WHITEPAPER

Contents

1 Introduction

Recent years have shown an enormous increase in blockchain technological developments in general, but most particularly cryptocurrency. These technologies stimulate the movement towards decentralization and democratization of the financial sector and the society in general.

Appearance of Ethereum (a platform for developing decentralized online services based on blockchain with the use of smart contracts) should be given special attention. Ethereum offers tremendous opportunities for the realization of projects aimed at wide audiences and mass implementation of blockchain into everyday life.

However, the majority of projects based on blockchain have a very narrow focus and very often they have their own payment method – token. That leads to narrowing of potential users audience, confusion, and the need to exchange ETH to the token for this particular service in order to use the service.

We are happy to present BCShop.io: a universal service for selling digital goods or services as software codes, game currency, e-books, discount coupons, online conference tickets, electronic tickets to live events, etc.

With the help of BCShop.io one can place an offer selling a digital service or product on blockchain within just a few clicks and potential customers can also complete the purchase with only a few clicks. It is worth noting a buyer completes the transaction in ETH and does not need to buy any special tokens.

BCShop.io is aimed at attracting new vendors who would like to accept payments in cryptocurrency, as well as working with acting retailers in order to integrate their operating business with our service.

BCShop.io allows to completely automate the trade due to use of smart contracts and its own delivery application. The application continuously processes incoming payments, which guarantees delivering purchased

products to the buyer. Furthermore, the vendor does not have to worry about keeping and protecting information about the product – all necessary data is stored on blockchain.

With the help of the same application one can send the invoice to the customer, get sales reports, and set interaction of their stores with external, out-of-blockchain world.

2 About the Whitepaper

This document is presented in a way that is accessible to the reader who has no prior knowledge regarding blockchain technologies, in the hope that anyone that can benefit from this technology is able to understand. While writing it, we tried not to complicate it with technical details, code inserts, and overloaded charts. Our task is to deliver the information in a comprehensible way to the widest range of readers.

You will find a short overview of the project in BCShop.io Overview.

For more details about BSC Token and the business model, please, see BCS Token.

You can find the definition of the main terms used in the paper in Glossary.

Enjoy the reading!

3 BCShop.io Overview

BCShop.io is a platform for selling digital products and services, based on smart-contracts on the Ethereum blockchain.

BCShop.io allows vendors to publish information about digital products and services, and customers – to purchase these products and services for Ethereum

cryptocurrency. At that, all the data concerning products is stored as a smart contract on the Ethereum blockchain.

Use of smart contracts allows for automatization of payment processing and account of products. In the simplest cases, creating a digital product offer is done with only a few clicks and does not require vendors to install any software.

Purchasing digital products is a simple process too. Buyers make all payments in the Ethereum blockchain`s native currency – ETH.

Creating sale offers, as well as buying products is done with the use of software, based on MyEtherWallet – one of the most popular Ethereum online wallets. That allows the service to be used on both desktops and mobile devices.

BCShop.io is marketed as a solution for C2C (client to client), and for B2C (business to client). BCShop.io offers its business clients free development of integration solutions.

Our main competitive advantages:

- **low fees**
- **no required conversion of funds during transactions**
- **fast transactions**
- **decentralized data storage**
- **free integration with operating businesses**
- **user friendly and convenient service for customers and for vendors.**
- **Products rating system**

BCShop.io offers its investors BCS tokens. Due to this approach, BCS tokens are becoming liquid within the first days after issue. Anyone who desires to purchase/exchange them, can do that independently from stock exchanges.

4 Problems and Solutions

4.1 Large Fees

An average fee that sellers have to pay for each received online payment today is about 3.5%, while selling fees for some online payment systems exceed 5-10%. These figures are especially high for some business spheres like those of gambling or sports betting. More than that, users usually should pay a fee for transferring money out from the payment system to the bank account. Besides, payment systems charge additional money back fees, may charge inactive account fees, cross-border transaction fees, annual (monthly) fees, etc.

BCShop.io fees do not exceed 2% for all our partners, and it is just 0.5% for major partners. In addition, BCShop.io does not have any extra hidden fees and, more than that, implements integration and further support according to our partners` requests for free.

How are we able to offer such good conditions? There are a few reasons:

1. As we use blockchain, we do not need our own data centers, we do not have to cover the costs of maintaining data integrity and protecting data from hackers.
2. Cost of making a transaction and creating a product/service offer in Ethereum cryptocurrency is just a few cents.
3. BCShop.io business model does not involve gaining profits by the company itself. All gathered fees are aggregated to a specially created smart contract and are weekly distributed between token holders. This approach allows the company organizational activity costs to remain as low as possible.
4. Use of smart contracts makes it possible to achieve maximum formalization of a seller`s product/service offer, automate delivery processes in general and money back function in particular, with no extra fees.

Below you can see a summary table showing some popular payment systems fees and BCShop.io fees.

	STANDARD SELLING FEE	ADDITIONAL FEES
PAYPAL	~3.5%	YES
NETELLER	~3.9%	YES
SKRILL	~3%	YES
BCSHOP.IO	0.5%-2%	NO

4.2 Required Conversion

Quite often a buyer cannot purchase a product in the seller`s currency. In this case, a purchase is made through automatic conversion; whether at the rate estimated by the payment system or at the processing operator (Visa/ Mastercard) rate (if the buyer pays with a credit card). A regular fee charged is no less than 1%. In some cases, users face double conversion, and then they must pay even more fees.

Speaking of other projects, there are companies that have recently finished a successful ICO, and they are aimed at receiving payments in their own currency units (tokens). However, their users have to exchange basic Ethereum currency to particular tokens before they are able to use the project services. This exchange is also associated with paying fees, which means additional time is spent by the user.

BCShop.io solves the problem of conversion fees by avoiding using its own currency and instead, maintaining all transactions in "native" Ethereum currency. That being said, by working with our service users will save time and money.

4.3 Long Transactions

Sometimes buyers need to send payments by means of bank transfer. In this case, time necessary to complete a transaction may take up to a few business days; especially with international transfers, and that is extremely inconvenient for the user.

All BCShop.io transactions are performed by using the Ethereum blockchain. With it, an average transaction completion time is just a few minutes, regardless of the sender and recipient location.

4.4 Restricted Payment Processing Features.

When traditional payment methods are used, there is no possibility to integrate automatic processing for every payment. Vendors usually have to arrange this processing additionally, at the stage of issuing invoices or/and after the payment is received. Frequently part of the functions is implemented with the help of online stores or other ready solutions. However, that requires spending extra time and money.

BCShop.io arranges a product/service to be delivered as a smart contract which already includes controlling most of the necessary features: account of the product volume for sale, ability to establish money back timeline with automated free processing, and ability of wholesale opportunities.

