than a professional user, which is in turn higher than that of a consumer user. Facebook paid \$42 per consumer user for WhatsApp. Microsoft paid \$60 per professional user for LinkedIn. How much is a TraDove business user worth? The answer is A LOT!

Our emphasis on traffic quality and not just quantity keeps our operational costs low and increases both business users' value and our profit margins.



**LinkedIn** is not suitable for business. It does not authenticate its users. Most use public emails. Faking a LinkedIn profile is easy. It is too general and crowded. Most use LinkedIn for personal and professional relations oriented communication. It does not have product/service component.

**TraDove** has developed a proprietary process to authenticate its users in its general network. It is much harder to fake a profile. It is a social network tailored for corporate buying and selling people. It seamlessly connects business people, products/services and companies together to share knowledge, experience and opportunity in a much more relevant way.

B2B 2.0 is a person-to-person connector, a business-purpose social network. B2B 1.0 is more product oriented (directory or marketplace). In a directory or marketplace, you as a seller passively wait for a buyer to find you. In B2B 2.0, you can actively look for potential buyers – a game changer! In the B2B 2.0 model, we let buyers and sellers find one another and maintain a relationship in return for membership and opportunity fees (e.g., opportunity to advertise and pitch to buyers) in BBCoins.

SAP/Oracle/Salesforce provide business utilities, information and process management. TraDove provides business opportunities by bringing business partners together.

Yammer/Chatter are designed principally for intracompany connections. Slack can be used for intercompany, but it is general purpose. TraDove specifically provides intercompany business networking and collaboration designed to enhance business partnerships.

Players	Player Characteristics	TraDove & B2B 2.0 Differentiation
	<ul style="list-style-type: none"> <li>• No user authentication</li> <li>• General usage dilutes business purpose</li> <li>• Buyers much less active than sellers</li> <li>• No products/services</li> </ul>	<ul style="list-style-type: none"> <li>• User authentication, more credible</li> <li>• Business oriented network</li> <li>• Buyers as active as sellers</li> <li>• People, products/services and companies</li> </ul>
<b>B2B1.0</b> 	<ul style="list-style-type: none"> <li>• China centralized suppliers</li> <li>• B2B 1.0 directory &amp; marketplace</li> <li>• Sellers passively wait for buyers</li> <li>• No user authentication</li> </ul>	<ul style="list-style-type: none"> <li>• Global</li> <li>• B2B 2.0 relationship network</li> <li>• Sellers can actively look for buyers</li> <li>• User authentication</li> </ul>
<b>SAP/Ariba, Oracle, Salesforce</b>	<ul style="list-style-type: none"> <li>• Business utility: information and process management</li> </ul>	<ul style="list-style-type: none"> <li>• Business opportunity: people oriented</li> </ul>
<b>Yammer/Chatter/Slack</b>	<ul style="list-style-type: none"> <li>• Intra Company</li> <li>• General purpose team collaboration</li> </ul>	<ul style="list-style-type: none"> <li>• Intercompany</li> <li>• Buyer-seller collaboration</li> </ul>

# Core Technologies

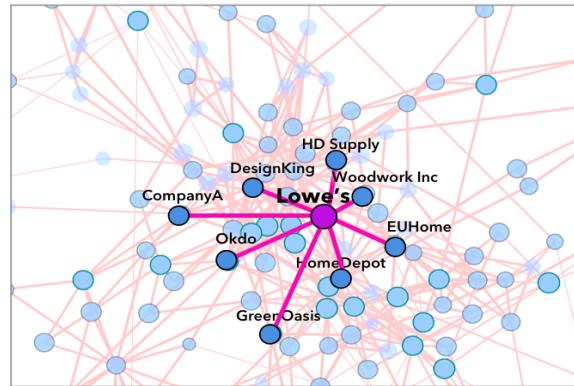
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Technologies used on TraDove Business Social Network Platform <https://www.tradove.com>

Our core business widely leverages Big Data and Machine Learning (ML) technologies. Big Data and Machine Learning streamline buyer-seller interactions. Results are then fed back using a series of business logic programs to assist buyers, sellers and other users in close to real time on both mobile sites and websites. *Security is on our minds every moment of every day!* Our global data center deploys secure interface connections between two main offices, one in the United States and one in China. Our web interfaces are firewalled and secured with Virtual Private Networks around the world. Security is built into the core design and implementation of TraDove's backend infrastructure.

