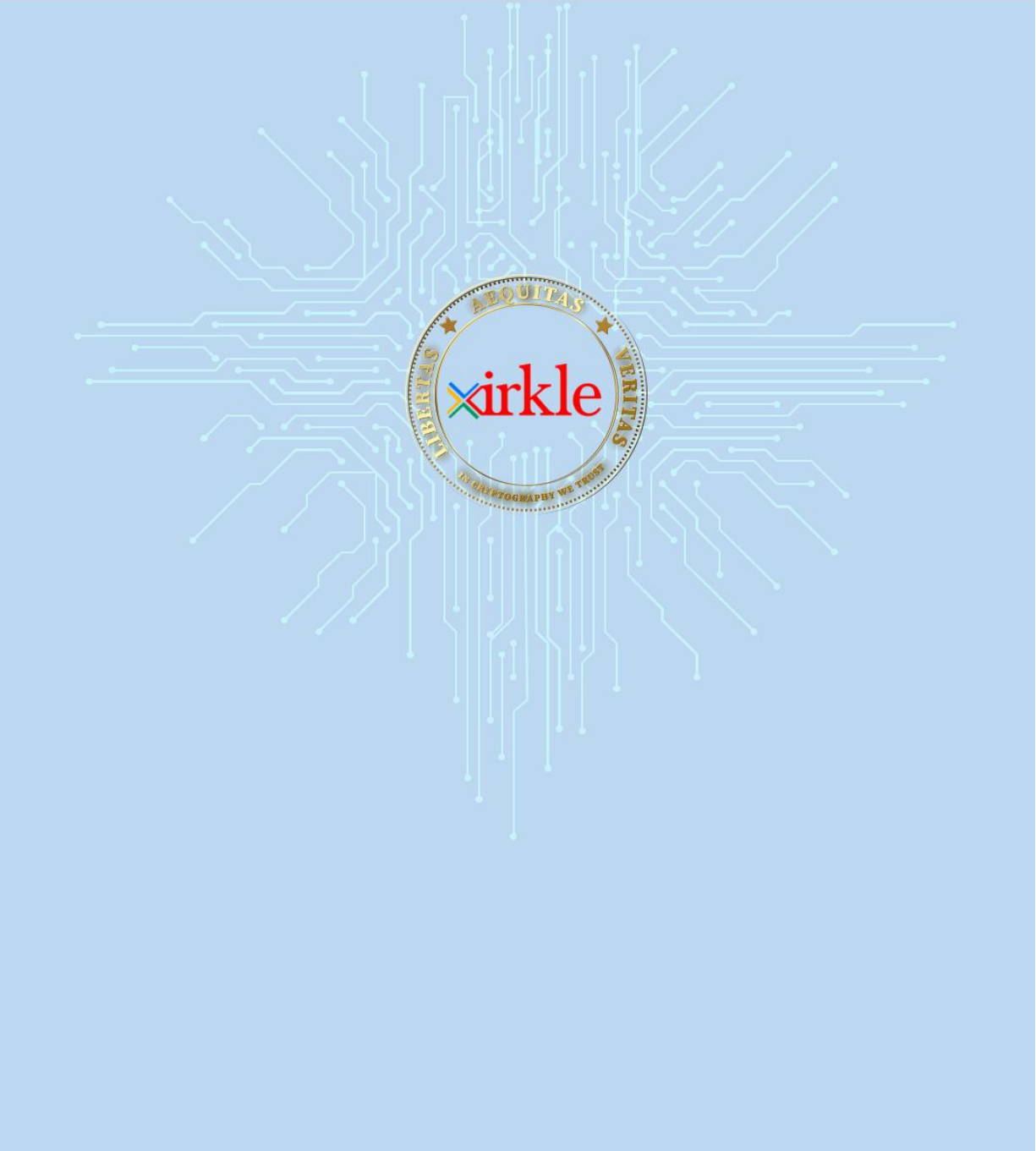
Xirkle's Official White Paper
V0.88

Believe in Good



© 2017 Xirkle LLC | Xirkle Store: https://store.xirkle.com |Search Engine: https://www.xirkle.com