And the whole process of sale is done on blockchain, without any need for vendors to have their own server! The ability of fractional (not per-item) sale is worth mentioning too: in this case the amount of product is defined by the payment amount. This approach is convenient in many niches, for example, selling premium game currency.

4.5 Restricted Range of Potential Customers

Now, while this document is being written, cryptocurrency market capitalization is approximately $120 bln. This figure has grown dozens of times over the past few years. Over the short period of Ethereum existence, its capitalization has reached $30 bln. And it is continuing to rapidly approach leading position in the market.

We can almost say that the number of users is growing exponentially, meaning: extremely fast! However, most of vendors are just starting to learn the opportunities of cryptocurrency payments integration.

BCShop.io offers its users the chance to keep up with the times, broaden the range of potential customers with cryptocurrency holders. Our service is not a just another payment gate, but a fully-featured solution for the future economy based on blockchain.

Moreover, upon request, BCShop.io implements integration with external, out-of-blockchain world for interrelation with other sale channels, and for implementing other required features for its vendors.

4.6 Absence of integrated products rating system

Quite often customers do not have an opportunity to rate products purchased or view other customers` product ratings and sellers` performance. Sometimes this problem is solved with the help of third-party services, or vendors themselves install extra features. None of these approaches guarantee authenticity of the data seen by the customer.

Ideally only customers who have really purchased a product should have the opportunity to rate it. Smart contracts make implementation of such features possible on the essential level.

BCShop.io has a built-in system for rating each product, and it automatically creates a summary rate for the vendor, based on all the products offered by the vendor. Rating mechanisms are integrated into the smart contract, which guarantees for data authenticity, and it eliminates the possibility of commonly used fraud ratings.

So, when viewing information about a product or a vendor, the customer sees a true-life experience of other customers dealing with this product/vendor.

5 Principles of Work

5.1 Payments and Smart Contracts

Processes of creating smart contracts and making payments are frequently mentioned in the whitepaper. Please, note:

1. **Payment within the BCShop.io service means transferring Ethereum cryptocurrency for digital product or service (DPS) to the smart contact defining the conditions of sale/providing this DPS.** Payment can be done by any Ethereum Wallet which supports smart contracts feature or by a more convenient service – on our website bcshop.io. Usually to make a payment a user needs to provide information defining the delivery address: for example, email or game nickname.
2. **Vendors create smart contracts with the help of our website bcshop.io.** To do this a vendor just fills in the blank fields related to their business, they do not need to have any specific technical knowledge. The result of creating a smart contract is the address of this smart contract. Created smart contracts are signed with a vendor`s private key and are stored on the Ethereum blockchain.

5.2 Vendor Registration

A vendor who wants to use our service first should complete registration which will result in receiving an address of their personal smart contract (further Vendor Contract). During the registration, a vendor needs to only fill in one necessary blank field: the Ethereum wallet address which will receive the payment for delivered products or services. Additionally, the vendor can fill in the field: Vendor Name (not required).

5.3 Registration of Digital Products

Registration of digital products and services (DPS) for sale is done with the help of our website bcshop.io. To do this a vendor needs to provide their Vendor Contract and fill in a few blank fields describing the DPS (see *Creating a DPS offer*). As a result of the registration the seller gets the address of registered DPS smart contract (further DPS contract) which buyers will use for payments.

After registration DPS data is deployed on blockchain and DPS is ready for purchase.

An unlimited number of DPS can be registered with one Vendor Contract.

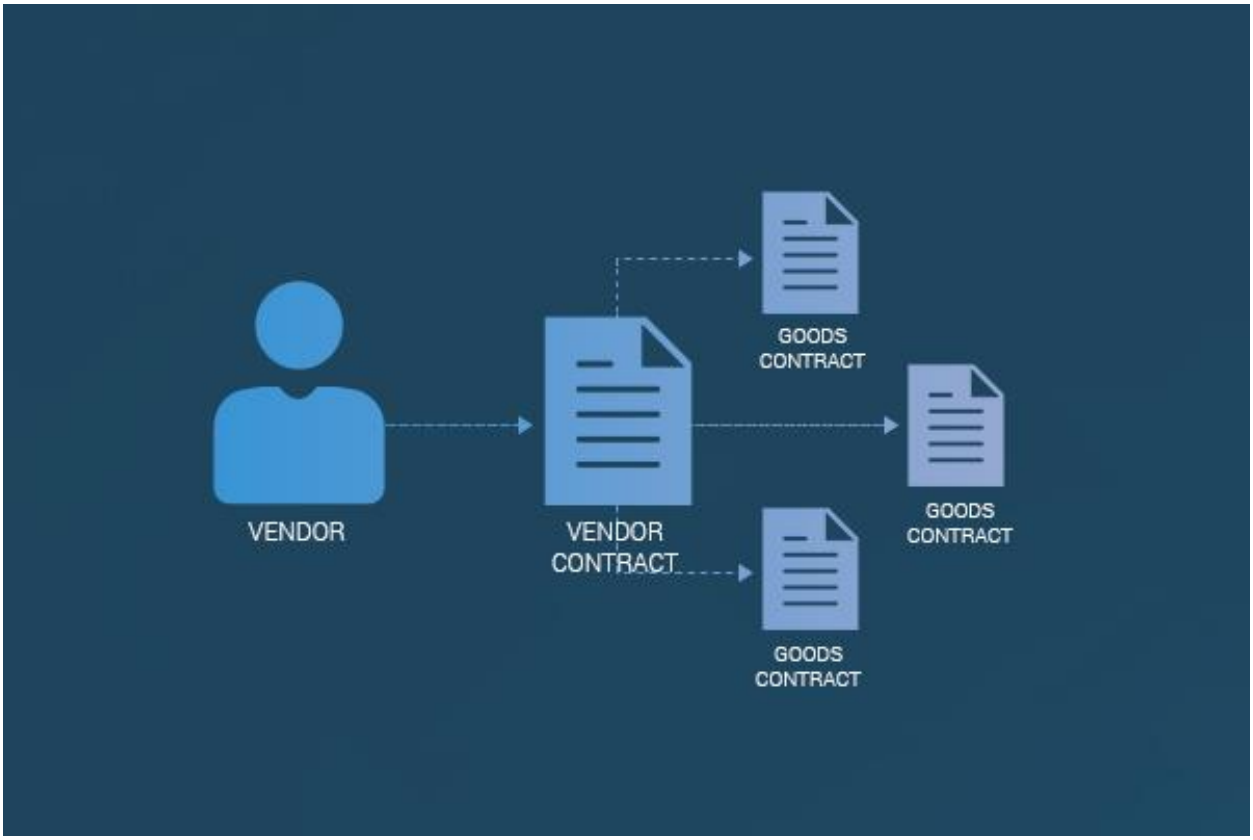


Diagram 1. Structure of smart contracts.

