



KEYRPTO

BLOCKCHAIN-BASED ECOMMERCE PLATFORM

[KEYRPTO.COM](https://keyrpto.com)

VERSION 1.1

TABLE OF CONTENTS	
EXECUTIVE SUMMARY	03
INTRODUCTION	04
VISION	05
PROBLEM	05
SOLUTION	05
HOW IT WORKS?	06
KEYRPTO ADVANTAGES FOR SELLER	06
KEYRPTO ADVANTAGES FOR BUYERS	08
PLATFORM & TOKEN	10
BUYER PROTECTION	10
SELLER PROTECTION	10
KEYRPTO BENEFITS	11
KEYRPTO MAIN GOALS	11
PLATFORM STRUCTURE	12
KEYRPTO PLATFORM DESIGN	13
THE KYT TOKEN	14
TOKEN OFFERING	14
TOKEN BURN METRIC	15
ROAD MAP	16
TEAM	17
DISCLAIMER	18

EXECUTIVE SUMMARY

E-commerce today is the engine of global economy. Therefore, it should rely on the most advanced and secure foundation, rather than the outdated technologies of yesterday. The new decentralized technology known as blockchain enables a new class of services, with smart contract technology enabling businesses to enhance their productivity and their online security*.



Worldwide retail e-commerce sales will reach \$1.915 trillion this year and double-digit growth is expected to continue through 2020, when sales will top \$4 trillion*.

The global cryptocurrencies market is expected to reach \$2 trillions by the end of 2018*. However, there are very few platforms that allow you to buy or sell products and services with cryptocurrencies.

Many individuals and businesses are looking to sell their products, services, or second-hand items for cryptocurrency to take advantage of the booming market. On the same hand, many individuals are looking to purchase items or services with cryptocurrency, whether it be to utilize it for its intended purpose as a currency, to cash in their profits, or otherwise.

A cryptocurrency friendly e-commerce platform similar to eBay or Amazon would fit perfectly into all of the aforementioned situations, benefiting the wider community and bringing more value and function to what is currently a highly speculative market.

The choice of a platform to list on is perhaps the most fundamental decision an online entrepreneur makes in the early life of their business. This decision can make or break them, so it is integral they choose one that will generate wide spread exposure whilst still ensuring security and income. This is exactly the platform we intend to provide.

INTRODUCTION

The purpose of this document is to provide information regarding the KEYRPTO project, its core conceptual idea, business model, competitive advantages, ICO details, and roadmap towards the 1st prototype. A more technical description of core architecture will follow after the ICO funding phase.

KEYRPTO started with a simple idea, why can't we create a block chain-based e-commerce platform which allows small business or individual to sell their products & services against any major cryptocurrency.

KEYRPTO creates a medium between seller & buyer to exchange products using cryptocurrency whilst minimizing the risk being scammed or defrauded by providing full payment protection and by delivering the product/service as a 3rd party mediator.

As a seller (Either a merchant or an individual) using KEYRPTO, you will have an online store where you showcase your brand, connect with your potential customers, and ultimately sell your product or service using a major cryptocurrencies.

As a buyer using KEYRPTO, you will be able to browse listed products/services and initiate a transaction from a sellers shop front. We will receive the payment within our platform and hold it in escrow until we ensure you receive what you paid for, and that you are satisfied with it. After this has occurred we will then release payment to the seller.



VISION

KEYRPTO will be a revolutionary block chain-based e-commerce platform that enables buyers to use their favorite cryptocurrency in order to buy products and services. We will provide sellers with safety, convenience, and the ability to receive funds in the form of cryptocurrency. And we will provide buyers with consumer protection to ensure they always receive what they purchased or their money back.

PROBLEM

Despite the advantages of crypto payments, such as low fees, user anonymity, and fraud protection, clear and well developed block chain based e-commerce platform are yet to be introduced to the market.

Buyers are searching for a way to make their purchases with cryptocurrencies. Sellers on the other hand would love to earn more revenue, but are cautious about accepting cryptocurrencies due to the lack of regulation and security around transactions. Wouldn't it be amazing if we could have the best of both worlds? This is a dilemma we aim to solve with the KEYRPTO platform.

SOLUTION

Our aim is to build an advanced platform allowing buyers to use their favorite cryptocurrency to purchase products and services with confidence from merchants, whilst protecting the merchant from market volatility and fraud, decreasing the risk of accepting cryptocurrency as payment.