Abstract

In a 2016-2017 ecommerce studies, Baymard Institute* concluded that the average shopping cart abandonment rate was 69.23% across 37 different studies. It revealed that most online customers abandoned their shopping carts because of extra high fees (S&H), shopping cart complexity, and account creation requirements. When we combined these elements, it represents a challenging experience for online customers and a loss of revenue for businesses. To curtail those recurring issues, a crypto coin called Xirkle (XIR) will be introduced to customers as an optional form of payment for products and/or services, which acts as a mechanism to incentivize and tokenize their shopping experience. Those findings allowed Xirkle to identify five methods for the acquisition and retention of customers, while increasing customer loyalty and reducing rate of attrition or churn rate. In this analysis, we'll look at the following five methods: tokenized loyalty reward points system, tokenized ecommerce store, tokenized fractional rewards on non-zero balance, tokenized account sign-up & referrals, and proactive end-to-end shopping incentives (i.e. cart alerts, soft email).

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*Baymard Institute reference: https://baymard.com/lists/cart-abandonment-rate
**Wall Street Journal: https://blogs.wsj.com/corporate-intelligence/2014/08/05/an-expensive-hack-attack-targets-148-million-breach/
***Yotpo: https://www.yotpo.com/blog/10-ways-to-improve-customer-retention/

"Money is a form of non-programmable Bitcoin that people used to use before they invented computers and cryptography." Ryan X. Charles (20 Dec 2014)

Introduction

In an ecommerce environment, all customers are required to use legacy form of payments such as credit cards, bank or ATM debit cards, and alternatives such as PayPal. These legacy systems act as a good payment gateway for the initial purchase; however, it limits the customer from exploring other viable options, which may be more secure and private.

Customers need certainty. With the strong rise of hackers and constant nation-to-nation hacking campaigns, there isn't an interconnected computer network that is truly secured and/or reliable.

***Case in point:** Target's $148 million data breach in 2013

THE WALL STREET JOURNAL.

CORPORATE INTELLIGENCE

An Expensive Hack Attack: Target's $148 Million Breach

By Tom Gara
Aug 5, 2014 1:34 pm ET

The massive breach of Target's computer systems in late 2013 was a costly one: Financial institutions alone spent more than $200 million in response to the hack, replacing millions of credit cards whose data had been compromised, while the company's Chief Information Officer and CEO both left their posts in its wake.

And today, another sign of the hack's full cost: Target says its coming second-quarter

Ad close

The people are resilient and it is business as usual. However, there surely must be a better way to conduct ecommerce without the hassle of legacy payment systems such as credit cards.

During the midst of the financial crisis of 2008, an unknown person released Bitcoin on October 31, 2008. The cryptography community embraced this "Peer-to-Peer Electronic Cash System" and released it to the world in the winter of January 2009.

This new financial paradigm was introduced to the world as **Bitcoin**. We now have the power to ensure our financial security, privacy, and liberty of choice on a peer-to-peer payment network.

Bitcoin is powered by the people, thereby its true value exists in the community. With this new financial paradigm, there's no single point of failure via hacking because it's secured, private, and decentralized. This trustless network leverages a distributed and opened ledger for transaction verification. By leveraging this ledger and a digital wallet, a customer can send crypto coins to a merchant for a desired product or service. Or send a crypto coin to a friend, family, or anyone else with a digital wallet. Plus, its market and value-driven, which makes this crypto coin tradable on those centralized crypto coin exchanges. In practice, a crypto coin's value may vary over time.