5.4 Payment

A buyer pays for DPS by transferring the necessary amount of ETH to the DPS contract. Received payment is processed according to the contract conditions. If the payment amount is correct, the DPS is not sold out, and other checks are successful, the payment is then divided into two parts:

1. Profit – is deposited to the vendor`s wallet that is connected to the Vendor Contract.
2. Transaction fee – is deposited to a smart contract for commission aggregation. See *BCS Token and Business Model* for more information about commission aggregation and distribution.

If a payment does not match any of the DPS contract conditions, it is automatically returned to the sender`s address.

A potential buyer can learn various data about the contract:

Name of the product and the vendor	**DPS price**
Sale period	**Amount of DPS for sale**
Delivery type	**Moneyback timeline (if applicable)**

See chapter Selling Products for a more detailed description

5.5 Sales Control

A vendor can use the website for tracking basic information about products and for monitoring the course of the sales. The following features are available through the website:

1. Output of the information about the products connected to the Vendor Contract.
2. Review of data on every product.
3. Editing product data (price, quantity, sale period, etc.)
4. Removing products from sale.

For a more detailed breakdown of the sales vendors can use application BCShopApp, please see chapter BCShopApp for the app description.

5.6 Delivery

If a vendor performs delivery, they choose a delivery method by themselves and deliver paid product to the delivery address entered during the payment.

In case of automated delivery, payments are tracked with the help of BCShopApp application running on vendors end. The application keeps record and performs delivery of the product in accordance with a set algorithm. See chapter BCShopApp for more details.

The process with automated delivery can be presented in the following diagram:

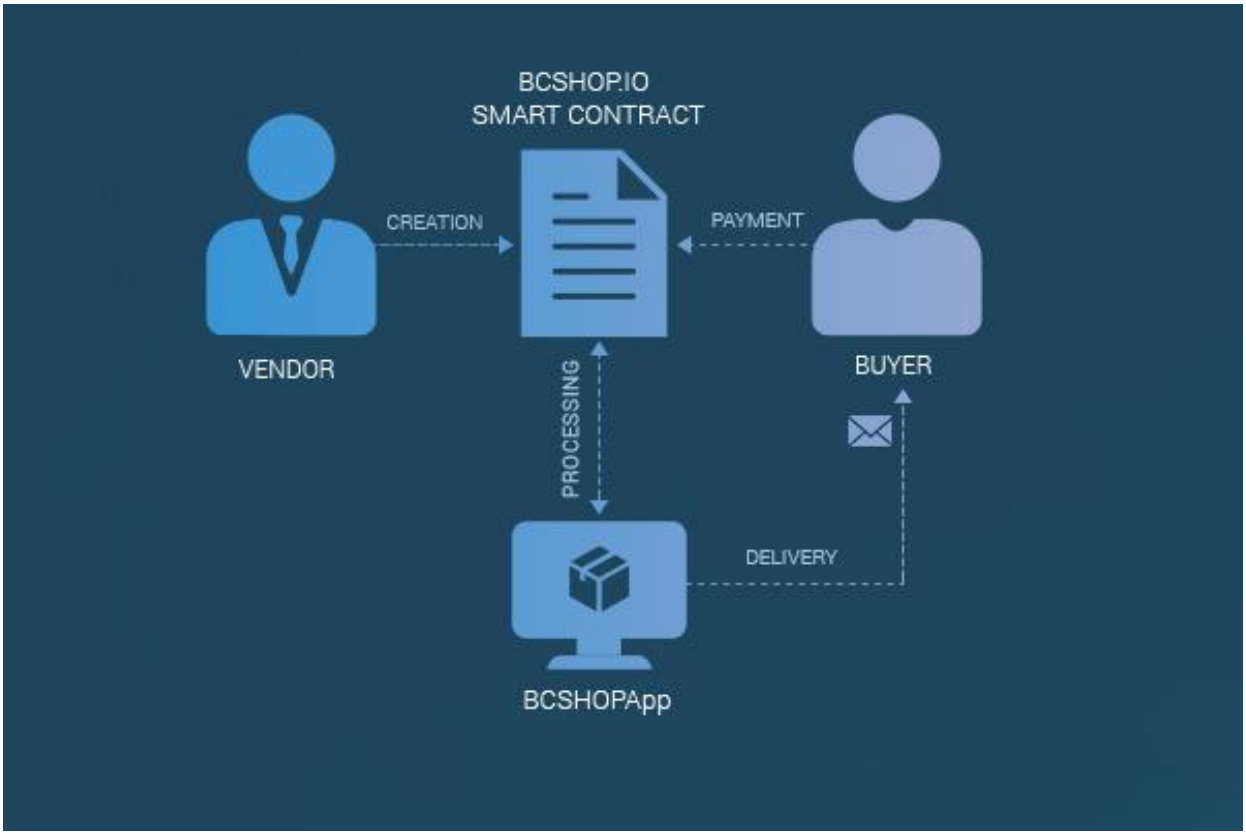


Diagram 2. Interaction of vendor and buyer by means of smart contract with automated delivery.

6 BCShopApp

6.1 How It Works

BCShopApp, the application for delivering DPS (digital product or service), tracks activity of public key relevant to this DPS and processes incoming payments automatically. Processing usually comes down to sending a letter with the product code or some other action relevant to providing DPS from the vendor`s side (for example, transferring game currency).

Processed payments are accordingly marked by using smart contract. All the data related to DPS sale terms is also stored on blockchain.

A vendor does not need to have a database or any other centralized server for transactions record. In fact, anyone can be vendor without participation of an additional intermediary of any kind, one only needs their home computer to do that.

BCShopApp is personalized for every vendor by implementation of a few functions corresponding to the specifics of the vendor`s work field.

6.2 Reports

Additionally, BCShopApp can send invoices with the name of the vendor and product, purchase date, and paid amount to the user.

For users` convenience the delivery application can also generate various sales reports with an option of sending them to the provided e-mail.

7 Processes and Technologies

7.1 Data Storage

In the simplest cases, when selling through BCShop.io is the only sale method, all the data concerning products including payment and delivery is stored on blockchain.

In more common cases, when a vendor needs to set the interaction between sales on BCShop.io with their own sales channels and data, interaction with a standard set of external functions takes place. These functions implement features necessary for the vendor, as well as administer support of the smart contract state relevance. We provide the implementation of such functions according to vendors' needs. The implementation of the functions may be as well done by vendors themselves.

