



**GLOBAL CPQ**

Global Enterprise Procurement Platform  
Built on Blockchain Technology  
Designed for Cross-Border Transactions

**SPEND LESS TIME QUOTING. MORE TIME CLOSING.**

**WHITE PAPER**

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## **A Message from Our Leadership**

Hello Everyone!

Greetings and thank you for taking the time to read or download (or both!) the official Global CPQ White Paper. We appreciate your interest in our exciting project.

Our forward-thinking concept of a revolutionized way for large global enterprise organizations conduct business with one another is going to change the business landscape forever. We are extremely excited about the future of our platform and our overall vision, and we hope at the end of reading this document, you'll be as excited as we are about the amazing things the Global CPQ Platform could possibly do.

When my brother Shamus and I founded Global CPQ, we had one vision in mind:

***To make the Global CPQ Platform the universally recognized standard platform for B2B sales and procurement for every global business in the world.***

We envision that having a GCPQ ID would be almost a prerequisite for all businesses hoping to operate competitively at the global level. Your GCPQ ID would be equivalent to your company's tax ID or D&B code. A businesses GCPQ profile and seller/buyer reputation would act as a qualifier for potential business partners, and would help determine what business opportunities companies have access to.

**These are lofty goals. We like that.**

As Chief Operating Officer of our company, I'm involved in every aspect of our business. I can tell you first hand that our fantastic team is doing some very exciting work, and the results of their work will change the enterprise sales and procurement ecommerce landscape forever.

Today, large enterprise organizations already face many challenges when it comes to delivering timely quotes for complex orders to their customers. Deals die with time, and businesses are already trying to find time to weed through the complexity of their internal technology and business application systems to automate quote-to-cash processes to gain an edge.

**Enter Cryptocurrencies...**

Imagine a world in the not too distant future, where thousands of digital and fiat currencies must coexist effectively. Countries and governments and corporations will all have their own preferred currencies of choice. Any business that hopes to conduct cross border transactions will have adjust to this new environment.



Organizations will want to conduct business in their preferred currency of choice. Buyers and sellers will be lost in a sea of pricing information, with no singular agreed upon source of the truth, and no analytics to back up the findings. The amount of time it takes to effectively produce a quote for customers will increase with this complexity, and those who fall behind will be left in the dust by their savvier competitors.

**Current IT systems are not ready for cryptocurrencies**, and they will not be able to change their systems overnight.

**It's like moving an aircraft carrier.**

If businesses do not adapt to this new digital currency and blockchain technology driven market, they will be crushed by their competitors. Early adopters will win. Late bloomers will lose market share and risk being eliminated.

**Businesses will need to bridge the technology gap. Global CPQ is that bridge.**

With machine learning and intelligent pricing data from digital and fiat currency exchanges all around the world, integrated customer and product data from your CRM and ERP, and Smart Contracts and blockchain technology, our system will be able to help both buyers and sellers all around the world navigate the complex pricing market.

We are excited to share more details on our project, the products we are building, and vision we hope to achieve. We hope you find the contents of this white paper to be easy to consume and informative. We also hope that at the end of reading our white paper, you will have a great understanding of our business and the products we are building.

Thank you again for your interest in our company. We encourage you to follow us on Twitter at <https://twitter.com/GlobalCPQ> and join our community on Reddit at <https://www.reddit.com/r/GlobalCPQCommunity/>. If you have any questions about our company, products, roadmap, team, or our upcoming token sale, please do not hesitate to contact us at either [pete@globalcpq.com](mailto:pete@globalcpq.com) or [shamus@globalcpq.com](mailto:shamus@globalcpq.com).

Let's tackle change at the enterprise level together.

Sincerely,

*Pete Hogan*

Pete Hogan

Chief Operating Officer

Global CPQ

[pete@globalcpq.com](mailto:pete@globalcpq.com)

[www.globalcpq.com](http://www.globalcpq.com)



## DISCLAIMER OF LIABILITY

You must read the following disclaimer of liability very carefully before proceeding with the remainder of this document or visiting our website at <https://www.globalcpq.com>.

The purpose of this White Paper is to present a compelling argument in favor of The Global CPQ Platform, to inform interested parties of the upcoming CPQ Token Sale Event to raise funds for Global CPQ, and to provide potential token holders with information regarding the token and the proposed token sale. The information set forth below may not be exhaustive and does not imply any elements of a contractual relationship. It's sole purpose is to provide relevant and reasonable information to potential token holders in order for them to determine whether to undertake a thorough analysis of the company with the intent of purchasing CPQ Tokens.

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Global CPQ does in no way provide exchange of utility tokens for fiat currency. Global CPQ also does not provide custodial or wallet services for the tokens.

Residents of countries, territories, lands, or any other location that do not allow the exchange of utility tokens should not read this document or the associated website at <https://www.globalcpq.com> and are not permitted to participate in the token sale.

Global CPQ expressly disclaims any and all responsibility for any direct, special, incidental, or consequential loss or damage of any kind whatsoever arising directly or indirectly from:

(i) reliance on any information contained in this document, (ii) any error, omission or inaccuracy in any such information or (iii) any action resulting therefrom, (iv) usage or acquisition of products, available through the website. By using the website, you acknowledge and agree that, to the extent permitted by law, you will hold Global CPQ and any past, present and future employees, officers, directors, contractors, consultants, agents, and representatives thereof harmless for any such loss or damages.

CPQ Token is a utility token. This product is not a digital currency, security, stock, share, commodity, or any other kind of financial instrument and has not been registered under the Securities Act, the securities laws of any state of the United States or the securities laws of any other country, including the securities laws of any jurisdiction in which a potential token holder is a resident.

CPQ Token cannot be used for any purposes other than those provided in the White Paper, including but not limited to, any investment, speculative or other financial purposes.

CPQ Token confers no other rights in any form, including but not limited to any ownership, distribution (including but not limited to profit), redemption, liquidation, proprietary (including all forms of intellectual property), or other financial or legal rights, other than those specifically described in the White Paper.

Certain statements, estimates and financial information contained in this White Paper constitute forward-looking statements or information. Such forward-looking statements or information involve known and unknown risks and uncertainties, which may cause actual events or results to differ materially from the estimates or the results implied or expressed in such forward-looking statements. White Paper can be modified to provide more detailed information.

This English language White Paper is the primary official source of information about the CPQ Token. The information contained herein may from time to time be translated into other languages or used in the course of written or verbal communications with existing and prospective customers, partners etc. In the course of such translation or communication some of the information contained may be lost, corrupted or misrepresented. The accuracy of such alternative communications cannot be guaranteed. In the event of any conflicts or inconsistencies between such translations and communications and this official English language White Paper, the provisions of this English language original document shall prevail.



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# 1.1 Executive Summary

This white paper has been written for the purpose of acting as the authoritative report on the forward-looking vision of the founders of Global CPQ and the Global CPQ Platform. This document is intended to be a clear and concise high-level perspective of the current challenges that exist in the ever changing and highly complex enterprise sales and procurement software industry and our team's proposed proposed high-level solution.