**Social Network Technology:** TraDove uses both open and proprietary social network technologies along with mechanisms for connection, networking and collaboration among business people, products/services and companies.

**Big Data and Business Mapping:** Since the launch of TraDove five years ago, we have accumulated a large inventory of B2B data spanning people, products/services and companies. We can now map who is doing business with whom in the same manner as social mapping of friends is done on Facebook.



**Artificial Intelligence:** We support the active growth of our user and business databases with a wide range of AI technologies such as NLP, LR, RNN, FM and DNN to facilitate buyer-seller interactions, including, but not limited to, matching potential business partners, product/service and company recommendations and expressed needs alert services. When combined, these services significantly improve our users' business efficiency.

**B2B Marketing Cloud:** We have a world wide storage network and along with other content delivery technologies, can quickly upload, store and deliver B2B marketing collaterals such as white papers, product pictures, product videos and other web contents to global users based on geographic distances to users.

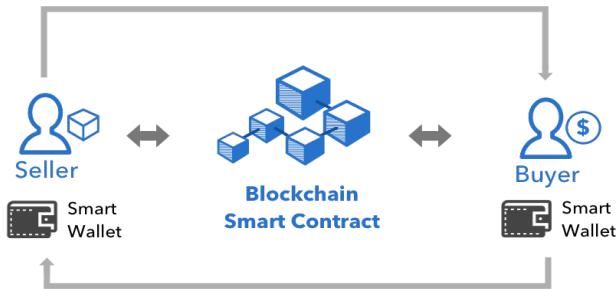
## **Technologies Used for Mobile App**

(Available now in the App Store by searching B2B social network or click from mobile phones

<https://app.tradove.com/app/download>)

We deploy the latest mobile and server technologies to connect users anywhere at any time. Users can do live chat, group chat, and share pictures/videos/documents, all through our app. They can easily import their contacts into our app, and we take care of the rest, ensuring that their most important business partners stay in their business circles. Using our proprietary machine learning algorithm, we can discover potential connections between parties and send invites to their mobile phones. In our app, partners can be managed by category or by group, significantly boosting productivity and making communication and collaboration more efficient than email and SMS. Last but not least, our app is coming to Android! Soon, 99% of our users will have our state-of-the-art B2B social app at their fingertips.

# Next Step: Blockchain Technology



To solve the fundamental B2B trust problem, in international trade in particular, TraDove will use BBCoins and blockchain technology – smart contracts and smart wallets, for example. We will assure that, after successful delivery of products or services, companies get paid.

## Roadmap & Milestones

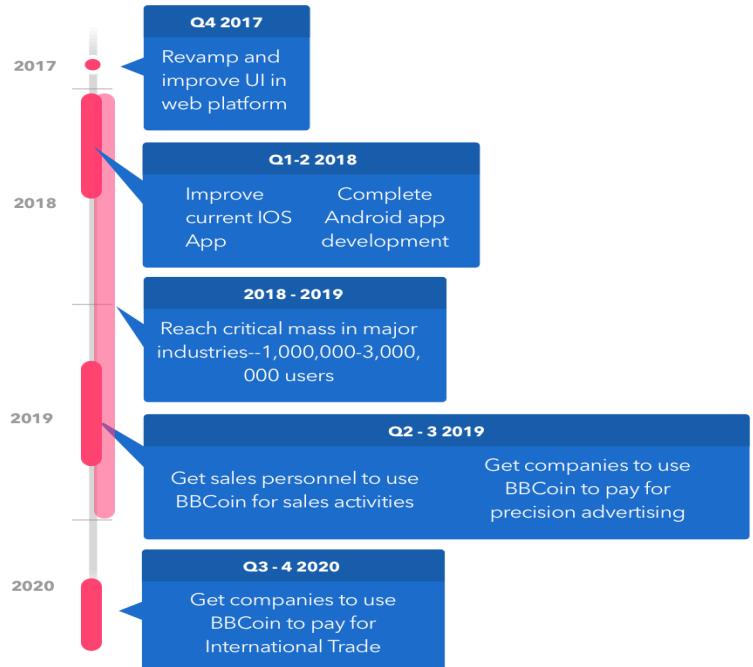
We are close to reaching critical mass. Our BBCoin token offering will provide capital for marketing and user acquisition that will significantly reduce the time to achieve it.