7.2 Selling Products

When creating an offer, a vendor is asked to fill in the following fields:

DPS name	**Is shown when a buyer is viewing the product description**
Price per item in ETH	**Final price which a buyer sees**
Price per item in CU	**May be optionally used for the calculation of product price in ETH according to the indicated CU exchange rate**
Amount of DPS for sale	**An indicated or unlimited number of copies**
Accepting payments timeline	**Sale period start and end (if applicable)**

Type of sale amount	Items -it is possible to buy a certain number of DPS Fractional - it is possible to buy an amount of DPS for the whole paid amount
Type of DPS delivery	Manual – the vendor delivers the product Automated – delivery is performed by BCShopApp. Automated verifiable – BCShopApp delivers the product as a QR code
Wholesale opportunities	Retail – only one item of DPS may be sold per transaction Wholesale – any amount of DPS may be sold per transaction
MoneyBack	A buyer can get money back within a stated period of time

7.3 MoneyBack

While creating a DPS (digital product or service) offer, a vendor can set up a period during which buyers can get their money back.

Use of automated MoneyBack function allows an increase in BCShop.io users` confidence in performing transactions.

To get the funds back, a buyer just needs to call the contract MoneyBack function within the stated timeline or use the corresponding option on our website.

To guarantee the MoneyBack function, funds received to the vendor`s account are put on hold until the established MoneyBack timeline is over.

All actions connected to MoneyBack, excluding flow of payment funds, are defined by a vendor and the work field. For example:

- A webinar which allows a participant to use MoneyBack and leave the webinar within first 10 minutes.
- Periodic information services subscription, which allows a subscriber to use MoneyBack and decline further use of the subscription within a certain period after it started.

7.4 Products Verification

DPS that require verification (for example tickets to live events) can be sent to the e-mail as a QR code, which can be verified at the entrance with the help of a smartphone and our verifying app.

7.5 Products and vendors rating system

Every purchase is recorded in the product smart contract, which automatically creates a positive product rating. In the case of the vendor`s poor performance or if there is a complaint about the product, a buyer is able to change positive feedback for negative and tell future customers about their negative experience.

Rating system is established at the smart contracts level and it is based on the experience of real customers only.

For extra protection against dishonest vendors, the rating system considers the price which the product was purchased for. That makes it impossible to drive up the ratings by offering a very low price and then start to sell the product for a high price; as the first negative rating will overpower all the positive ratings.

When viewing a product, buyers can also see a summary vendor rating, which is calculated based on the summary ratings of all the products offered by that vendor.

7.6 Other Blockchains Support

During the project start period, we are going to only work with the Ethereum blockchain. The choice is mainly determined by various opportunities which Ethereum smart contracts offer.

We constantly monitor technological development and consider the possibility of integration with other blockchains supporting smart contracts, which offer enough opportunities to implement BCShop.io functionality.

It is worth mentioning, in case of integration with new blockchains, BCShop.io token holders will still receive the commission share, independently from the blockchain these fees are gathered on.

8 BCS Token

8.1 Summary

Token BCS

Amount	**10 000 000**
Issue time	**PreTGE, TGE**
Base price	**0.01 ETH**
Purpose	**Gettting discount for**

Transferable	**Yes**
Liquidity	**Exchanges, Reserve (Bancor protocol, after TGE)**
Mining possibility	**No**

8.2 BCS Token and Business Model

BCS tokens will be issued at PreTGE and TGE stage, it will be a one-time issuing, and the quantity will be limited. BCS is a standard ERC20 token based on the Ethereum platform. Project business model and role of tokens:

1. Funds for project development and its integration with various vendors are raised at the stage of issuing tokens.
2. Profits will be generated through a small sales fee (0.5%-2%), which will be withheld from every payment (from the vendor`s side) and will be received to a separate smart contract. 80% of the fees will be used to ensure discounts for buyers who choose to pay with BCS.
3. The commission is the fuel for the economic system of our project, which ensures the commodity value to the tokens.

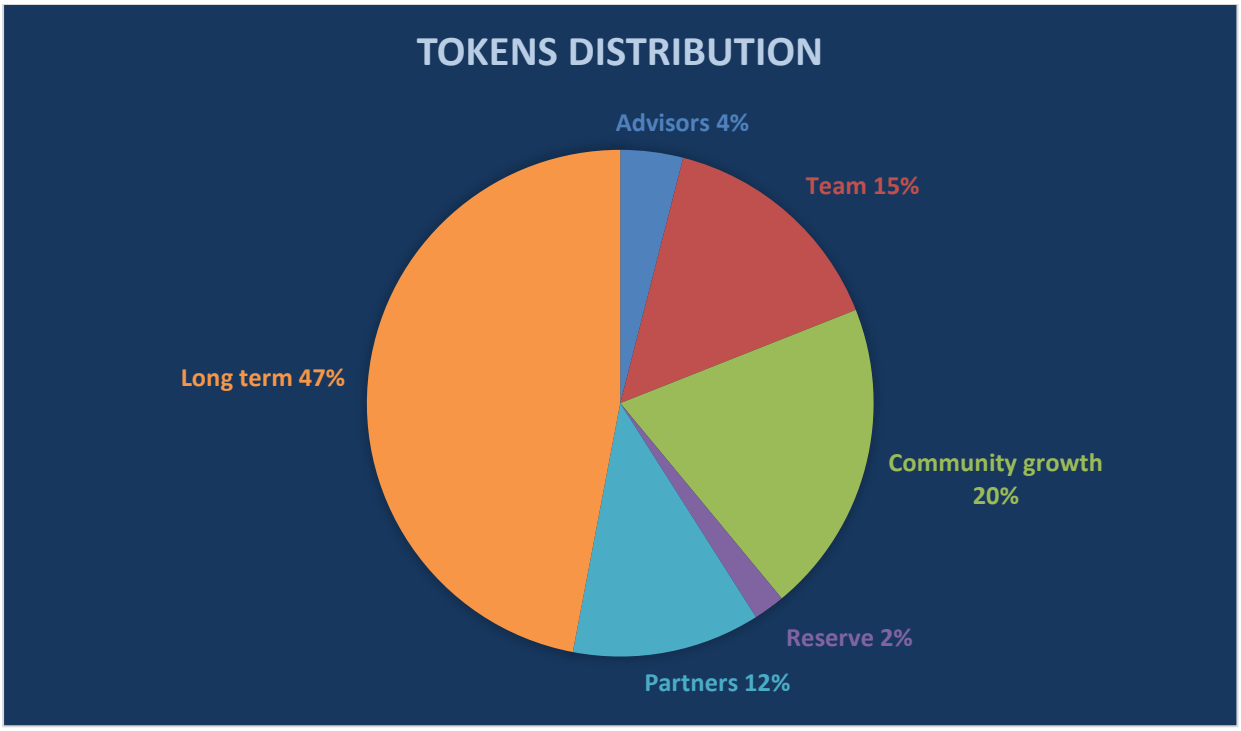
BCS token possible utility uses are as follows:

1. Reducing commission for merchants. If paying commission in BCS tokens, the cost of commission is reduced by 50%.
2. Payment option. If paying with BCS for goods and services, buyer will receive some discount. Discount is provided by BCShop.io platform and merchant still gets the full price. Discount is possible because 80% of generated commission

is going to discount assurance pool and every purchase with tokens uses fixed % of this pool to provide discount up to 100%.