## 1.2 Introduction

### 1.2.1 The Future of Enterprise Sales and Procurement

The enterprise procurement software landscape has made a significant shift over the past 5+ years. In the past, enterprise procurement software was designed and built with a focus on the buying organization's (customers/buyers) key interests and goals, but with little or no focus on the interests and goals of the selling organization (salespeople/sellers).

In recent years, the emergence of Configure-Price-Quote (CPQ) technology has enabled selling organizations and the salespeople at these organizations the ability to provide customers more accurate real-time pricing, streamlined approval processes, and faster quote-to-cash cycles.

With the emergence of digital currencies into the global marketplace, these processes will become highly complex and organizations on both sides (buyers and sellers) will need to reconsider the way they are handling price quotes and sales cycles for cross-border transactions. Quotes will need to be based on not only the existing currency exchange considerations, but also based upon the digital currency of preference for buyers and sellers.

### 1.2.2 What is Global CPQ

The Global CPQ Platform will merges traditional existing CPQ software functionality and processes with the forward-thinking digital currency marketplace of the future. The Global CPQ Platform is a global B2B quote-to-cash optimization and intelligent pricing platform built upon blockchain technology, leveraging smart contracts and enabling safe, secure, and frictionless cross-border enterprise transactions.

Our platform is a subscription based cloud software-as-a-service platform. Global CPQ customers will be able to use the Global CPQ Platform to conduct full life-cycle enterprise B2B cross-border/multi-currency smart contract transactions.





## 1.3 The Challenge

**The Enterprise is Not Ready for Cryptocurrencies. Large Organizations Must Adapt or Face Possible Extinction.**



**Cryptocurrencies are here to stay, and current enterprise IT business applications cannot support them.**

At the time of the writing of this white paper, there are nearly 1,400 recognized cryptocurrencies in circulation. Countries and governments and businesses are all adopting cryptocurrency options and your business needs to do the same in order to be competitive.

In order to effectively integrate large enterprise organizations current technology systems with the emerging blockchain technologies, while integrating with the disparate multi-currency systems of countries and organizations all around the world on different platforms and using different digital currencies, **there will need to be a bridge to cover the gaps in these disparate systems.**





Access to real-time pricing data will become even more critical than it is today, and the complexity of the pricing data on the various currency options will continue to grow exponentially.

## **Buyers and sellers will want the flexibility to conduct transactions using the currency of their choice.**

Salespeople across the globe will need access to cloud based intelligence systems in order to accurately set the right prices to get sales or contracts executed quickly and efficiently.



Large enterprise organizations naturally face more challenges than smaller organizations do when it comes to adopting process and technology changes, and in the digital currency marketplace, these larger organizations will be operating on multiple technology CRM and ERP systems that will need to be fully integrated with third party blockchain technology systems in order to avoid gaps in business operations and maintain a competitive position in the marketplace.

## **Time Kills All Deals. Stop Wasting Time With Price Quotes that Fall Flat.**





## 1.4 The Solution

**The Global CPQ Platform will revolutionize the way large global enterprise companies conduct buying and selling activities in the age of blockchain technology and digital currency.**



The Global CPQ Platform is positioned to be the single sales and procurement portal of choice for enterprise organizations. The Global CPQ Platform is a custom built Configure-Price-Quote (CPQ) platform designed around smart contracts and blockchain technology, and will seamlessly integrate with existing CRM and ERP systems to enable **real-time global multi-currency market data and pricing intelligence, actionable selling analytics, incentive programs, and customer and country specific considerations.**



The power of the Global CPQ Platform lies in the **Intelligent Pricing** engine. Our highly advanced Intelligent Pricing algorithms are designed to learn and adapt over time, producing Artificial Intelligence output and analytics that evolve along with the market and the business world.



## 1.5 CPQ Token Overview

**DEFINE:** A CPQ Token is not a security, share, stock, commodity, or any other financial instrument of any kind. A CPQ Token is an ERC20 protocol token built on the Ethereum blockchain, and is commonly referred to as either a Protocol Token or a Utility Token.

**USE:** In the event that the Global CPQ Platform goes-live, CPQ Token holders will be able to utilize their CPQ Tokens to purchase either licensing fees for access to the subscription-based Global CPQ Platform software or for advertising and events hosting within the Global CPQ customer and partner ecosystem.

**EARN:** During the development phase of the Global CPQ Platform, the Celereum Portal will offer developers and engineers from all around the world to contribute to the technology in return for rewards in the form of CPQ Tokens. The details of this reward program will be published at the time of the release of the CPQ Token and the associated Celereum Portal.

Although similar protocol/utility tokens are often bought and sold in secondary markets, and that may be the case at some point in the future with regards to the CPQ Token, that is not the intended goal of the Token Sale, and buyers of CPQ Tokens should not consider CPQ Tokens security tokens. CPQ Tokens are not representative of any ownership of our company, Global CPQ, and any of our associated products, property or intellectual property, partnerships, clients, and business operations. CPQ Tokens offer no guarantee or promise of any future increase in value of any kind. The hope is of course that they offer great value to our buyers, but as they are not security tokens, this distinction is very important.

The details of the CPQ Token sale are still being finalized. The CPQ Token Sale Event is anticipated to begin during the Spring of 2018, and is intended to raise funding for Global CPQ product development and business operations and to raise brand awareness for Global CPQ and its associated products.

## 2 Background Information

### 2.1 What is a Digital Currency

According to the technology website Techopedia, a digital currency is a payment method which exists only in electronic form and is not tangible. Digital currency can be transferred between entities or users with the help of technology like computers, smartphones and the internet. Although it is similar to physical currencies, digital money allows borderless transfer of ownership as well as instantaneous transactions. Digital currencies can be used to purchase goods and services but can also be restricted to certain online communities such as a gaming or social networks. (Ref 1)



## 2.2 What is Blockchain

According to the website Investopedia, blockchain is a digitized, decentralized, public ledger of all cryptocurrency transactions. Constantly growing as 'completed' blocks (the most recent transactions) are recorded and added to it in chronological order, it allows market participants to keep track of digital currency transactions without central recordkeeping. Each node (a computer connected to the network) gets a copy of the blockchain, which is downloaded automatically. (Ref 2)

Originally developed as the accounting method for the virtual currency Bitcoin, blockchains – which use what's known as distributed ledger technology (DLT) – are appearing in a variety of commercial applications today. Currently, the technology is primarily used to verify transactions, within digital currencies though it is possible to digitize, code and insert practically any document into the blockchain. Doing so creates an indelible record that cannot be changed; furthermore, the record's authenticity can be verified by the entire community using the blockchain instead of a single centralized authority. (Ref 2)

## 2.3 What is Ethereum

According to the official Ethereum.org website, Ethereum is a decentralized platform that runs smart contracts: applications that run exactly as programmed without any possibility of downtime, censorship, fraud, or third-party interference. (Ref 3)

These applications run on a custom built blockchain, in an enormously powerful shared global infrastructure that can move value around and represent the ownership of property. (Ref 3)