We provide B2B Marketing Cloud services that allow companies to store their marketing collateral (white papers, specifications, pictures, videos, etc.). We apply machine learning to large databases to match business partners and recommend products/services and companies. We have begun use of blockchain technology to solve trust problems in B2B deal-making and payments.

- Business (Social) Network – **Done**
- Critical Mass – **Ongoing**
- B2B Cloud for Marketing Material (Specs, White Paper, Video, etc.) – **Ongoing**
- B2B Big Data, Machine Learning Matching and Business Mapping– **Ongoing**
- Blockchain for B2B Trust and International Trade Payment - **Next Step**

Token offering funds will accelerate our ability to achieve the following milestones:

Please note the above-mentioned milestones are for information only and do not constitute any binding commitment from TraDove, its officers or its operations team.



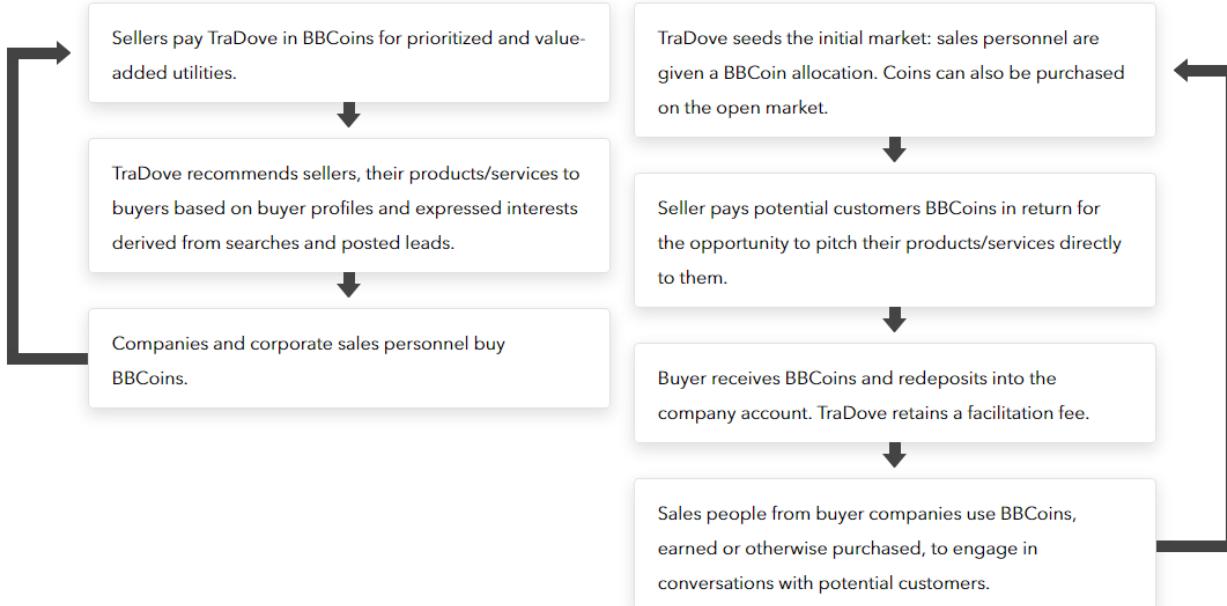
# The B2B Ecosystem

**Our ultimate vision** is to build a global TRUSTWORTHY B2B 2.0 ecosystem connecting business people, products/services and companies and to make this ecosystem a go-to place for B2B precision advertising similar to Google and Facebook consumer space advertising.

