



**Turung**  
Make it possible !



**WHITE PAPER**

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# 1. INTRODUCTION

## 1.1 Background

The Turung project recognizes the evolving commerce landscape, where an increasing number of businesses seek to establish an online presence. However, the transition to digital commerce is challenging for traditional businesses, primarily due to their limited reach and unfamiliarity with cryptocurrencies.

## 1.2 Objectives

The primary objective of Turung is to empower traditional businesses by providing them with the necessary tools and infrastructure to seamlessly transition into the digital age. This entails enabling online operations, integrating crypto-fiat payments, and enhancing customer engagement.

## 1.3 Challenges in the Commerce Landscape

Traditional businesses face challenges such as inadequate online reach, limited acceptance of cryptocurrencies, and difficulties in managing both online and offline operations. Turung aims to address these challenges through its innovative approach.

Turung is a pioneering platform designed to address the evolving landscape of commerce, especially in a world where the majority of offline businesses do not have dedicated online stores. Instead, many businesses rely on social media platforms like Facebook, LinkedIn, Twitter, Instagram, TikTok, and others to sell their products and services. This transition to online selling is crucial, given that younger individuals are increasingly becoming the primary consumers of online products and services. Experts predict that by 2040, more than 90% of sales will occur online.

One of the critical challenges in this digital shift is enabling cross-border payments, as this can significantly enhance access to products and services in both rural and urban areas across different regions. Cryptocurrency is widely seen as the future of money and is considered one of the most revolutionary introductions to the global financial industry. One of the groundbreaking aspects of cryptocurrency is its peer-to-peer (P2P) nature, allowing businesses to provide fiat liquidity and thereby further its adoption.

With an abundance of fiat liquidity held by businesses, Turung believes that the true revolutionary potential of cryptocurrency lies in its P2P concept. This concept allows businesses to serve as over-the-counter (OTC) platforms for converting cryptocurrencies into fiat currency, all through a single transaction fee. This innovation can reduce the inefficiencies and costs associated with multiple conversion processes, making crypto-fiat payments easy, fast, and convenient. As a result, traditional stores and local businesses can gain access to the trillion-dollar crypto market.

## 2. VISION AND MISSION

### 2.1 Vision

Turung envisions a future where traditional businesses can effortlessly adapt to the digital economy. By merging blockchain technology and commerce, we strive to provide a platform that nurtures growth and innovation for businesses of all sizes.

### 2.2 Mission

Our mission is to simplify the integration of traditional commerce with blockchain technology, allowing businesses to thrive in the digital era. We aspire to provide an inclusive and user-friendly platform that fosters growth, efficiency, and financial inclusivity.

### 2.3 Core Values

- **Inclusivity:** We are committed to making the digital economy accessible to all businesses, irrespective of their scale or nature.
- **Innovation:** We continuously strive to innovate and stay ahead in the fast-paced technology landscape, offering the best solutions to our users.
- **Transparency:** Open communication and complete transparency are fundamental to all our operations and decision-making processes.

## 4. TECHNOLOGY STACK

### 4.1 Blockchain Platforms

Turung leverages the capabilities of prominent BSC Smartchain platforms, ensuring secure, transparent, and efficient transactions within the ecosystem.

### 4.2 Consensus Algorithms

To validate and secure transactions, Turung employs advanced consensus algorithms, guaranteeing the integrity of its payment system.

### 4.3 Smart Contract Languages

Smart contracts, implemented through a specific smart contract language, form an essential part of Turung's system. They automate transactions and agreements, enhancing the efficiency and reliability of the platform.

## 5. ARCHITECTURE AND DESIGN

### 5.1 System Component

The Turung platform is composed of several integral components. The User Interface (UI) provides a seamless experience for both businesses and customers. Payment gateways facilitate smooth transactions, while smart contract modules govern payment logic. A decentralized database ensures security and transparency, and an analytics engine offers insights for better decision-making.