As explained by Coinbase's website, while Bitcoin allows you take part in a global financial network, using Ethereum you can participate in a global computational network. This is done by means of smart contracts, which are scripts of code that can be deployed in the Ethereum blockchain. Although smart contracts are still a very new technology, they have a wide range of potential applications in many different areas, such as voting, global supply chains, medical records, the financial system, and possibly others that have yet to be discovered. (Ref 4)

Ethereum operates in a similar way to the Bitcoin network, in that it allows users to send and receive tokens that represent value over an open network. However, the primary aim of Ethereum is not to act as a form of money, but to operate smart contracts. (Ref 4)

## 2.4 What is an ERC20 Token

ERC stands for Ethereum Request for Comments. This is an official protocol for proposing improvements to the Ethereum network. '20' is the unique proposal ID number.\*\*\*Exodus ERC20 defines a set of rules which need to be met in order for a token to be accepted and called as 'ERC20 Token'. The standard rules apply to all ERC20 Tokens since these rules are



required to interact with each other on the Ethereum network. These tokens exist on the blockchain and can be sent and received on the Ethereum network. (Ref 5)

## 2.5 What is “Configure-Price-Quote” Software

According to Techopedia, Configure Price Quote software (CPQ) is an industry term for products that help companies to adopt more data-aware systems. CPQ solutions can help businesses to keep prices more in line with current market conditions. This software is sometimes written as "configure, price, quote" to illustrate that these software products can help with all three of these core operations for setting and controlling prices. (Ref 6)

Essentially, CPQ software solutions help companies to streamline some of their core processes around the prices that they set for customers. CPQ utilities or programs can help companies to understand market conditions at a glance, such as to figure out when a certain discount or lower price may be appropriate. This software, and its popularity in the business world, illustrates the very particular nature of price-setting, where companies have to walk a fine line between profit margin and market share. Vendors selling CPQ software often advertise their products as helping companies to set the right prices to get sales or contracts accomplished quickly. (Ref 6)

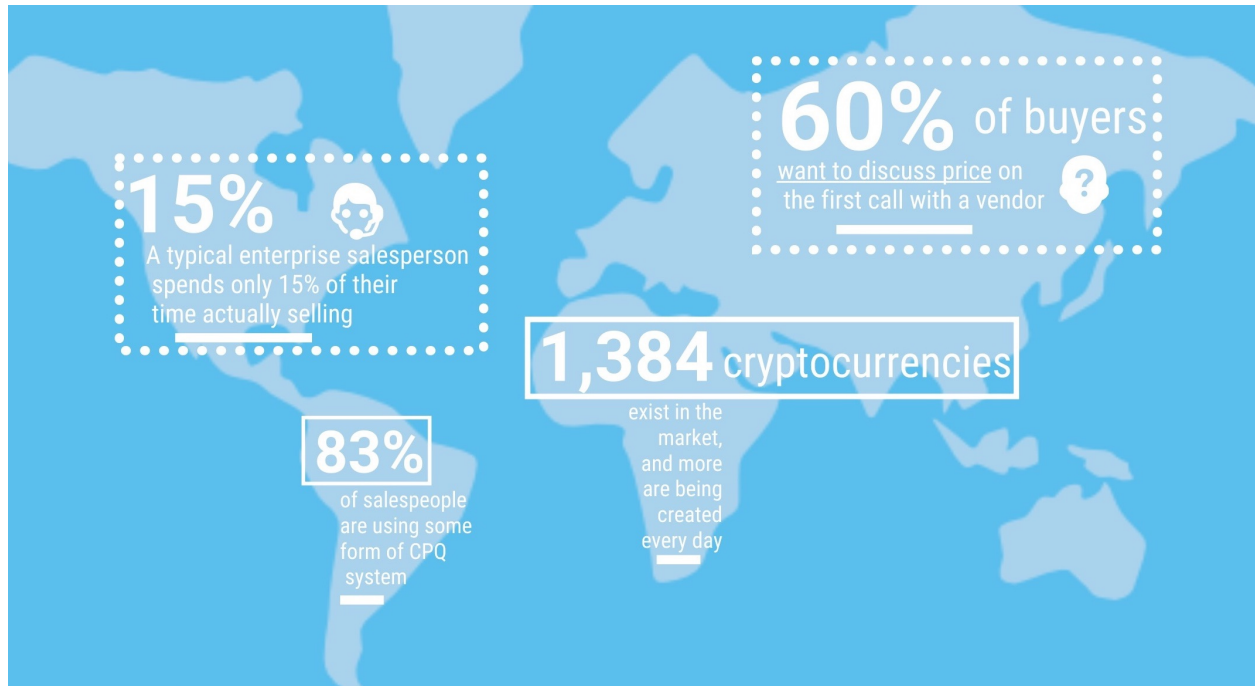
Common features of CPQ software systems include handy interfaces for price sheets, cloud-based hosting and other easy features for handling and storing data. Other visual components of these kinds of software can help companies to move quickly through multiple stages involved in price quoting. In many cases, these types of products may involve detailed analytics that will help businesses to not only set current prices, but to project future demand and price quotes. As this kind of software becomes more common in enterprise resource planning, a variety of alternatives will present companies with different options for handling the important process of setting and resetting prices. (Ref 6)

CPQ strategies continue to bring greater accuracy and speed to every aspect of sales cycles, from pricing to product configurations. Considered to be one of the hottest areas of Customer Relationship Management (CRM), CPQ strategies are unique in that they provide unequivocal evidence of their value across an enterprise. The more complex the sales cycles, product configurations and channel selling structures, the more CPQ selling strategies pay off. Gaining greater insights into customer requirements and being able to quickly anticipate and act on their needs is essential for winning additional deals. CPQ is the catalyst of sales growth many companies need to excel at, as every aspect of customer relationships is becoming more complex, faster and more context-driven than ever before. (Ref 7)



## 3 Market Analysis

### 3.1 Current B2B E-Commerce Market Analysis



Analysts estimate that **nearly 83% of all sales people are using some kind of CPQ technology**. A typical salesperson **spends only 15% of their time** on actual selling activities, and the rest on administrative procedures and internal processes.

**It can easily take days, and often weeks**, for an enterprise salesperson to take a customer request through their organization's internal approval review process before delivering a truly accurate price quote.

Meanwhile...