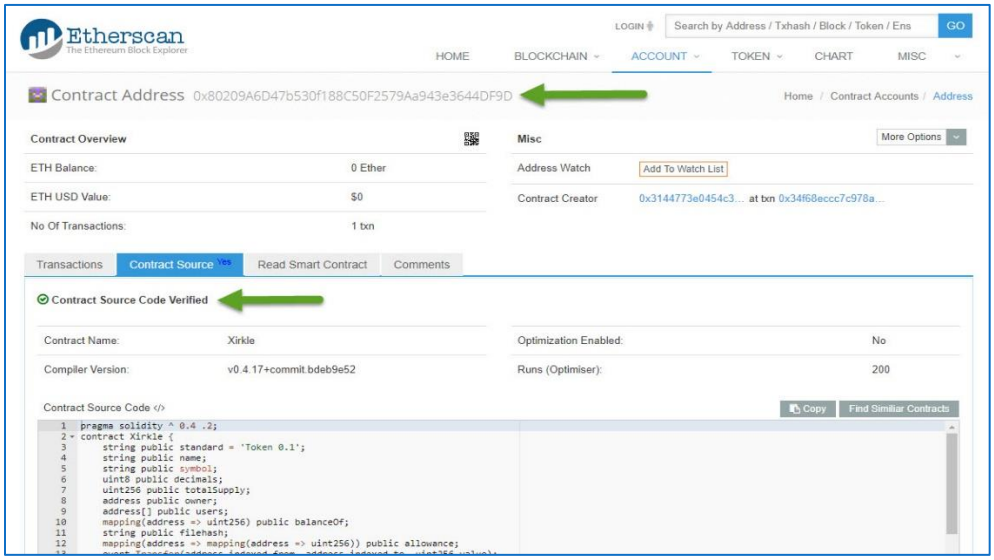
"It might make sense just to get some in case it catches on. If enough people think the same way, that becomes a self-fulfilling prophecy." Satoshi Nakamoto, Bitcoin creator 1/17/2009

What is the Xirkle (XIR) Token?

Xirkle (XIR) is a non-security digital proof-of-stake (ERC20 compliant) Ethereum based crypto coin and/or token, which was created for ecommerce transactions on store.xirkle.com. The XIR token and other crypto coins can be bought, sold, and traded against other crypto coins and/or tokens. Its true value will be determined by the market on those crypto coin exchanges; it's not legal tender. Since it's not legal tender and not issued by a government, it's not a "virtual currency" either. However, it does represent a secured and reliable way to conduct ecommerce transaction privately. XIR was built on a decentralized peer-to-peer (P2P) Ethereum blockchain platform called Proof. In the Proof exchange, it allows the purchase of validated real estate assets using their blockchain; however, they also allowed the creation of ERC20 smart contracts on their platform.

Going forward, Xirkle (XIR) tokens may serve as a generally accepted all-purpose crypto coin for daily usage via other websites, apps, and dapps and its corresponding digital products or services on community chat, social media, and online or offline payments. XIR will also serve as a transactional element within the Xirkle systems and/or other digital channels.

Illustration 1.0: Etherscan.io: source code verified



Xirkle Explorer: https://etherscan.io/address/0x80209a6d47b530f188c50f2579aa943e3644df9d
Xirkle Contract Address: 0x80209A6D47b530f188C50F2579Aa943e3644DF9D
Note: DO NOT send any ETH or BTC to our contract token address. It will be lost forever.

There are three ways to create a free and new Ethereum address & wallet:

1. MyEtherWallet (no download needed)
2. MetaMask (Firefox and Chrome browser add-on)
3. Mist (Desktop)

Use Case #1: Using XIR to Acquire & Retain Customers

The Xirkle (XIR) token is a secured and optional form of payment for the Xirkle store. On a high level, its primary function is to facilitate instant and trustless ecommerce transactions, while the system will reward customers for paying with the XIR tokens and/or points instead of a credit card.