### 5.2 Data Structures

To efficiently manage data, Turung employs a robust data structure. It allows for the organized storage and retrieval of transaction records, user information, product catalogs, and other essential data. This structure ensures quick access to critical data, enhancing the platform's performance.

### 5.3 System Interactions

Turung's architecture emphasizes seamless interactions. The user interacts with the UI, triggering processes that involve payment gateways, smart contract execution, and data storage. These interactions ensure a smooth and intuitive user experience.

## 6. TURUpay: THE PAYMENT SYSTEM

### 6.1 TURUpay Overview

TURUpay is a decentralized payment system at the core of Turung. It facilitates transactions by allowing businesses to accept payments in both cryptocurrencies and fiat currencies. TURUpay acts as a bridge between traditional and digital currencies, simplifying transactions.

### 6.2 Features

TURUpay boasts several features, including real-time conversion rates, multi-currency support, low transaction fees, and an intuitive user interface. These features ensure a seamless and efficient payment process.

### 6.3 How TURUpay Facilitates Payments

TURUpay simplifies transactions by instantly converting cryptocurrency payments into the desired fiat currency, mitigating the volatility risk associated with crypto transactions. This swift conversion process enhances convenience for both businesses and customers.

## 7. USE CASES AND APPLICATIONS

### 7.1 Online Stores

Turung provides online stores with a comprehensive platform to manage their online operations, accept crypto and fiat payments, and engage with a broader customer base. With TURUpay, online stores can cater to a global audience efficiently.

### 7.2 Retail Businesses

For brick-and-mortar retail businesses, Turung offers a means to expand their reach beyond physical stores. By enabling them to build and manage their customers online, and accepting cryptocurrencies through TURUpay, they tap into a new customer segment and benefit from the ease of digital transactions.

### 7.3 Service Providers

Service providers, such as freelancers and consultants, can utilize Turung to accept payments for their services. TURUpay allows them to diversify their payment options, attracting clients from around the world.



## 8. TOKENOMICS

### 8.1 Token Name, Symbol, and total supply and presale details:

Turung will sell only 1% of the total supply of its native tokens before product launch to investors in order to raise funds for the project development through different investment stages mapped below.