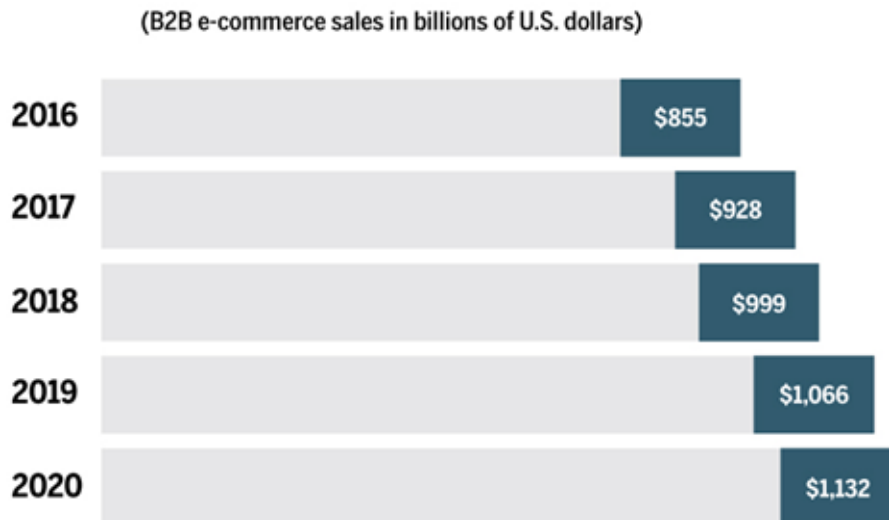
#### **60% of Enterprise Buyers Want to Discuss Price During the First Sales Call**

Delivering price quotes to enterprise customers for complex orders efficiently is already a challenge for every large company. Configure-Price-Quote (CPQ) software vendors have been attempting to solve this challenge for a few years now, albeit without the level of desired success, due to the limitations of the software offerings, complexity of customer needs, and a rapidly changing B2B e-Commerce marketplace.



Currently there are very few players in the CPQ technology marketplace. Apptus and Salesforce Steelbrick are the two recognized industry leaders in the space from a market share perspective, but few enterprise customers are completely satisfied with either product. Other large companies such as Oracle and SAP have underperforming products in this space, but have been investing heavily to gain a foothold and win market share. In fact, in January of 2018, SAP announced the acquisition of Callidus Software, a smaller player in the CPQ marketplace, for \$2.4 billion USD, making the deal the largest acquisition by SAP in nearly 4 years. There is a massive opportunity for growth in this space.

The B2B Commerce Market is growing and changing rapidly, and enterprise sales and procurement software is leading the charge. Gartner analysts valued the enterprise cloud software market in 2017 at \$58.6 billion USD, and they predict this number to reach \$99.7 billion USD in the year 2020.



Source: <https://www.avatarsyndicate.com/inline/b2b-e-commerce-statistics-latest-trends-2017/>  
(Ref 9)

According to a recent report from Forrester Research, the US B2B e-commerce will grow from \$825 billion in 2016 to \$1.13 trillion in 2020. On a global scale, B2B online sales are expected to surge to \$6.7 trillion USD by 2020.(Ref 10)

Around 30 percent of today's B2B buyers complete at least half of their purchase online. It is estimated that the percentage will grow to reach 56% in 2017 as the B2B sellers will see a significant shift of offline business towards online business.(Ref 10)

The following trends in the B2B e-commerce space are shaping the future of the industry:

- **Importance of a Global Focus**
- **Ease of Implementation**
- **Ease of Integration**





- **Mobile Solutions**
- **Enhanced Customer Experience**
- **Fully Configurable for Specific User Needs**
- **Direct and “Marketplace” Solutions**

(Ref 10)

In order to effectively integrate large enterprise organizations current technology systems with the emerging blockchain technologies, while integrating with the multi-currency systems of countries around the world on different systems and using different digital currencies, there will need to be a bridge to cover the gaps in these disparate systems. Let Global CPQ be that bridge for your organization.

## 3.2 B2B E-Commerce Industry Trends

### 3.2.1 Doing Business In The “Age Of The Customer”

In order for the B2B e-commerce industry to reach its potential, a fundamental shift needs to take place. This shift centers around the concept of enhanced User Experience (UX).

Configure Price Quote applications have historically only been thought of as tools sellers use to speed the selling process and increase margins. During the “Age Of The Customer”, we can no longer rely on doing business as usual. Customers demand to play a larger role in the CPQ process. Global CPQ is here to bridge the gap so that buyers and sellers can both reap the economic rewards of a smooth procurement process.

#### **The traditional CPQ environment (Seller UX based):**

- Products are controlled by the Seller
- The buying decision is controlled by the Customer
- Seller realizes improved user experience, efficiencies, and margins.
  - **Added UX:** The seller's product information is stored within the CPQ platform making it easy to access.
  - **Improved efficiencies:** Through automation, sellers can speed the procurement process by allowing the software to deliver the answers sellers need to close a deal.
  - **Increased margins:** By automating processes, profitability is increased due to improved labor efficiencies and faster transaction speeds.

#### **Global CPQ environment (Buyer AND Seller UX based):**

- Products are controlled by the Seller
- The buying decision is controlled by the Customer
- Buyer AND Seller realize improved user experiences, efficiencies, and margins!
  - **Added UX in Global CPQ:**



- Sellers store product and customer information where it is easily accessible.
- Buyers store information based on their product and relationship needs.
- Both Buyers AND Sellers have access to several powerful avenues and features designed to streamline the procurement process on both ends of the deal. *(see sections 4 & 8 for information on Global CPQ Features & Modules)*
- **Improved Efficiencies:**
  - Buyers and Sellers gain access to Intelligent Pricing algorithms that process platform data to intelligently connect buyers and sellers from all over the globe. Intelligent pricing eases the workload across an entire organization, allowing buyers and sellers to transact at incredibly fast speeds.
- **Increased Margins:**
  - Buyers and Sellers from around the globe gain access to markets that were previously too complex for their teams to enter. Global CPQ simplifies the procurement process each step of the way so that **your team, regardless of size and skill set, can buy and sell on the global market with ease.**
  - Buyers gain access to exponentially more sellers that can provide them with the goods they need.
  - Sellers gain access to a global marketplace allowing them to tap into a customer base they have only previously dreamed possible.

Global CPQ is paving the way, bringing beautiful UX to the B2B world. Adding Buyer UX to the equation allows the marketplace to thrive with ease. Streamlining processes on both ends of the deal make it easier for buyers and sellers to perform at their peak potential. The “Age Of The Customer” with added UX has proven to be extremely successful in the B2C market, and It’s about time B2B jumped on board.

## 3.2.2 Eliminating Complex Systems

### The Problem

When too many systems are in place for a specific process (or part of a process), even the simplest tasks become difficult and confusing. Your intentions were good when you built your system...one piece at a time. However, as technology advances, businesses often find that they’re working with an antiquated system and need a growing number of patches to force it all to work together. After all this work and training, you feel trapped in your old patched-together system after having sunk so much time and effort into getting it to work.

This misconception is called “**The Sunk Costs Fallacy**”. The Sunk Costs Fallacy is described as;

- **The Misconception:** You make rational decisions based on the future value of objects, investments and experiences.



- **The Truth:** Your decisions are tainted by the emotional investments you accumulate, and the more you invest in something the harder it becomes to abandon it. (Ref 8)

## Our Solution

The Global CPQ team has seen this problem in many organizations and understands the negative effect it can have on a business' performance. Left untreated, the problem of overly complex systems can be the downfall of an organization. Complexity adds unwanted time, and time kills all deals.

The Global CPQ platform simplifies the procurement process each step of the way allowing users to reach their maximum operating potential, and subsequently their maximum economic rewards. Designed to be an out of the box "one stop shop" for all things global B2B procurement related, you'll wonder how you ever operated without it.

The Global CPQ platform is designed to be a stand-alone solution for all your procurement needs. In addition, it's integration with all major third party CRM, ERP, MRP & Accounting solutions allows the Global CPQ platform to easily and logically find a place at the core of any organization.