8.3 Tokens Distribution

Token price of one BCS token will be 0.01 ETH, therefore, 100 BCS tokens will be sold for 1 ETH. In total, 10 000 000 tokens worth 100 000 ETH will be issued.



Tokens are deposited to the public address from which the payment was made.

Tokens will be distributed according following stages:

ROUND	INVESTORS (MAX)	DATES	BONUS	MIN. ETH	HARD CAP

PreTGE	100	09.10.2017 – 15.12.2017	50%	20	1000 ETH
Sale (phase 1)	∞	16.01.2018 – 13.02.2018	12%-20%	0	2000 ETH

8.4 Reserve

Funds gained from selling 2% of the tokens at TGE stage will be used to create a reserve for implementing bancor protocol (www.bancor.network). This is the way to reach independence from the stock markets.

Bancor protocol allows tokens to participate in exchange (purchase/sale) without any need in being listed on exchanges. Tokens can be purchased/ sold from the reserve unilaterally, and the price will be defined by current reserve volume. Token price decreases with the reserve volume growth, and increases with the reserve depletion. That allows to create supply and demand balance and form token price. No fees apply when working with the reserve, which makes this approach more profitable in comparison with exchange trade.

Tokens will be available for exchange through reserve within the first few days after TGE is finished.

8.5 Team

Team tokens will be locked after TGE ends, with unlocking schedule of 1% of team tokens per month.

The team is commited to long-term development of the BCShop.io platform.

8.6 Partners

Partners' token pool will be used to encourage partners for early adoption of the platform. Until the token sale end period we will introduce partners rewarding program which will distribute portion of partners' tokens periodically between all sellers on the platform. The program will last for two years, during this time we are expecting to get critical mass of sellers and BCShop.io to become a standard for accepting ETH payments for digital goods and services. The start of the program is scheduled for March 2018.

8.7 PreTGE

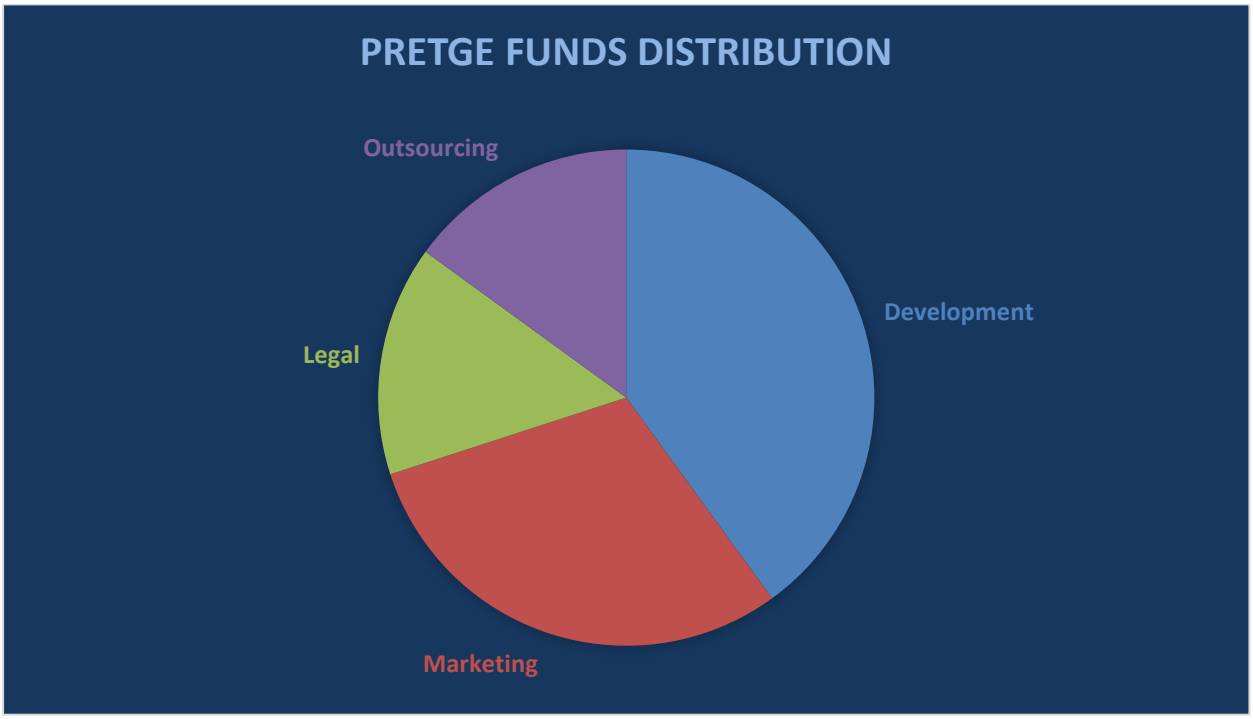
Tokens worth of 92 ETH were distributed during PreTGE.

Early investors will receive a 50% token bonus; that being said, 150 BCS tokens will be deposited for 1 ETH.

Tokens received during PreTGE are assigned to the owner until TGE ends, after that they can be transferred / sold freely.

If any tokens are left unsold after PreTGE, they will be added to TGE pool.

Funds raised during the PreTGE will be allocated to financing the team work, paying third-party experts, marketing and legal fees. The following diagram shows the approximate funds distribution:



8.8 Long Term

Tokens worth of 2000 ETH were already distributed during public token sale (phase 1) with set milestone of **commercial product release in May 2018.**

Long term pool is to secure company growth in coming years. ~6.5% of this pool (~320 k) was sold at token presale and token sale stages for 2092 ETH. Other funds are locked in a smart-contract level* for 4 years with the following unlock schedule:

- Jan 2019: 10% (470 k).

- Jan 2020: 20% (940 k).

- Jan 2021: 30% (1 410 k).

- Jan 2022: ~32.5% (~1 500k).