HOW IT WORKS?

KEYRPTO features



Fully customizable online store utilising cutting-edge technology & modern design principles.



Regularly attract customers and boost sales by building brand awareness, optimizing SEO, and launching social media campaigns.



Accept major cryptocurrency payments.

Your online store is your home base, where you showcase your brand, connect with your audience, and ultimately sell your products. KEYRPTO has many ways to reach and sell to new and existing audiences.

KEYRPTO ADVANTAGES FOR SELLER

How can KEYRPTO help grow your business?



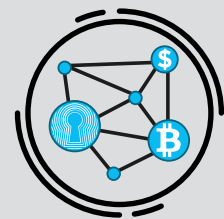
Set up your store

Set up your store on **KEYRPTO** and start selling your products online by using our easy-to-use listing tools.



Sit back and relax

KEYRPTO helps shopper discover your products/ services.



Hassle-free Payment

We deduct our fees after the deal is done and transfer the cryptocurrency direct to your account.

5 Key Reasons to Sell On **KEYRPTO**:

1. Shoppers Often Begin Their Search online

In the second quarter of 2017, e-commerce sales were estimated to have increased 16.3 percent from the second quarter of 2016, while

total retail sales increased by only 4.4percent in the same period. E-commerce sales in the second quarter of 2017 accounted for 8.2 percent of total sales, a number which is growing substantially every year*.

2. KEYRPTO is a Great Additional Sales Channel

While your main concern should focus on a direct relationship with your customer, KEYRPTO can become a great complement to your online business.

3. KEYRPTO Helps Shoppers Discover Your Brand

KEYRPTO exposes your business to a huge number of potential customers. Imagine the exposure of being one of the first brands to list on a dedicated cryptocurrency e-commerce platform.

4. KEYRPTO is an Open Marketplace

KEYRPTO creates a medium between seller & buyer to exchange products with cryptocurrency with minimum risk of scams and fraud to either party.

5. KEYRPTO SEO

KEYRPTO's search engine optimization algorithm is designed to maximize profits for seller and make it easy for the buyer to find products and services that they are interested in.

Your online store is your home base and **KEYRPTO** is your opportunity to reach new audiences.

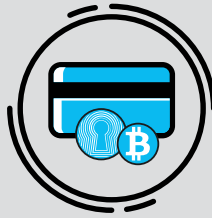
KEYRPTO ADVANTAGES FOR BUYERS

How can KEYRPTO helps you shop with cryptocurrency?



Browse in keyrpto

Browse for items / services on KEYRPTO.



Pay in cryptocurrency

Pay in major cryptocurrency to the KEYRPTO escrow.



Your order is delivered

Payment in Escrow Released upon Delivery Confirmation.

Although it is apparent that many businesses around the world have begun to accept cryptocurrency payments, there are still very few dedicated e-commerce platforms for this purpose. This is where we plan to stand apart, providing a state of the art platform that will easily transcend those currently available, taking a large market share of the ever-expanding online shopping sector.

5 Key Reasons To Buy From KEYRPTO:

1. Quick and easy payments

Paying with cryptocurrency is a very quick process, you don't even need to enter your credit/debit card details, nor your personal details. All your transactions will be secure and your personal wallet will only be accessible by yourself.

2. Comparison of Prices

It will be extremely simple to compare the prices of similar products across all stores listed on KEYRPTO. This gives you the freedom to determine which store offers the most affordable item you are going to buy.

3. 24/7 Availability

KEYRPTO's stores are open round the clock of 24/7, 7 days a week and 365 days. It is very rare to find any conventional retail stores that are open 24/7. The availability of online stores give you the freedom to shop at your own pace and convenience from the comfort of your own home.

4. Easy to Search Merchandise You Want to Buy

You are able to look for specific merchandise via search features such as model number, style, size, color, and more. In addition, it will be easy to communicate with online stores via our inbuilt messaging system if you have any more questions regarding the product.

5. Discreet purchases are easier

Some things are better done in the privacy of your own home. Cryptocurrency is ideal for these sort of transactions, and we will facilitate their use in this manner.

PLATFORM & TOKEN

KEYRPTO will be a block chain-based e-commerce platform that enables seller to accept multiple cryptocurrencies from buyers.

BUYER PROTECTION

Consumer protection is essential with any e-commerce transaction. With **KEYRPTO**, there are hundreds of potential outlets for online sales and every transaction is secured.