## THE GLOBAL CPQ PLATFORM





## 4 The Global CPQ Platform

The Global CPQ Platform offers all of the mission critical characteristics needed to be the leader in the competitive B2B e-commerce market. (as discussed on page 17)

<b>Global Focus</b> 	<b>Ease of Implementation</b> 
<b>Ease of Integration</b> 	<b>Mobile Solutions</b> 
<b>Enhanced Customer Experience</b> 	<b>Configurable for Specific Users</b> 
<b>Direct Solutions</b> 	<b>Marketplace Solutions</b> 



## 4.1 Features (Overview)

The Global CPQ has many features which we will describe below:

### 4.1.1 Cloud Software as a Service (SaaS) Technology



The Global CPQ Platform is Software as a Service (SaaS) subscription-based technology platform. SaaS is a software distribution model in which a third-party provider hosts applications and makes them available to customers over the Internet.

### 4.1.2 Configure-Price-Quote

The Global CPQ Platform offers advanced configure-price-quote functionality, enabling enterprise buyers and sellers around the globe to run complex pricing algorithms to determine the optimal price points to buy and sell goods and services at the enterprise level based on the circumstances of each unique business scenario.



### 4.1.3 Integrated Customer Data

The Global CPQ Platform integrates directly with existing enterprise Customer Relationship Management (CRM) software systems. By doing so, our system can access your customer data and process orders and quotes directly from your client records to optimize and automate the quoting process. Information such as invoicing terms, contract information, service-level-agreements (SLAs), warranties, volume discounts, and incentives is integrated with the Global CPQ Platform to enable seamless and optimal quoting processes. This information is used as part of the pricing algorithm.



Through this seamless integration, our platform helps your company bridge the gap between your current technology systems and the emerging digital currency and blockchain technology marketplace of tomorrow.

#### 4.1.4 Integrated ERP & Product Data



The Global CPQ Platform also integrates directly with existing enterprise Enterprise Resource Planning (ERP) software systems. Through this level of integration, our system can access your internal product data to configure the optimal product shopping cart order. This integration provides the pricing algorithm with information such as inventory, demand, product location, customer and country compatibility, internal sales incentives and product discounts.

Through this seamless integration, our platform helps your company bridge the gap between your current technology systems and the emerging digital currency and blockchain technology marketplace.

#### 4.1.5 Internal Pricing Data

As a result of our integrations with company ERP and CRM systems, our platform feeds internal pricing data considerations, including current promotions, incentives, and sales triggers into the GCPQ dashboard, ensuring consistency across the entire organization, automating the price quoting process and enabling sellers to deliver quotes more efficiently and effectively.



#### 4.1.6 Global Currency Market Data

The Global CPQ Platform pulls market data from trusted data sources all around the world to analyze global fiat and digital currency market price trends and guidance to identify arbitrage opportunities to optimize the exchange returns vs costs for each enterprise transaction. This technical analysis helps buyers and sellers identify the best timing and terms for conducting profitable large sized cross-border transactions. The Global CPQ dashboard feeds this analysis to the buyer and seller along with custom alerts based on user preferences.

#### 4.1.7 Country Considerations

When it comes to conducting cross-border transactions, there are many factors that need to be taken into consideration based on the country location of the buyer and seller. Trade laws, tariffs, exchange terms, and compliance, as well as shipping requirements and delivery time estimates and associated costs.



## 4.1.8 Pricing Intelligence



The power of the Global CPQ Platform lies in the Intelligent Pricing engine. Our highly advanced Intelligent Pricing algorithms are designed to learn and adapt over time, producing Artificial Intelligence output and analytics that evolve along with the market and the business world.

## 4.1.9 Single Source of Truth

Our platform provides buyers and sellers with an agreed upon single source of truth for pricing metrics and exchange rates. Gone will be the days where buyers and sellers must visit multiple disparate and conflicting sources to determine the agreed upon value of a fiat or digital cryptocurrency and the associated exchange rate and terms for those currencies.

## 4.1.10 Smart Contracts



Instead of wasting time sending quotes and invoices back and forth using emails and attachments, our platform allows buyers and sellers the ability to configure complex price quotes, confirm mutual agreement of the contract, and complete the entire transaction using smart contracts and distributed ledger technology.

Buyers and sellers will be able to review and iterate on all of the details of the terms and conditions of each transaction on the platform dashboard.

Once both parties come to an agreement, a mutual confirmation locks the deal in place on the immutable blockchain network and completes the transaction right there in the GCPQ console.



## 4.1.11 Distributed Digital Ledger

The powerful distributed ledger technology will provide a shared view of the single source of the truth for the details of the transaction. Both parties will be able to view and verify the entire chain of custody for every transaction. Parties will be held accountable, and will receive visible ratings based on their track record of transactions.



## 4.2 Technology Stack

Our system is a cloud platform built with JavaScript, APEX code, proprietary pricing algorithms, Python, Solidity, and the Ethereum Protocol. Our system integrates with other cloud and on-premise systems through a highly secure network of APIs and data sources.

### 4.2.1 Integration Points

CRM Customer Data  
ERP Product Data  
Global Fiat Market Data  
Global Cryptocurrency Market Data  
Harmonization Codes  
Global Exchange Rates & Tax Codes

### 4.2.2 Blockchain Technology

Our platform utilizes Smart Contracts based on the Ethereum Network Protocol to create, track, iterate, and execute quotes on an immutable distributed ledger. This provides an increased level of security for the quotes and transactions, and also an increased level of transparency between the buying and selling records for tracking invoices and payments, aiding in record keeping and reconciliation processes.

The Global CPQ Platform Leverages:

- Smart Contracts
- Distributed Ledger Technology (DLT)
- Decentralized Applications (DApps)

### 4.2.3 The Celereum Portal

During the development phase of the Global CPQ Platform, the Celereum Portal will offer developers and engineers from all around the world the opportunity to contribute to the technology in return for rewards in the form of CPQ Tokens. The details of this reward program will be published at the time of the release of the CPQ Token and the associated Celereum Portal.

## 4.3 Comparing Traditional CPQ with Global CPQ

Features and Functionality	Traditional Existing Technology	Future Global CPQ Technology
SaaS Cloud Technology	X	X





<b>Configure-Price-Quote</b>	<b>X</b>	<b>X</b>
<b>Integrated Customer Data</b>	<b>X</b>	<b>X</b>
<b>Internal Pricing Data</b>	<b>X</b>	<b>X</b>
<b>FIAT Currency</b>	<b>X</b>	<b>X</b>
<b>Digital Currency</b>		<b>X</b>
<b>External Pricing Data</b>		<b>X</b>
<b>Integrated ERP Product Data</b>		<b>X</b>
<b>Intelligent Pricing</b>		<b>X</b>
<b>Smart Contracts</b>		<b>X</b>
<b>Distributed Digital Ledger</b>		<b>X</b>
<b>Global Market Intelligence</b>		<b>X</b>
<b>Multi-Currency Cross-Border Transactions</b>		<b>X</b>
<b>Celereum Portal</b>		<b>X</b>
<b>Global Community</b>		<b>X</b>

## 5 Global CPQ Modules

### 5.1 B2B Marketplace

Global CPQ takes the traditional Configure-Price-Quote model to new levels by magnifying it across the globe and increasing functionality for both buyers and sellers. Imagine a world where B2B commerce is as user-friendly as the current consumer marketplace environments we've grown accustomed to.