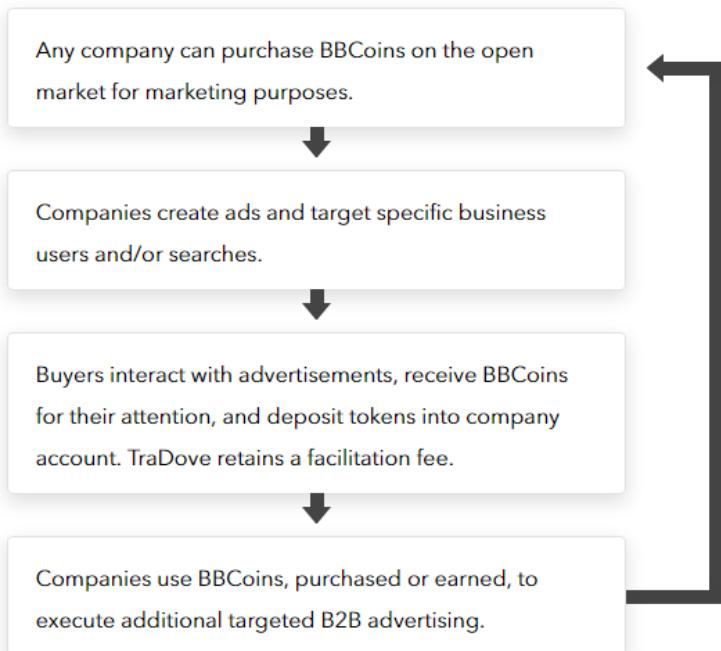
## Driving Up Corporate Demand and Usage for BBCoins in B2B Sales, Advertising and Payment

Tradove's BBCoin offering, one of the first B2B-related coin offerings in the market, establishes corporate demand for blockchain tokens. To accelerate demand for BBCoins and an increase in their value, we will take four tactical steps.

### Empower Buyer & Seller Interactions

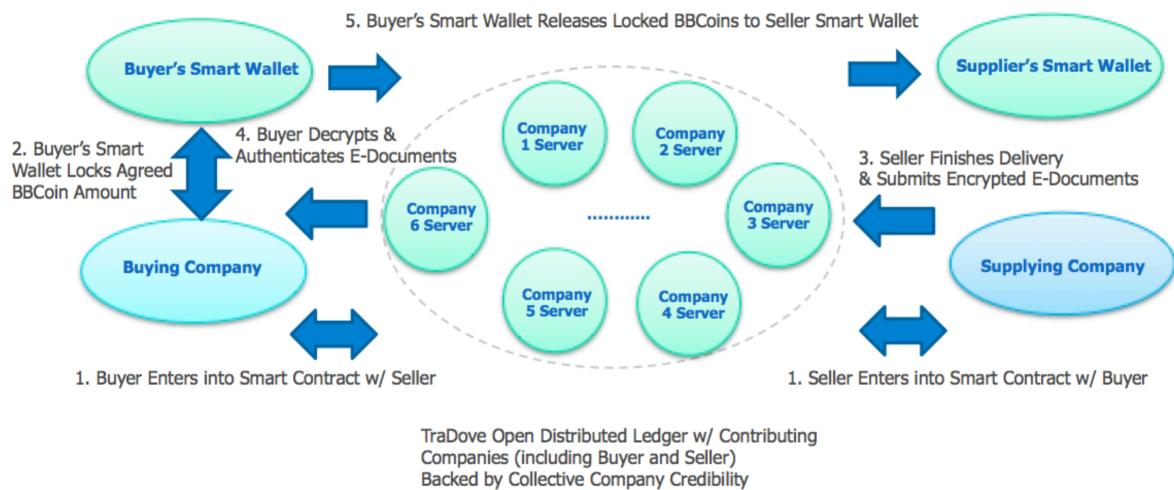


## Empower B2B Precision Advertising



## Use Blockchain to Facilitate International Trade





- Fast and instantaneous (Letter of Credit is tedious and time-consuming)
- No paperwork (Letter of Credit is paper-intensive)
- Very low cost (Letter of Credit is very expensive)
- Use collective credibility of participating companies (Letter of Credit uses central credibility of a bank)

Corporate world sales, advertising and payment demand opens up the corporate universe for blockchain tokens. TraDove is leading the way!

### BBCoin Demand & User Growth Forecast



# Core Team, Investors, & Advisors

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In addition to our first class core team members from MIT, LinkedIn, Facebook, Amazon and Alibaba, TraDove has product development, sales and marketing teams in Silicon Valley, China and Europe. We have raised \$4M USD from first class investors. We have investors and advisors in major economies: United States, China, Germany, Japan, Switzerland and the UK. They help us develop local markets.