KEYRPTO offers buyers 100% protection against all forms of seller fraud, including:

- Failed delivery
- Delivery to an incorrect address
- Lost shipment
- Delivery of an incorrect item
- Delivery of an item which does not meet the seller's description

It is important to note that every single transaction conducted on the **KEYRPTO** platform will receive different levels of protection.

SELLER PROTECTION

Ensuring online sales are safe and secure is a challenge for merchants. Our Seller Protection Policy will protect your online sales, minimize claims and charge-backs, and help prevent buyer fraud.

KEYRPTO Payments offers 100% seller protection against fraud as well as the following features:

- Transaction monitoring 24/7
- Heavily encrypted transactions from start to finish to prevent interference or tampering.
- Processing and converting major cryptocurrencies.
- Thoroughly investigating claims and providing online support every step of the way

KEYRPTO BENEFITS



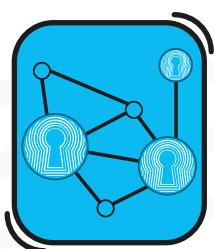
BUYER

- More variety in product offerings
- Discreet purchases
- Secure payments with major cryptocurrencies
- Special offers & discounts



SELLER

- Save in set-up & operational cost
- Easy to use listing tools
- Reach a global audience
- Start trading with major cryptocurrencies



KYT HOLDER

- 50,000 KYT required for store set-up registration
- 50% off on transaction fees
- Upgrade your store's position in our SEO through purchases using KYT
- Special offers for KYT Token holders

KEYRPTO MAIN GOALS



PLATFORM

To create a platform that will allow small business to sell their products & services with any major cryptocurrency.



TRANSACTIONS

To make transactions in this platform simple, fast, secure, and reliable.



HAPPY CLIENTELE

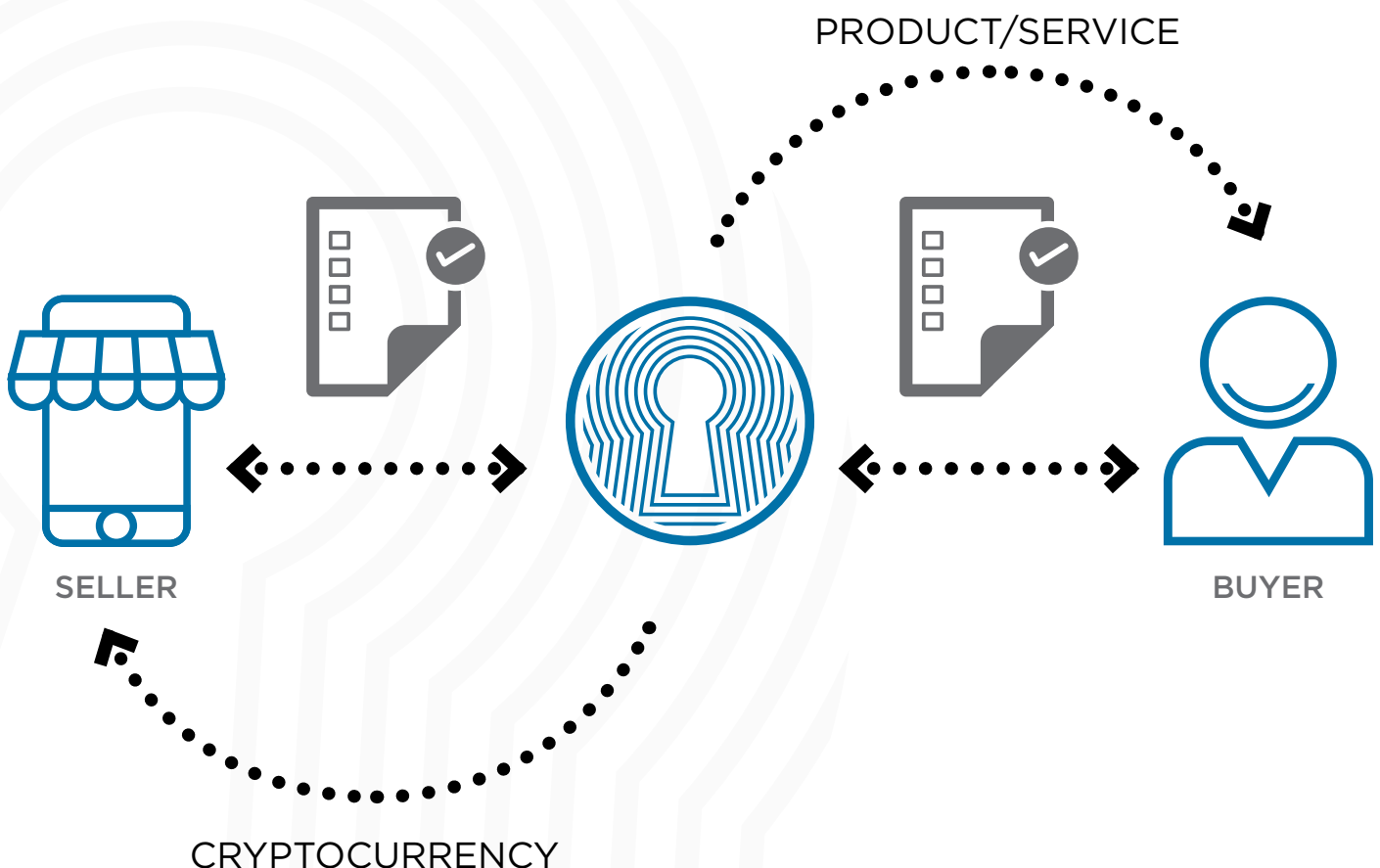
Professional services to help you through every step of buying or selling online.