#### Through the power of Global CPQ:

- Businesses all over the globe will be able to connect in ways that were previously unavailable through conventional avenues.
- Suppliers will no longer be limited by ever-changing SEO algorithms that cause them to expend massive amounts of resources in order to place high on search engine results.



- Buyers will be able to quickly “shop” the global marketplace based on their needs, providing every possible option available at the click of a button.
- Businesses both large and small can compete on the same buying and selling playing field.
- Customer-In approach creates loyal and happy buyers while also increasing margins on both ends of the deal.

## 5.2 Open Market

Much like consumer marketplaces (yet non-existent in the B2B environment) Global CPQ will provide a place for all businesses, regardless of size and location, to connect with each other in order to reach their buying and selling needs.

### **Open Market Enables:**

- Sellers to easily turn quotes to cash for complex product configurations on a global scale.
- Customized Branded User Experience (UX) features will give businesses the confidence that they are buying & selling the right product to meet the buyers needs.
- Universal Configuration will allow businesses to communicate past language barriers, speeding up successful completion of transactions.
- Buyers will be able to locate the best configuration at the best price, lowering their Cost of Goods Sold and increasing efficiencies.
- Sellers’ products will be offered to an audience on a scale only imaginable by today’s standards.

## 5.3 Open Auction

With Global CPQ’s Open Auction marketplace businesses can increase inventory turnover, lower cost of goods sold and immediately recognize increased profitability by matching supplier’s liquidation sales with buyer’s opportunistic needs.

- Suppliers can list excess and/or obsolete inventory sales on a global level in order to meet business goals and milestones.
- Buyers can post product wishlists for the global community to fulfill at the price and delivery deadline needed to increase their competitive advantage in their own markets.



- Global visibility of “wants” and “needs” will streamline operations on all ends of the business spectrum

## 5.4 Open Market RPN (Research-Plan-Notify)

Global CPQ's Open Market RPN (Research-Plan-Notify) provides extremely powerful industry and product level reporting tools to give subscribers increased advantage over their competition. Analyze trends, set alerts and strategically execute B2B commerce with lightning speed, so that you never miss a good opportunity to buy or sell.

With Open Market RPN, Subscribers can:

- Research historical supply and demand trends based on product needs.
- Forecast buying needs using historical purchase data as well as product price peaks and valleys based on seasonality and current market trends.
- Monitor FOREX fluctuations in real time.
- Automated Market alerts for:
  - FOREX notifications
  - Open Market supply & demand notifications
  - Open Auction supply & demand notifications
  - Breaking industry news

## 5.5 CPQ Freight & Customs

Global CPQ Freight & Customs streamlines quote conversions by taking the guesswork out of global transactions. No need to be an expert at global trade requirements and INCOTERMS (International Commercial Term)...Global CPQ takes care of it all for you.

**With the Freight module, Global CPQ will:**

- Present buyers and sellers with INCOTERM options for quoting purposes to determine who pays the cost of each transportation segment, who is responsible for loading and unloading of goods, and who bears the risk of loss at any given point during an international shipment. Incoterms also influence customs valuation basis of imported merchandise.(Ref 11)
- Generate competitive international freight & logistics quotes based on INCOTERM agreements
- Generate competitive domestic freight quotes for domestic contracts.



- Track shipments and deliver status updates

(Ref 11)

**With the Customs module, Global CPQ will:**

- Analyze Harmonized Commodity Codes (aka. Harmonized System Convention: The expression commonly used to refer to the international Convention of the Harmonized Commodity Description and Coding System, adopted by the Customs Co-operation Council in 1988.
- Perform an assessment of Duties & Taxes (Determination of the amount of duties and taxes payable)
- Assist in Cargo/Freight Declaration (Information submitted prior to or on arrival or departure of a means of transport for commercial use that provides the particulars required by the Customs relating to cargo brought to or removed from the Customs territory)
- Perform Customs Approved Route Analysis (Any road, railway, waterway, airway and any other route (pipeline, etc.), which must be used for the importation, Customs transit and exportation of goods)
- Perform Prohibitions of Goods Analysis (Goods whose importation or exportation is prohibited by law)
- Customs Alerts: Notify customers of major customs changes based on parameters set by subscribers

(Ref 12)

## 5.6 Customer Portal

The Global CPQ Customer Portal is designed to be a base camp for all your decision making needs. Highly customizable and accessible from any internet connection in the world, the Customer Portal houses all your tickers, speed dials, reports, notifications, market updates, wish lists and API data from your Global CPQ add-ons.

- Highly customizable drag and drop format
- Cloud based
- Works on Mobile with push notifications
- Gives users the powerful tools they need to act on opportunities with incredible speed.

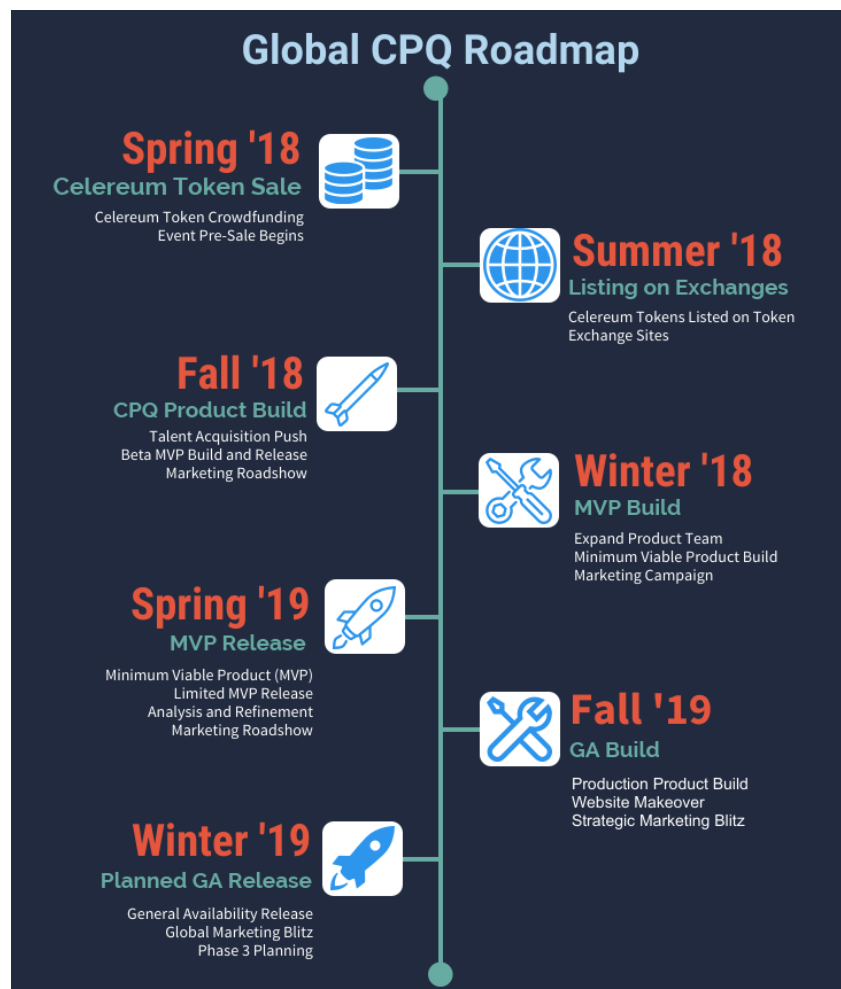


## 5.7 Community Portal

The Global CPQ Community Portal puts the strength of social media and global news in your hands allowing you powerful ways to connect your business with the rest of the world. Stay on top of breaking industry news, communicate with an active community of users to share knowledge and increasing your knowledge and profitable opportunities