**Token name** - Turu Transaction Power Token

**Token symbol** - TXPR

**Total token supply** - 2,000,000,000 TXPR

**Token price at community stage pre-sale** - USD \$0.07.

Starts 2nd October, 2023

Closes 3rd November 2023

**Token price at private stage pre-sale** - USD \$0.10,

Starts 20th November, 2023

Closes 21st December 2023

**Token price at product launch** - USD \$0.20

NGN - 180

ZAR - 4.42

**Presale exchange option** - BNB & USDT

### 8.2 Token Utility /locked tokens

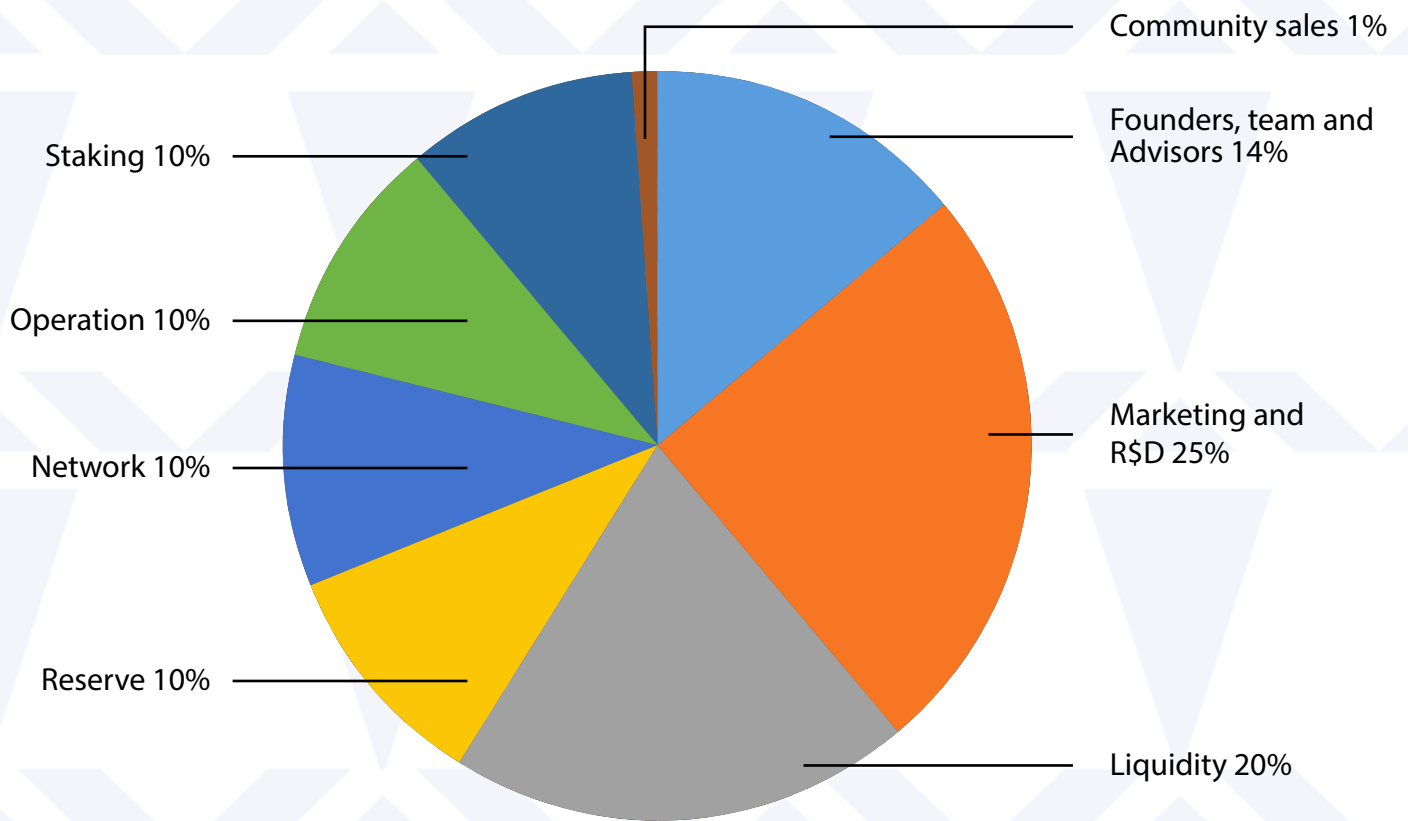
TXPR is a utility token within the Turung ecosystem. It facilitates transaction fees, incentivizes users and enhances liquidity within the platform as payment option.

Token locked period (only 50% of token allocated to founders will be sold on product launch, while the remaining will be accessible in 2yrs)

### 8.3 Token Distribution

The initial distribution of TXPR tokens includes allocations for the Team, advisors, Marketing and R&D, Staking, Liquidity, network, operation, the community and reserve. A transparent distribution model ensures a fair and widespread allocation. Less than 1% of the total token supply will be sold before the project launch. Revenues generated during the token sale will be used to fund the project development

## TOKEN DISTRIBUTION %





## 9. ROADMAP

### Q4 2023

#### **Initialization**

TXPR token on Binance Smart Chain, Community and Team Building, token listing on exchanges

### Q1 2024

#### **Product Launch**

Smartstore (beta) launch, Reception feature launch, Registration/trademark and licensing, and Partnership with exchanges.

### Q2 2024

#### **Partnership and Marketing**

Partnership with betting platforms, payment system, sports/games clubs and Multi-Level Marketing (MLM) selling feature launch.

### Q3 2024

#### **Expansion**

Turung hardware (POS + NFC + CARD), TURUNG pad feature, and official sports sponsor.

### 9.1 Past Milestones

- Turung idea conceptualization of the platform
- Whitepaper development
- Project landing page development
- Project community handles creation
- Prototype Development
- Development of project tokens TXPR



# Turung

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