PLATFORM STRUCTURE

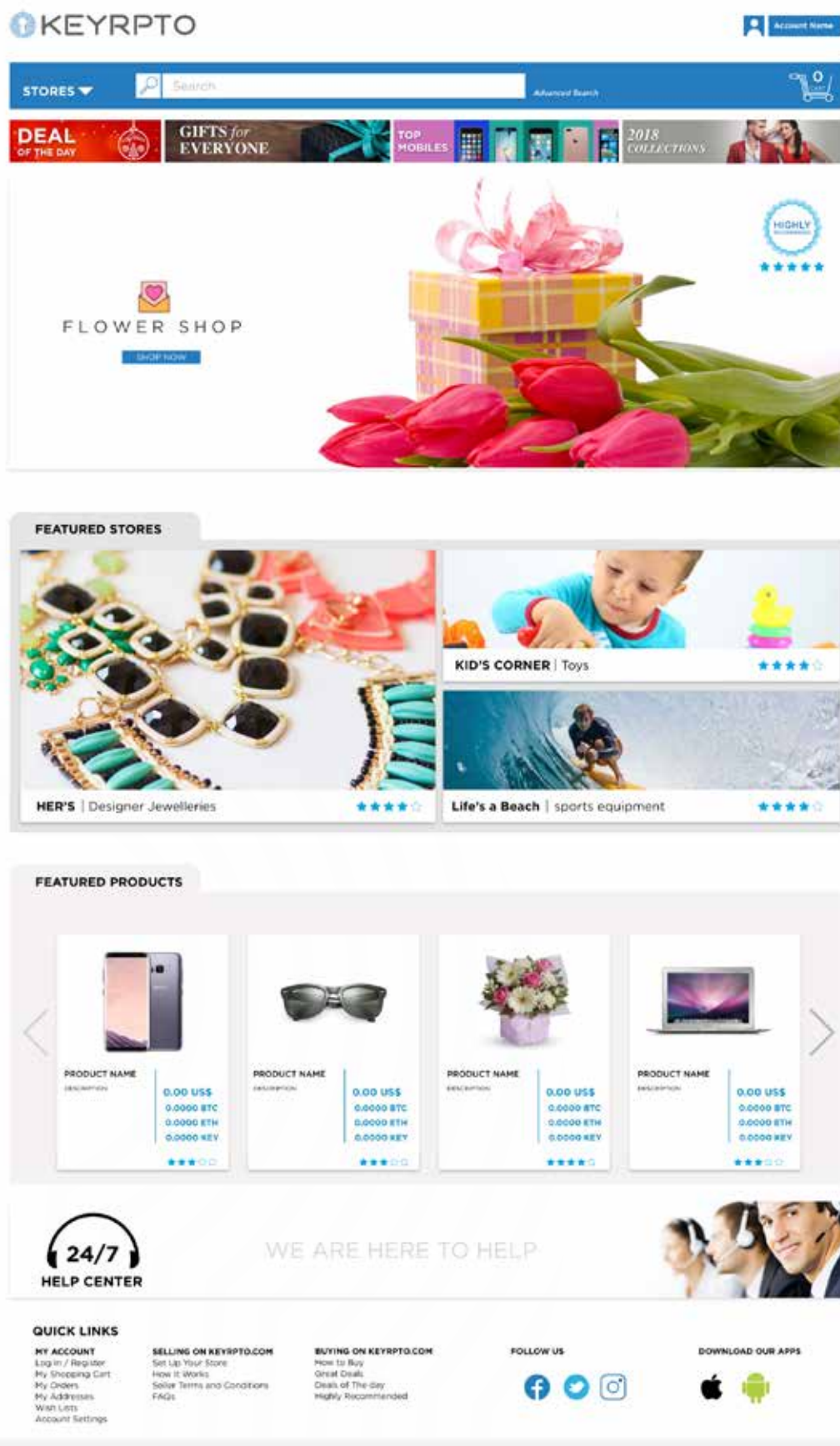
Smart contracts are self-executing contracts with predefined terms set by two or more parties being directly written into lines of code. The code and the terms contained therein exist across a distributed, decentralized blockchain network. Smart contracts permit trusted transactions and agreements to be carried out among disparate, anonymous parties without the need for a central authority, legal system, or external enforcement mechanism. They render transactions traceable, transparent, and irreversible.