## 6 Global CPQ Roadmap

Our team is has a powerful vision for the future, and with the right level of support from our token sale, we will be in a great position to build a fantastic product and tap into a incredible market segment. We are focused on building our team, building our product, and building our brand. There are some very exciting times ahead for the Global CPQ Team!





## 7 The Global CPQ Leadership Team

### 7.1 Our Team

Our Executive Leadership Team (ELT) is very well positioned for success in the combined enterprise CPQ software and blockchain technology industry. Our ELT brings a diverse mix of backgrounds that will help us be successful. Collectively, we have over 100 years of combined experience. Our team has extensive experience implementing large scale business applications for enterprise companies. We have spent tens of thousands of hours solving complex business and technology problems for large sized Fortune 100 and 500 multinational organizations. Our team brings a harmonious mix of experience from the technology and financial services industries.

### 7.2 Selected team members

#### **Peter Hogan - Chief Operating Officer**

Peter Hogan is our Chief Operating Officer at Global CPQ. Peter has 17 years of technology sales leadership experience in the technology consulting services industry, running large scale global technology implementation projects. He has spent thousands of hours working directly with the CIO's and CEO's at Fortune 100 and 500 global organizations.

As a result of this experience, Peter understands both the complexity of enterprise information technology systems, the important role of cloud technology, and the pace in which technology changes can occur at a global scale. He also understands the selling and buying process, timelines, associated challenges that already exist today, and the vision to recognize the pending complexity that digital currencies will bring to the enterprise B2B environment. Peter holds degrees in both Management Information Systems and Marketing from Northeastern University.

#### **Shamus Hogan - Chief Financial Officer**

Shamus Hogan is our Chief Financial Officer at Global CPQ. Shamus has nearly two decades of corporate accounting experience as a controller, financial analyst, profitability expert and business consultant. During the past 20 years, Shamus has provided businesses with unique approaches to help overcome their most dire corporate hurdles, in turn allowing them to reach and often exceed their economic goals.

Having managed hundreds of employees in various industries, combined with an insatiable thirst for knowledge regarding all things productivity and efficiency related, Shamus has what it takes to recognize the key motivational factors needed to make a business thrive from the bottom up. In addition, his extensive experience in business analytics have allowed him to connect upper management goals with workforce needs in order to create a symbiotic and healthy business environment. All of this translates directly into higher profit margins, increased



labor efficiencies, lower turnover, unanimously focused goals, and a healthy corporate culture. Shamus holds degrees in both Accounting and Computer Science from Bentley University.

**Phillip C. Caputo, CFA - Vice President of Pricing Analytics**

Phillip C. Caputo is our Vice President of Pricing Analytics at Global CPQ. Phillip has over 14 years of Financial Operations and Analysis experience working for multi billion dollar investment managers, including hedge funds. Phillip has managed teams of investment analysts responsible for daily oversight of portfolio operations, across a wide range of asset classes, for direct trading and fund of fund investment managers.

Under Phillip's leadership and financial analysis expertise, he has mentored subordinates and transformed operations which served to mitigate financial and business risk and raise the quality and accuracy of financial reporting for internal and external stakeholders. Phillip holds a Bachelor's Degree in Business Administration with a concentration in Finance and a minor in Economics, Magna Cum Laude, from Northeastern University. Additionally, Phillip holds the Chartered Financial Analyst designation.

**Rhianna Hayes - Vice President of Talent Acquisition**

Rhianna Hayes is our Vice President of Talent Acquisition at Global CPQ. Rhianna has over 7 years of Human Resources and Talent Acquisition experience in the enterprise CRM and BPM software industry. She will lead our team's recruiting and talent acquisition efforts to ensure we are able to attract and retain the top technical and business talent in the marketplace. Rhianna holds a Bachelor's degree in Business Management and a minor in Sociology (Summa Cum Laude) from the Isenberg School of Management at the University of Massachusetts.

**Kathleen Hoban - Vice President of Marketing**

Kathleen Hoban is our Vice President of Marketing at Global CPQ. Kathleen has over a decade of experience designing, creating and delivering marketing programs to support the growth and expansion of products for Fortune 500 companies. Her keen eye for design matched with extensive market research skills allow her to execute campaigns effectively and efficiently in order to reach the highest corporate goals. Kathleen holds degrees in Marketing from Temple University and Graphic Design from Parsons School of Design in New York City.



## 8 Global CPQ Token

### 8.1 CPQ Token Definition and Overview

A CPQ Token is not a security. It should not be considered an investment tool. The CPQ Token is an ERC20 Token created on the secure Ethereum smart contracts distributed ledger platform. A CPQ Token is what is commonly referred to as a utility token. Utility tokens, also called user tokens or app coins, represent future access to a company's product or service. The defining characteristic of utility tokens is that they are not designed as investments. In the event that the Global CPQ Platform goes-live, CPQ Token holders will be able to utilize their CPQ Tokens to purchase either licensing fees for access to the subscription-based Global CPQ Platform software or for advertising and events hosting within the Global CPQ customer and partner ecosystem.

Although similar protocol/utility tokens are often bought and sold in secondary markets, and that may be the case at some point in the future with regards to the CPQ Token, that is not the intended goal of the Token Sale, and buyers of CPQ Tokens should not consider CPQ Tokens security tokens. CPQ Tokens are not representative of any ownership of our company, Global CPQ, and any of our associated products, property or intellectual property, partnerships, clients, and business operations. CPQ Tokens offer no guarantee or promise of any future increase in value of any kind. The hope is of course that they offer great value to our buyers, but as they are not security tokens, this distinction is very important.

### 8.2 Envisioned Use of CPQ Token

In the event that the Global CPQ Platform goes-live, CPQ Token holders will be able to utilize their CPQ Tokens to purchase licensing fees to access the subscription-based Global CPQ Platform software and to purchase advertising within the Global CPQ ecosystem. Depending on countless unforeseen variables, in the event the appropriate level of market adoption for both digital currencies and for The Global CPQ Platform, it is possible that the CPQ Token could have other future applications as well.