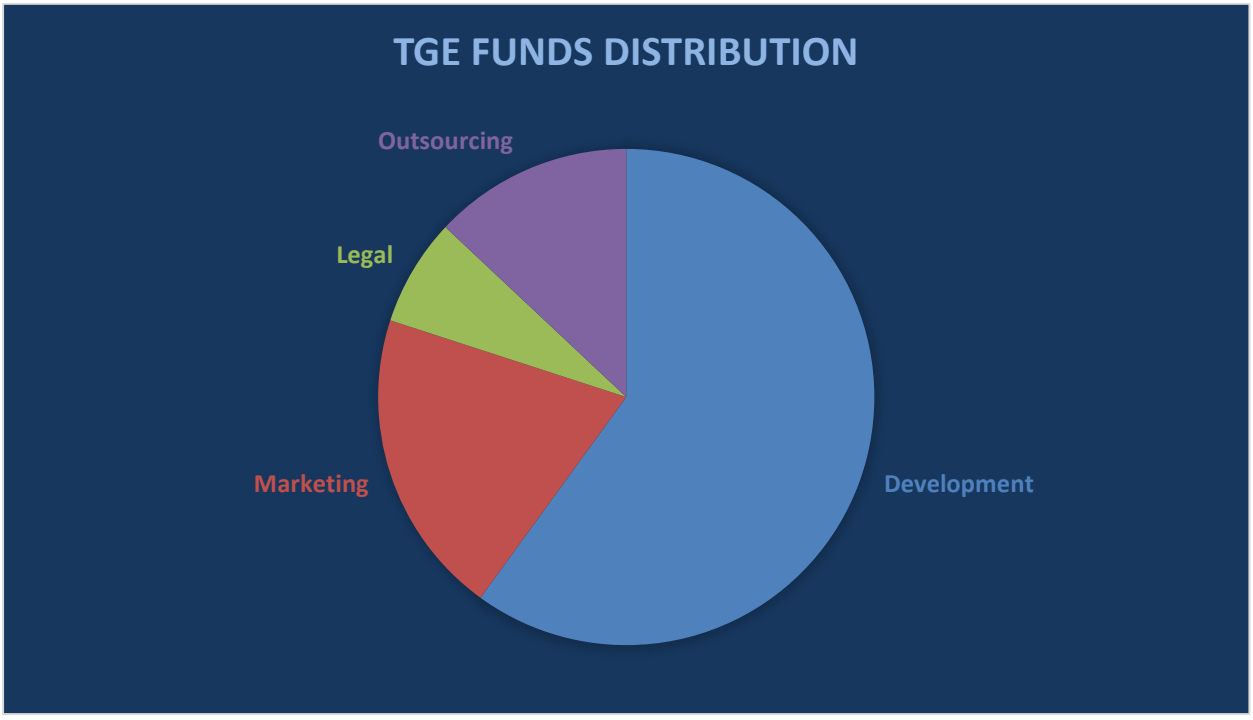
The usage of long term development fund is described below.

This pool is to secure the ability to finance the company development in coming years. As most part of platform's profits go to community in form of discounts, so the company will be needing funds to scale the business. Each pool's token release is:

1. Tied to particular milestone which is publicly announced.

2. The form of selling tokens and the amount is publicly announced at least 30 days before the event.

3. All company gains and expenses are posted in progress report periodically in company official blog.



8.9 Community Growth

This pool is to be freely distributed among community (airdropped) in several stages during project development. Each airdrop is:

1. Announced publicly at least 30 days before the event.

2. Is tied to positive events to decline price drop after airdrop is finished.

3. Is distributed free of charge to BCS token holders.

4. Team tokens and tokens from other company token pools are not targeted.

The first airdrop is going to happen 1–3 weeks before the key milestone (project commercial release) is reached. **Currently planned amount to be distributed is 200 k tokens which is ~63% of current circulating supply.** Tokens will be distributed proportionally to current token holdings, **hence each individual token holder gains ~63% additional tokens.**

9 Use Cases

9.1 Selling Software Codes and Premium Game Currency

Testnet use case implementation: https://goo.gl/KjVdyR

With the help of our application, game currency can be purchased directly from the seller, without using any third-party. This considerably lowers fees and increases privacy.

A user can choose between two purchase options:

1. Providing the e-mail during the transaction. After purchase has been done, a code which the user enters in the game to get premium currency is automatically sent to that e-mail.
2. Providing the game nickname during the transaction - if the vendor supports this function. In this case, premium currency will be immediately deposited to the provided nickname account.

9.2 Online Consulting and Webinars

Testnet use case implementation (ICO consulting): https://goo.gl/TVAfJs

Nowadays organizing events as private consultancy, paid webinars, tutoring, etc. requires the organizer to do a lot of routing work; to be able to provide high quality service, they also quite often invest money.

Let us consider some organizational challenges with the example of conducting a commercial webinar:

1. Searching for a platform where the information about the upcoming webinar will be shown.
2. Searching for a platform where this webinar will be held. In most cases there is a fee for using this platform.
3. Gathering funds, participants registration, providing a form of tickets (for example, password to enter the webinar) is performed by the organizers themselves. Very often, they must spend their time registering every single participant, which is very time consuming.
4. Account of participants during the webinar. Screening unfair participants who have not paid for the entrance but gained the access by fraud.

Let us consider some difficulties and risks from a participant's side:

1. Need to make payments by methods convenient for the organizer, not the client, often with additional bank fees.
2. Very often, the inability to get compensation in cases of webinar cancellation, or a performer's incompetence/carelessness.
3. Frequently, the inability to leave a review about the webinar for future clients, due to the platform's restricted functions.
4. Often, the inability to stay anonymous in a case where a client would prefer to do that.

Our platform is aimed at simplification, price reduction, and the improvement of service during hosting such events. We offer a convenient, decentralized, solution that possesses a variety of advantages:

1. No intermediaries in making payments and saving on fees
2. Automated payments registration and tickets delivery
3. The possibility to get a refund automatically (if expressed in the event terms and conditions)
4. Holding a webinar on the base of Google Hangouts, automated participants admission and tickets check.