For now, the XIR loyalty reward points has been integrated into the Xirkle store using a minimum viable product (MVP) methodology point system excluding the fractional XIR token element. This reward points allow online customers to receive automatic discounts on all current products and/or future products and services. After its release, our Xirkle store allows online customers to receive fractional XIR tokens on a monthly basis for simply storing XIR tokens and/or reward points. Basically, Xirkle's loyalty reward points system will automatically reward online customers for signing up, referring friends and family, shopping on our store, and storing XIR tokens and/or reward points in their account. Standard accounts on Xirkle store are free. No purchase is required to receive the initial 10 XIR reward points for new accounts. One account per customer.

Illustration 2.0: Xirkle (XIR) Base Earning Ratio & Proof of Work for Reward Points

Base Earning Ratio	Effective Value
Customers in the base tier must spend	Customers in the base tier earn
$20.0000	$0.2000
to earn one point.	in point value for every dollar they spend.

In this base earnings ratio, a customer must spend $20 to earn 1 XIR reward point, which is equivalent to $0.20 USD. XIR reward points are calculated by the shopping cart to the nearest whole number and it's cumulative based upon one's total order excluding shipping & handling.

For example, if Mary Jane purchased a Canon Ps Elph 360 shown below for $267.99 on the Xirkle store, she would earn 13 XIR Rewards, which is equivalent to $2.60 USD.

- Share Xirkle store with friends and family, and earn 2 XIR reward points for referral signups.
- Share Xirkle store on Facebook & Twitter, and earn 2 XIR reward points.
- Sign-up with Xirkle store, and earn 10 XIR reward points or $2 (no purchase required)
- XIR reward points does not expire and has no limited on how much one can earn.
- XIR reward points are non-transferable, non-tradable and not redeemable for cash or store credit.

Use Case #2: Using XIR to Reduce Shopping Cart Abandonment

With so many e-tailers on the internet, one would think that online shopping would be easier and more rewarding; however, this is not the case. In fact, most online customers will figuratively have to work very hard to find the best products and prices. Most online shoppers are faced with too many choices, which may lead to indecision and/or shopping cart abandonment. Even after the shopper has purchased their desired product or service, the overall customer service experience tends to erode over time. Consequently, the shopper may eventually leave and seek out other e-tailers because they want a better shopping experience.

According to a 2015 yotpo.com research study, returning shoppers spend 3x times more than one-time shoppers. The Xirkle store will leverage this finding by using our reward points system to automatically reward those 14.77% returning shoppers with redeemable points, and after its release, distribute our fractional XIR tokens to our customers, which are easily redeemable for discounts at checkout. All customers with an active non-zero token balance in Xirkle store account will receive fractional XIR tokens even if they don't shop. In practice, Xirkle is paying customers to shop on our store with our reward points and fractional token loyalty system. The actual value of the XIR token will vary contingent on market conditions, which will affect the distributed amount.

Customer retention is top of mind for the Xirkle store. With this in mind, we aim to provide great customer service, while providing reasonably priced consumer products and services. Our success is greatly dependent upon our customer's happiness and their willingness to return to our store.

With this said, our store has been tailored to help customers find products quickly. Plus, our no registration checkout process makes it even easier to checkout with our free 3-day shipping and handling. Guest checkout made easy.

Forgot to checkout with your shopping cart items? No worries! We'll send you an alert via email.

Xirkle's Roadmap for 2017 & 2018

Project Crypto — Discussed crypto coin project with potential partners
- January 2017

Draft an action plan — Created an ecommerce draft to tokenize Xirkle.com
- February 2017

Identify distributors — Researched potential consumer products distributors
- March 2017

Xirkle Store — Built an ecommerce store with 25,000+ consumer products
- July 2017

Xirkle (XIR) Token — Created, configured, and tested ERC20 compliant smart contract
- August 2017

Loyalty rewards — Created, configured, and tested loyalty reward points system
- September 2017

Crypto exchanges — Submitted Xirkle (XIR) token to some crypto coin exchanges
- October 2017

Sales & Marketing — Evangelize Xirkle (XIR) token & partner with other communities
- November 2017

Loyalty rewards — Add natural & organic food and consumable distributors
- December 2017

Despite its' chronological order, those completed agile projects in 2017 either happened in parallel or in conjunction with other projects in the same month.