Blockchain was the technology originally developed for Bitcoin, but blockchain technology has since evolved far beyond the scope of virtual currency*.

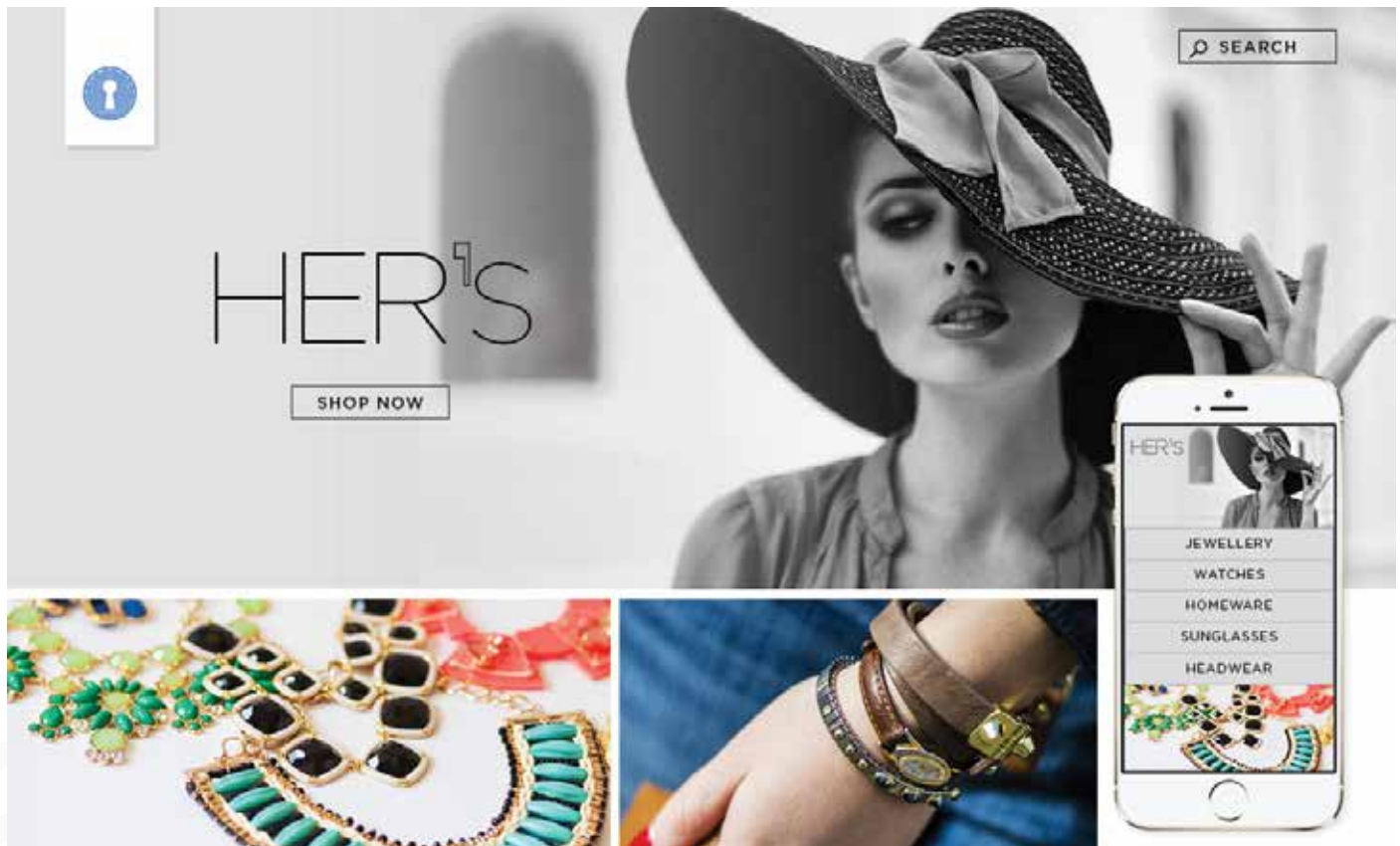
KEYRPTO smart contract rules the following aspects;