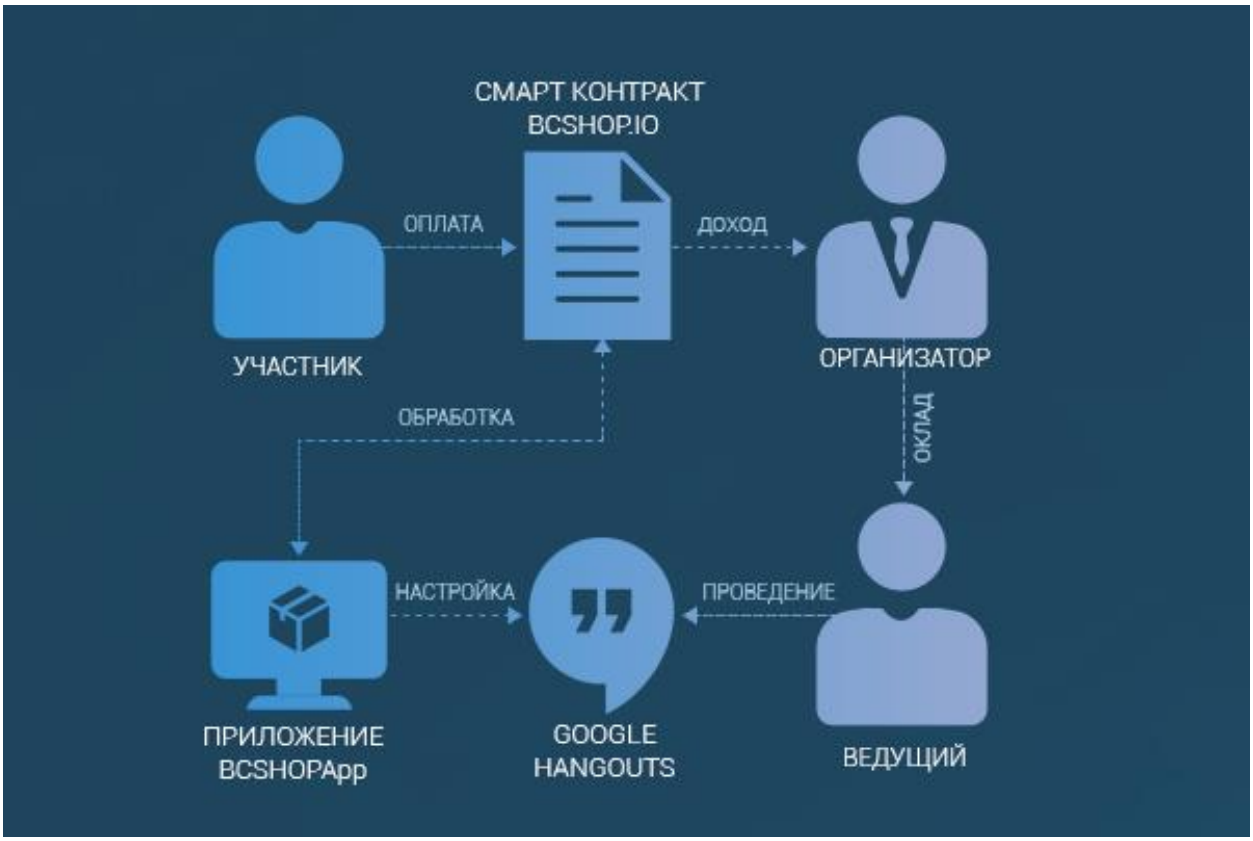


Diagram 3. Organizing webinars

9.3 Live Events Tickets

Testnet use case implementation (blockchain conference): https://goo.gl/43HoHA

Tickets to live events that do not require participant seats indication can also be purchased through BCShop.io. Besides, there are various advantages of buying them at BCSop.io in comparison with regular e-tickets:

1. No intermediaries in making payments and saving on selling fees
2. Ticket is protected from duplication due to use of encryption.
3. A ticket can be presented for verification as a QR code electronically, as well as on paper.
4. Immediate verification by the organizer by using an app developed by our company.

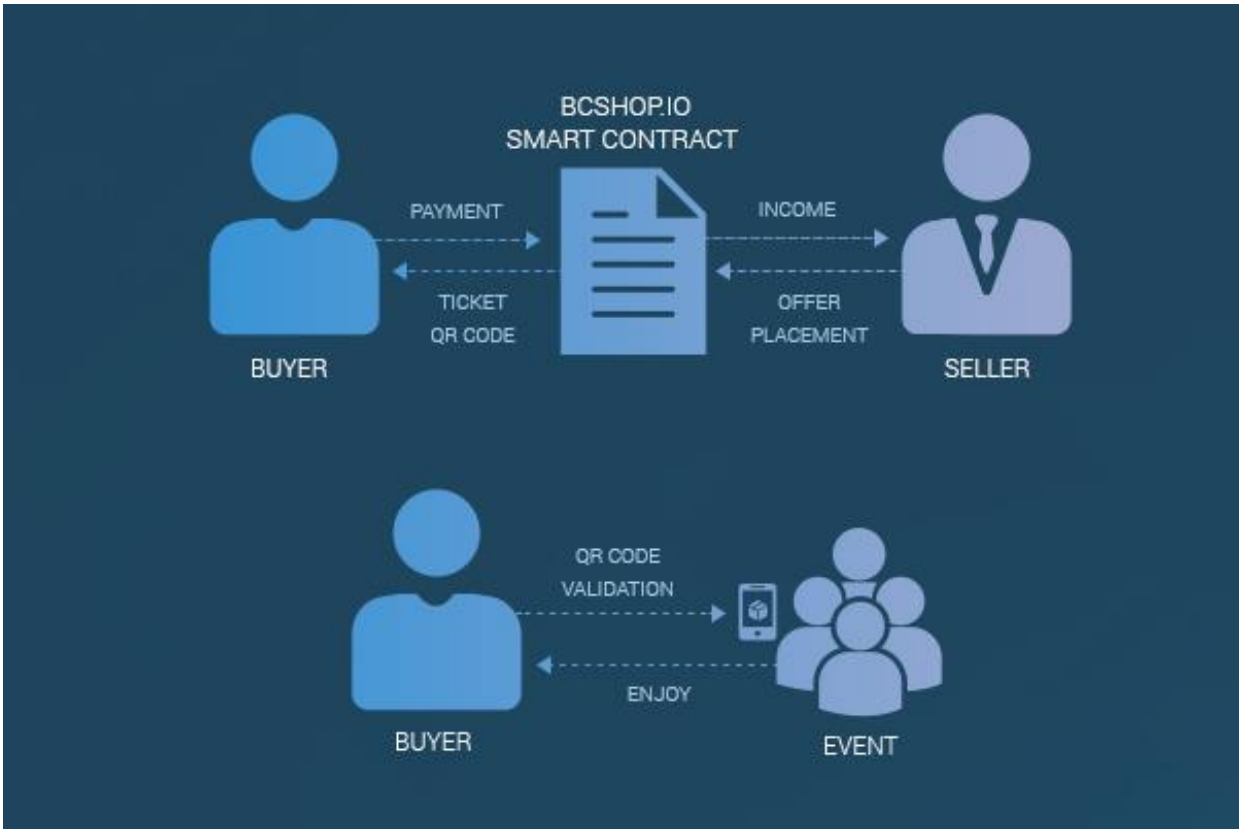


Diagram 4. Selling tickets with verification

9.4 Selling Other Digital Content

Testnet implementation (ads and PRs for bitcoin.com): https://goo.gl/T3FckM

Testnet implementation (premium services for ICO Alert): https://goo.gl/tdx9AY

With the help of BCShop.io, text, audio, photo and video materials can be put up for sale with only a few clicks; whether they are webinar records, e-books, subscription to electronic journals, or any different digital content.