Early adopters of crypto coins will pave the way. For Q4:2017 and going into 2018, we will focus on building a community of customers that wants to adopt a new way of paying for products and/or services via Xirkle. For 2018, we're working on a pre-paid debit card, a tokenized paid search advertising suite, and a blockchain agnostic app and/or hardware device to store your crypto coins.

Approximated Distribution of Funding

Nearly 60% of Xirkle (XIR) tokens will be reserved for qualitative R&D	
Qualitative R&D, Acquisitions	60% of 88M tokens will be about 52.8M tokens

Nearly 23.9% of Xirkle (XIR) tokens will be released to crypto coin exchanges	
Crypto coin exchanges	23.9% of 88M tokens will be about 21M tokens

Nearly 10% of Xirkle (XIR) tokens will be used for business as usual	
B.O.D, staff, business activities	10% of 88M XIR tokens will be about 8.8M tokens

Nearly 3% of Xirkle (XIR) tokens will be used for Board of Advisors	
Board of Advisors	3% of 88M XIR tokens will be about 2.64M tokens

Nearly 3% of Xirkle (XIR) tokens will be used for bounty hunters	
Xirkle (XIR) Bounty Hunters	3% of 88M XIR tokens will be about 2.64M tokens

Nearly 0.1% of Xirkle (XIR) tokens will be used for charity	
NGO and non-profits	0.1% of 88M XIR tokens will be about 880K tokens

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Legal

This whitepaper was developed for regular customers, potential investors, and crypto coin traders. If one is a non-accredited investor, it's highly recommended that one seeks the advice of a financial expert or someone with more experience in crypto coins.

Depending on one's location in the world, the Xirkle store and its corresponding XIR crypto coin may not be accessible across all devices. Xirkle cannot advise the user on this matter further.

In our structure and our platform, out team will aim to be transparent and flexible to suit different jurisdictions. Legal status of XIR tokens: XIR token – is not a security and is made only to be used within our platforms (i.e. ecommerce store, search engine, paid search advertising suite, social media community). XIR tokens are non-refundable after the purchase. The tokens are sold as intangible digital assets. It is not recommended to purchase XIR tokens if do not have enough experience in the blockchain-based software and to use XIR tokens for investment speculation.

All token holder(s) understands that this tokenized crypto coin is a new and relatively untested exchange medium. Token holder(s) therefore understands that token issuer cannot predict how the value of the tokenized value will change, the consumer demand for the token, technical difficulties in or modification to the peer-to-peer blockchain network, change of regulations, and all other obstacles that a peer-to-peer blockchain network might face. All token holder(s) affirmatively represents that he/she is a sophisticated blockchain users and therefore knowingly assumes all known and unknown risk of loss. All token holder(s) has no recourse whatsoever against token issuer for damages or liability suffered by token holder(s) due to the market condition or whatsoever causes beyond our control. **Since this loyalty reward system may be used by customers in different countries and states and its corresponding laws, it is void where prohibited by law.**

The **Xirkle** (XIR) Token Information (Send 1 ETH to our Wallet Address)

- **Symbol:** XIR
- **Price:** $88 per token (1 ETH = 3.93 XIR tokens) Actual XIR amount may vary daily.
- **Maximum Available Supply:** 88,000,000 tokens
- **Re-issuable:** No
- **Tradable:** Yes
- **Wallet Address:** 0xd541e0856b0abed8f9bc9093f924aecfaea67525

SEND ETHER TO ADDRESS BELOW

0xd541e0856b0abed8f9bc9093f924aecfaea67525

Using CoinBase app or other crypto coin app, select your ETH wallet, send 1 ETH, and scan this QR code. Send it.