## Core Team

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**Kent J Yan**  
Business, Finance and  
General Management

- Former Founder and CEO at Braincess, International Trade
  - MS, MIT Electrical Engineering
  - MBA, MIT Sloan School of Management
- 



**Matt Ciantar**  
Sales, Marketing and  
Business Development

- Director of Sales, UPS
  - SVP, Sales, Marketing, and Business Development, Brink's Inc.
- 



**Jian Zheng**  
Blockchain Technology, AI,  
Product Development

- VGM, Tencent
  - Director of Engineering, Alibaba
  - Senior Engineering Manager, Yahoo
  - MS, Computer Science, NYU
- 



**Igor Gustincic**  
Sales and Business  
Development, Europe

- 20+ years of IT sales experience working with companies like Nestle, SITA, SGS, WTO, etc.
  - BS, Univeriste Jean Moulin (Lyon III)
- 



**Goulin Cheng**  
Network, Security, Big Data  
and Cloud

- DevOps, Cloudera
  - Sr. IT Architect, Amazon/Alexa
  - Lead System Admin, Salesforce.com
  - MS, State U. of New York
- 



**Rick Roux**  
Web Marketing, User  
Acquisition

- B2B Online Marketing Expert
  - BA University of Dallas Political Science
  - 10+ Years Professional Web Marketing Experience
- 



**Jia Liu**  
Mobile Development

- Engineer, Facebook
  - iOS Engineer, Storm 8
  - Software Engineer, Netscreen/Juniper
  - MS, Computer Science, U. Arizona
- 



**Albert Wang**  
User Experience and User  
Interface

- Lead UX Designer, LinkedIn
  - Product Design Director, BloomReach
  - Illinois Institute of Technology, Institute of Design, Master of Design
-

## Some Current Investors & Advisors

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### Richard Rosenberg, Investor & Strategic Advisor

- Former Chairman and CEO of Bank of America
  - Former Chairman of MasterCard International
  - Former Vice Chairman of Wells Fargo
- 



### Phil Duff, Investor & Board Member

- Former CFO of Morgan Stanley
  - Former COO of Tiger Management, LLC
  - Former President and CEO of Van Kampen American Capital
- 



### Gerhard Schulmeyer, Strategic Advisor

- Former President and CEO of Siemens Corporation
  - Former President and CEO of ABB USA
  - Board Director of Rio Tinto Alcan, Zurich Insurance, Ingram Micro, etc.
- 



### Gary Cowger, Investor & Strategic Advisor

- Former Group VP of Global Manufacturing at General Motors
  - Former Chairman of Adam Opel AG
  - Director of Delphi, Saturn, Onstar, Saab, etc.
- 



### Gordon Kaufman, Investor & Board Member

- Professor Emeritus, MIT Sloan School of Management
  - DBA, MBA, Harvard Business School
- 



### Dr. Anastassia Lauterbach, Former SVP, Deutsche Telekom

- SVP Biz Dev & Investments, Acting Chief Innovation Officer, Deutsche Telekom
  - Senior Vice President Global Operations, Europe, Qualcomm
  - Executive Vice President Strategy, T-Mobile International
- 



### Mike Honda, Strategic Advisor

- Retired US Congressman, Served on US House Budget Committee
  - Served on US House Committee on Science, Space and Technology
  - Served on US House Committee on Transportation and Infrastructure
-



**Mario Rosati, Board Member**

- Name partner of Wilson Sonsini Goodrich and Rosati
  - Former Adjunct Professor of UC Berkeley Haas School of Business
- 



**Xiongwen Lu, Strategic Advisor**

- Dean of School of Management, Fudan University, Shanghai
  - Director of Silicon Valley Bank
- Director of DBS Bank China
-