10 Our Team

A cohesive team with 9 years' experience of collaborative development is working on BCShop.io. Team members have a solid track of analyzing large volumes of data, proven experience in long-term project management and project scaling, creating high load failover systems, complex systems formalization and algorithm development. Areas of responsibility are distributed in the following way:

Vladlen Manshin	LinkedIn	Team management, project coordination, marketing
Oleg Kondrakhanov	LinkedIn	Backend development, smart-contracts development, vendors integration
Alexey Kuzmin	LinkedIn	Frontend development, vendors integration
Nikita Ivanov	LinkedIn	Community management, technical support
Anton Loktev	Facebook	Developed solutions testing, documentation control
Ekaterina Antonova	LinkedIn	Preparing materials in English
Svetlana Lozovyuk	LinkedIn	Community management

Igor Kononenko	LinkedIn	Community management

To solve any issues or concerns that may arise during the project development our team works with the following experts:

David Drake	LinkedIn	Chairman at LDJ Capital, adviser
Christian Putz	LinkedIn	CIO at ARR Investments, adviser
Dmitry Lyamenkov	LinkedIn	Business Analyst at ICOBOX, adviser
Bancor Team	bancor.network	Smart-token advisoring, support in integration with Bancor protocol
Matthew Di Ferrante	LinkedIn	Independent smart-contracts security audit
Law & Trust International	lawstrust.com	Legal services
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11 Roadmap

Meanwhile, we are preparing to the PreTGE and TGE and at the same time continuing to work on the project. We will be adding new features to already functioning alpha version according to the following plan:

Stage 1. Current moment to October 2017 (till PreTGE start)

- Preparing platform alfa.
- Implementation of the first use case: airdrop of bonus tokens with lottery elements.
- Marketing event based on the implemented use case.

Stage 2. October 2017 - December 2017.

- Implementation of MoneyBack feature.
- New use cases implementation: selling premium in-game currency, discount coupons.
- Ropsten testnet release.
- TGE preparations.

Stage 3. December 2017 – February 2018.

- TGE.
- Release in mainnet.
- Vendor's integration.
- Base functionality Implementation of BCShopApp.

- Implementation of a use case: selling event tickets

Stage 4. February 2018 – May 2018

- Monitoring alternative blockchain solutions with smart-contracts support, considering variants of their integration with BCShop.io.
- Further improvement of BCShopApp features.
- Implementation of a use case: selling webinars and online conferences tickets with attendance control on the base of Google Hangouts.
- Intensive vendor's integration.

Stage 5. May 2018 – December 2018

- Implementation of goods delivery by means of QR codes.
- Implementation of application validating goods delivered as QR codes.
- Intensive vendor's integration.

12 F.A.Q.

What is BCShop.io?

BCShop.io is a platform for selling digital products and services, based on smart-contracts on the Ethereum blockchain.

BCShop.io allows vendors to publish information about digital products and services, and customers – to purchase these products and services for Ethereum cryptocurrency. At that, all the data concerning products is stored as a smart contract on the Ethereum blockchain.

What is the difference between BCShop and regular payment gateways?

First of all, it is much easier to create a product or service offer through BCShop: you do not need your own website, you do not need to register in payment gates, and you do not need a server for storing shop activity data.

All the data related to a service or product sale terms, as well as related to completed transactions is stored on blockchain. In comparison to the classical approach, your shop is much more protected against any hacking or data loss, as blockchain guarantees a more efficient means of protection for your data.

When working with payments gateways you should resolve all issues with the product delivery yourself and you should control the process. If you are using our service, you can download a standard BCShopApp and set it up (yourself or with our help), this will immediately resolve the issue of your customers receiving products automatically.

Is BCShop anonymous?

BCShop does not change degree of anonymity of Ethereum. Buyer`s e-mail (or identification), which a buyer provides for receiving a product, is stored on blockchain in the encrypted form.

How are you going to solve the problem of ETH volatility?

According to the contract a vendor can recalculate the price of all their DPS contracts at the determined rate.

Why is BCShop.io different from GameCredits, SkinCoin, BlockTix and other similar projects?

First, a user does not need to buy special tokens to purchase game currency, skins or tickets as in the projects mentioned above. Payment is made directly in ETH.

Second, as opposed to mentioned above highly specialized projects, BCShop.io is more general and can be applied to a larger number of varied fields.

Therefore, BCShop.io solves the problem of stock exchange liquidity and listing due to bancor protocol, so that a tokens holder can exchange them at any moment, and anybody can become a holder.

Fourth, unlike the mentioned above projects, BCShop.io has a built-in customer products rating system based on smart-contracts.

What is BCS token?

BCS token is an alternative payment method on the platform with the following benefits:

1. Reducing commission for merchants. If paying commission in BCS tokens, the cost of commission is reduced by 50%.

2. Payment option. If paying with BCS for goods and services, buyer will receive some discount. Discount is provided by BCShop.io platform and merchant still gets the full price. Discount is possible because 80% of generated commission is going to discount assurance pool and every purchase with tokens uses fixed % of this pool to provide discount up to 100%.

Do you plan listing BCS tokens on stock exchange?

We will send listing applications to all of the recognized stock exchanges. Independently from tokens listing on stock exchange, liquidity problem is solved by using bancor protocol (www.bancor.network). Tokens will be available for exchange within the first few days after TGE completion.

Why is there a limited number of investors during PreTGE stage?

At this stage, our task is to provide an individual approach and maximum security within the available resources. We believe that working with each investor individually, we will be able to conduct the PreTGE campaign as efficiently as possible.

Can I mine BCS tokens?

No, BCS tokens can't be mined.

How are we different from OpenBazaar?

The major difference is on the fundamental level – it is use of the mechanism which the platform is based on. BCShop.io is actually based on blockchain, with the use of smart contracts, while OpenBazaar is, in fact, local (requires installing special software) and exchange of data between the users is already an add-on. Besides that, BCShop.io possesses other distinguishing features:

- possibility of integration with business
- automated payments processing and products delivery option
- exclusive trade of digital products and services only
- access from any device with no special software required
- controlling of payments and products account at the level of smart contracts

Why you don't use slack?

Unfortunately, there are so many fraudulent acts with slack and we decided to abandon this channel for the maximum safety of users and investors.

13 Glossary

Blockchain – build according to certain rules uninterrupted continuous chain of blocks which contain data. Most often it is transactions in various cryptocurrencies, but block can also contain different data.

Token, digital token – term, used in cryptocurrency sphere for describing alternative money, shares and for monetization of different services.

Ethereum – platform for creating decentralized online services based on blockchain which work based on smart-contracts.

ETH — cryptocurrency unit of the Ethereum platform.

Smart contract – electronic algorithm describing a set of conditions, fulfillment of which leads to certain events in real life or in digital systems.

TGE (Token Generating Event) – primary offering of tokens, a form or attracting investments into new tech projects and startups by generating and selling new tokens to investors.

PreTGE – a form of attracting early investments (usually held before TGE) to new tech projects and startups in order make their development and making TGE possible. At this stage, early investors usually get a better price for token as compared to TGE.

14 Contacts

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