KEYRPTO PLATFORM DESIGN



KEYRPTO PLATFORM DESIGN



THE KYT TOKEN

The KYT token will be able to be spent on the platform for online store registration fees, or for purchasing of goods and/or services. In both cases payments with KYT will provide a significant discount on platform usage.

You can also sell the token in supported exchanges, or hold it for future use within our wallet or any ERC20 compatible wallet.

In addition to this, the intrinsic value of each KYT token will increase with platform usage as a burn metric will be implemented to add more value to investors.

TOKEN BURN METRIC

When using KEYRPTO, a fee will need to be paid in some circumstances. For example, when a transaction takes place, or when a seller sets up an online store. A portion of this fee (Yet to be determined) will be used to purchase and burn KYT tokens, increasing the inherent value of those remaining. This gives added incentive for investors to buy tokens and participate in the Keyrpto ecosystem.

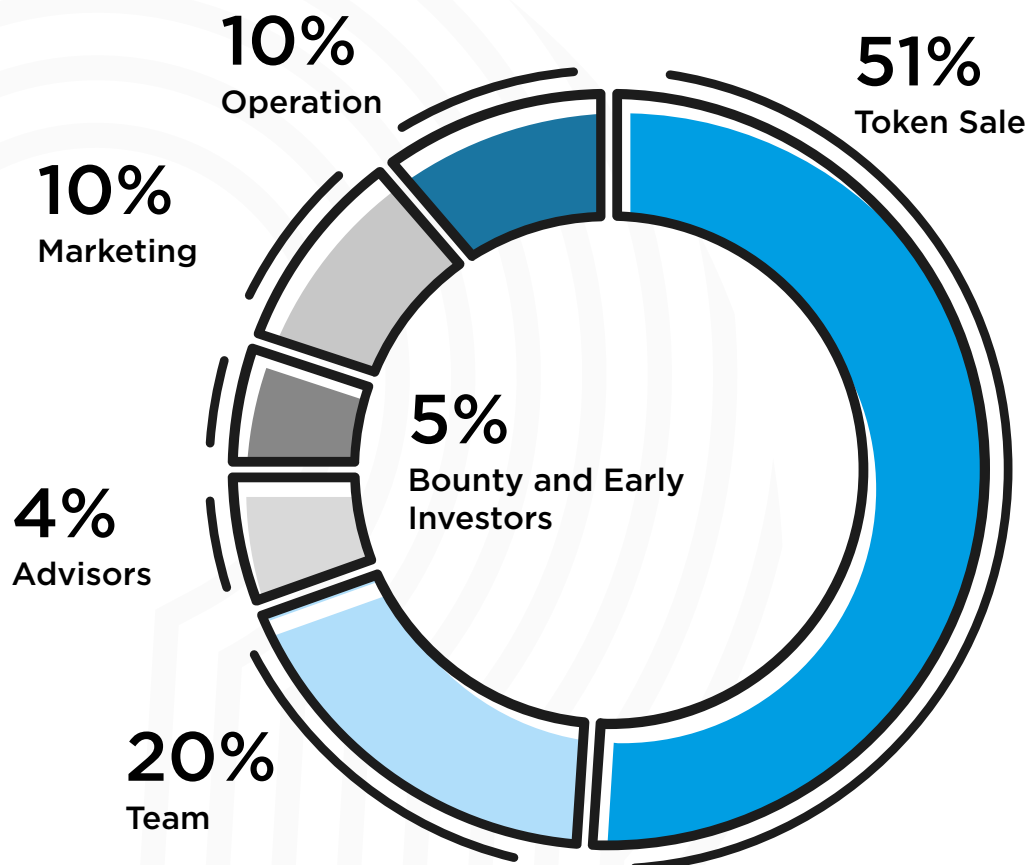
As an example, the market cap of KEYRPTO at ICO will be \$5.1million. With 510 million KYT tokens, this equates to 1 cent per token. If in 6-12 months, 255 million KEY tokens are burnt due to fees and the market cap remains the same, each token is now worth 2 cents.