# TraDove BBCoin Offering

## BBCoin Creation

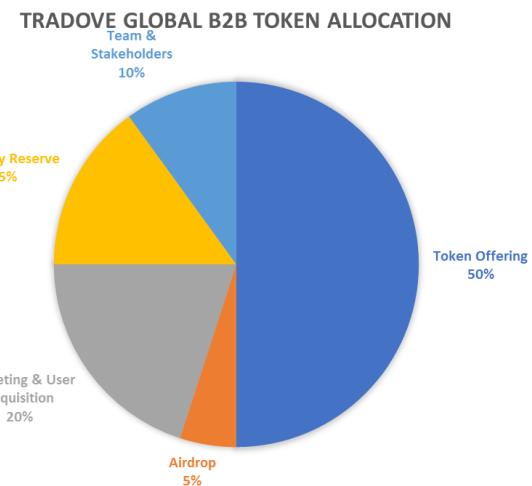
TraDove will create an ERC20 standard token (“BBCoin”) on the Ethereum platform and will issue such tokens to Ethereum wallets.

## BBCoin Allocations

Potential corporate demand in our ecosystem for BBCoins for B2B sales, marketing and international trade can be in the tens or even hundreds of billions of dollars.

TraDove issues 1,000,000,000 BBCoins

- 50% or 500,000,000 released for the token offering
- 5% or 50,000,000 used over the next 3-5 years, airdropped to our buying and sales users to acquire users, encourage users to invite others and incentivize their sales and advertising interactions. This will also incentivize their companies to use more BBCoins on our platforms and buy BBCoins from the open market. The airdrop will be strictly disciplined, so as not to affect the market
- 20% or 200,000,000 reserved for marketing, user acquisition and other needs. Again, use of tokens will be strictly disciplined with market conditions
- 15% or 150,000,000 reserved for future company usage
- 10% or 100,000,000 reserved mostly for the team and some for stakeholders. There is also a 6-month lock-up period after the ICO. After that, monthly sales limits apply. For team awards, there will be a vesting period of 4 years spreading the token award on a monthly basis over a 48-month period starting from their first date at the job

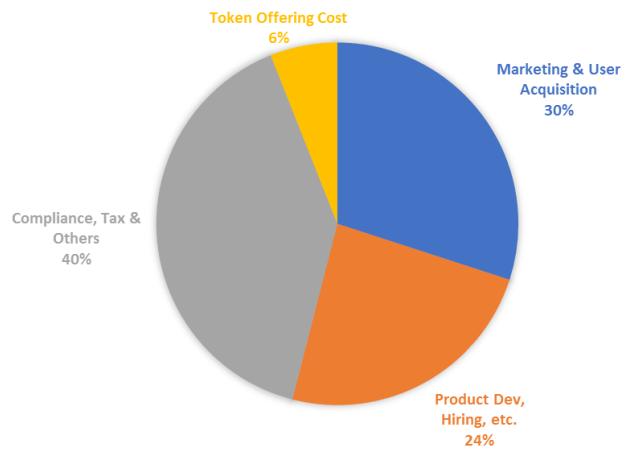


## Allocation of Raised Funds

TraDove plans to raise a \$52,000,000 hard cap through this token offering, with a 0.16 USD listing price and 0.12 USD presale price. We plan to do \$36M for presale and \$16M for public sale, totaling 400M tokens. We will use 100M tokens as bonuses for big purchasers and early birds. We will burn the leftover tokens.

- 30% of the proceeds will be used for marketing, user acquisition, etc.
- 24% of the proceeds will be used for product development, team hiring, network infrastructure
- 40% of the proceeds will be reserved for compliance, tax and other uses
- 6% for token offering related costs including legal, marketing and token offering team, etc.

TRADOVE TOKEN OFFERING PROCEEDS ALLOCATION



# Supported Documents & Links

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## Website Links

TraDove ICO Landing Page

<https://bbcoin.tradove.com/>

TraDove Homepage

<https://tradove.com>

## Community Channels

Facebook

<https://www.facebook.com/tradove/>

LinkedIn

<https://www.linkedin.com/company/2061291/>

Twitter

[https://twitter.com/B2B\\_SocialNetwk](https://twitter.com/B2B_SocialNetwk)

Bitcoin Talk

<https://bitcointalk.org/index.php?topic=2288789.new>

Reddit

<https://www.reddit.com/r/tradove/>

Slack Chat

<https://tradove.herokuapp.com/>

Telegram Chat

<https://t.me/joinchat/GCeNfxAVLy6bo6VNR3a9hg>