To ensure the token supply does not run out, the number of tokens burnt is equivalent to the number of tokens remaining. So initially for example, 5 tokens of 25 million may be burnt in a transaction fee, but over time this amount may reduce to 0.5 tokens of 2.5 million.

TOKEN OFFERING

- KEYRPTO has its own token
- The KYT will be freely traded on crypto-exchanges
- All tokens will be created during the ICO period
- The number of tokens are limited to 1,000,000,000 KYT
- Total tokens for sale 510,000,000 KYT
- Unsold tokens during the ICO are burnt
- Team tokens will be locked for 1 year

TOKEN DISTRIBUTION



ROAD MAP

Regarding timelines for this project, the following showcases tentative milestones and target date for each phase:



JULY 2017
CONCEPT



AUGUST 2017
PROOF OF CONCEPT



OCTOBER 2017
WHITE PAPER & CONCEPT DEVELOPMENT



DECEMBER 2017
PLATFORM PROTOTYPE



JANUARY 2018
TOKEN SALE



Q1 2018
PLATFORM BETA



Q3 2018
PLATFORM LAUNCH



Q4 2018
MOBILE APP LAUNCH



Q4 2018
MARKETING CAMPAIGN



LATE 2019
GLOBAL EXPANSION

MEET OUR TEAM



OSAMA MORAD

Majored in Computer Science and Engineering. Master in E-commerce. Certified PMP, MCTS, MCITP, MCPD, MCT. He is an entrepreneur in the Blockchain space. Senior developer of Ethereum with a deep understanding of, and engineering experience, with blockchain architecture, smart contracts and consensus algorithms.



MASAUD FAISAL

Masaud is an experienced technologist and investor in Bitcoin and alt-coins. He has years of experience maintaining application IT infrastructure and data centres, with 99.99% uptime and 100% security. Masaud is responsible for deployment, quality assurance & IT security.



MOHAMED SAMIR

An independent Experience Design consultant and a multidisciplinary artist. His work focuses on user-centric data informed experience design and interaction models. Background also includes digital marketing and project management.



RONNEL CASTRO

PMP, ITIL, Microsoft Server and Infrastructure Certified, Firewalls, Network Security and Digital Communications expert. Ron has been dealing with Data Centres, Servers, Databases, Network & Communications Infrastructure for over 10 years. Providing Data Centre and Network security solutions on large organizations.

MEET OUR TEAM



CHRIS BRENNAN

Owner and founder of Cryptalk, Chris has made a name for himself in the Crypto space through his community management skills and level headedness in times of crisis. He will be across all of our social media platforms working with our community.



SWAPNIL SHARMA

Swapnil is a Top Rated PHP Expert. An accomplished PHP Developer, with a solid experience of 8 years allows him to provide the highest-quality services on his field. He developed complex and robust large scale web application using Symfony framework. He has been helping entrepreneurs and big companies all around the world to design, plan, create effective websites and provide best digital marketing solutions. He will be managing our Platform Development Team.



AMIR HASSAN

Amir has worked in Financial and Banking Domain in over 10 years, analysis, design and development of web/browser based applications accessed by bankers and non-financial. Microsoft certified professional and developer. Strong OOP concepts (Object Oriented Programming). Full system development life cycle (SDLC).



RANJAN MAZUMDER

Ranjan is a blockchain enthusiastic, he is an Internetwork expert holding +15 years of experience in designing and building very complex datacentres which specifically build to deliver financial services. He holds MSc degree in Information Technology from Middlesex University, UK. He is also an active CCIE certified by Cisco System. He is a firm believer in digital assets.

ADVISORS



SHAFRAZ NASSER
TECHNICAL ADVISOR

Expert in Customer Relationship Management Systems, Shaf spent over 10 years working in various senior IT consultancy roles for large organizations such as Telecom New Zealand, Infosys and HP Enterprise Services. And currently the Director of a large Information Technology Software and Infrastructure Team. Over these years he has specialized in using technology to help his clients achieve successful business outcomes; clients that ranged from small-medium sized enterprises to multinational corporations.



Thibault Launay
ADVISOR

Thibault Launay is a serial entrepreneur with ventures in Europe and Africa spanning a number of sectors including e-commerce (CEO and co-founder of Afrimalin.com, a leading online classifieds business in 8 African countries). He also serves as an advisor to Senditoo.com, an international mobile top-up business. He has a deep understanding of e-commerce strategy and is also a Crypto enthusiast. Thibault has a Masters degree in Asset Management/ Finance from Paris Dauphine University.



Romain Girbal
ADVISOR

Romain is a serial entrepreneur and investor, has an extensive African business experience (over 10 years spent on the continent) and expertise in sectors such as e-commerce (co-founder of www.afrimalin.com), top up transfer (Board member and investor of www.senditoo.com), e-health sector (board member and investor of www.urgencedoctors.com), and mining (CEO and co-founder of www.amrbauxite.com). Romain is very active in the crypto-currency world and a strong believer that blockchain is reshaping the world. He is graduated from HEC Paris business school and speaks French, English, Spanish and German.

DISCLAIMER

This white paper shall not and cannot be considered as an invitation to enter into an investment. It does not constitute or relate in any way nor should it be considered as an offering of securities in any jurisdiction.

This white paper does not include or contain any information or indication that might be considered as a recommendation or that might be used as a basis for any investment decision.

KYT tokens are just utility tokens which can be used only on the KEYRPTO platform and are not intended to be used as an investment.

The offering of KYT tokens on a trading platform is done in order to allow the use of the KEYRPTO platform and not for speculative purposes. The offering of KYT tokens on a trading platform does not change the legal qualification of the tokens, which remain a simple means for the use of the KEYRPTO platform and are not a security.

KEYRPTO is not to be considered as an advisor in any legal, tax or financial matters. Any information in the white paper is provided for general information purposes only and KEYRPTO does not provide any warranty as to the accuracy and completeness of this information.

KEYRPTO is not a financial intermediary according to Swiss law and is not required to obtain any authorization for Anti Money Laundering purposes.

KEYRPTO will do its utmost to launch its operations and develop the KEYRPTO platform. Anyone undertaking to acquire KYT tokens acknowledges and understands that KEYRPTO does not provide any guarantee that it will manage to achieve it. They acknowledge and understand therefore that KEYRPTO assumes no liability or responsibility for any loss or damage that would result from or relate to the incapacity

to use KYT tokens, except in case of intentional misconduct or gross negligence.

By participating in the crowdsale, the purchaser agrees to the above and in particular, they represent and warrant that they:

- have read carefully the Terms & Conditions attached to the white paper; agree to their full contents and accept to be legally bound by them;
- are authorized and have full power to purchase **KYT** tokens according to the laws that apply in their jurisdiction of domicile;
- are not a U.S. citizen, resident or entity (a “U.S. Person”) nor are they purchasing **KEYRPTO** or signing on behalf of a U.S. Person;
- are not resident in China or South Korea and nor are they purchasing **KEYRPTO** or signing on behalf of a Chinese or South Korea resident;
- live in a jurisdiction which allows KEYRPTO to sell its tokens through a crowdsale without requiring any local authorization;
- are familiar with all related regulations in the specific jurisdiction in which they are based and that purchasing cryptographic tokens in that jurisdiction is not prohibited, restricted or subject to additional conditions of any kind;
- will not use the crowdsale for any illegal activity, including but not limited to money laundering and the financing of terrorism;
- have sufficient knowledge about the nature of the cryptographic tokens and have significant experience with, and functional understanding of, the usage and intricacies of dealing with cryptographic tokens and currencies and blockchain-based systems and services;
- purchase **KYT** tokens because they wish to have access to the **KEYRPTO** platform;
- are not purchasing **KYT** tokens for the purpose of speculative investment or usage.



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All of the information presented in this whitepaper is tentative and is subject to change at any time.
None of the information herein should be construed as legal, accounting, or investment advice of any kind.