### 8.3 “Celereum Portal” Rewards Program

During the development phase of the Global CPQ Platform, the Celereum Portal will offer developers and engineers from all around the world to contribute to the technology in return for rewards in the form of CPQ Tokens. The details of this reward program will be published at the time of the release of the CPQ Token and the associated Celereum Portal.





## 9 CPQ Token Sale Event

### 9.1 Purpose of the CPQ Token Sale Event

The CPQ Token Sale Event is anticipated to begin during the Spring of 2018, and is intended to raise funding for Global CPQ product development and business operations and to raise brand awareness for Global CPQ and its associated products.

### 9.2 Fixed Token Amount

There are a total of 136,000,000 (136 million) CPQ Tokens created.

### 9.3 Distribution of Tokens

55% of the total CPQ Tokens created will be distributed during the CPQ Token Sale Event. 10% of the total CPQ Tokens created will be held in reserves to fund CPQ Token buyback programs following the CPQ Token Sale Event. The remaining 35% will be held and strictly frozen in reserves by the Global CPQ founders for a 90 day window following the CPQ Token Sale Event.

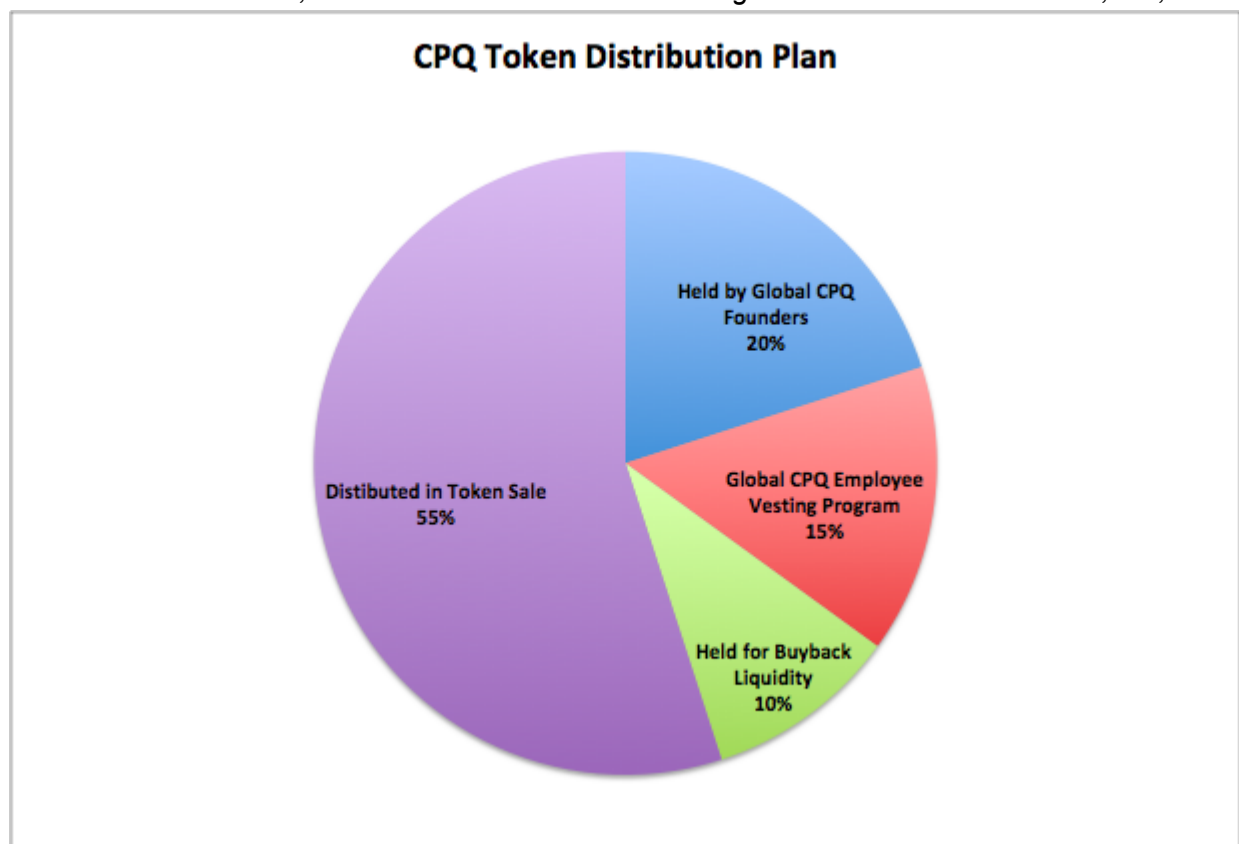
Below you will find a breakdown of the expected CPQ Token Distribution Plan:

CPQ Token Distribution Plans	CPQ Tokens	Percentage of Total
<b>Total Created</b>	136,000,000	100%
Held by Global CPQ Founders	27,200,000	20%
Global CPQ Employee Vesting Program	20,400,000	15%
Held for Buyback Liquidity	13,600,000	10%
Distributed in Token Sale	74,800,000	55%
<b>CPQ Token Sale Distribution Plans</b>	<b>CPQ Tokens</b>	<b>Percentage of Total Distributed</b>



<b>Total Distributed</b>	74,800,000	100%
Pre-Sale Wave 1 (50% Bonus)	29,920,000	40% (Hard Cap)
Pre-Sale Wave 2 (40% Bonus)	26,180,000*	35% (Hard Cap)*
Public Token Sale (15% Bonus)	18,700,000*	25% (Hard Cap)*

*\*Results of Pre-Sale Wave 1 Bonus Awards are expected to affect the total tokens for sale in Wave 2 and Wave 3, so that the total distributed during the sale will not exceed 74,800,000*



## 9.4 “Bounty” Structure

The “Bounty Program” is a program created with the intent to help inform others of the exciting features that The Global CPQ Platform will bring to the marketplace. The bounty program will encourage Global CPQ supporters to share news and updates about our team and our project on social media outlets. Participants will be rewarded based on the number of connections (followers, friends, etc.) on sites such as Twitter, Instagram, Facebook, or their rankings (rank, member-level, Karma, etc.) on sites such as Bitcointalk.org and Reddit.



## 10 Closing Comments

In summary, the Global CPQ Platform as envisioned is an incredibly powerful product that could change the entire landscape of the enterprise B2B e-commerce world. There is a tremendously large and fast growing market for CPQ and e-commerce software, and our product helps fill a huge gap in the limitations and lack of forward vision that exists with current B2B systems.

The Global CPQ Platform integrates seamlessly with existing ERP and CRM systems, pulls pricing data from external sources all around the globe, is compatible with many cryptocurrencies, is designed to support both buyers and sellers, and is built upon blockchain technology.

Our technology platform is the future of Blockchain Enterprise CPQ Sales and Procurement.

On behalf of the entire Global CPQ Team, thank you very much for taking the time to review the contents of our white paper. We hope you found this document to be informative, inspiring, and easy to consume. We feel very strongly about the future of our company and the power of our vision, and we hope that after reading this document, you share in our enthusiasm.

If you'd like to learn more, please contact us directly through the following channels:

Twitter: @GlobalCPQ

Email: [admin@globalcpq.com](mailto:admin@globalcpq.com)

Reddit: <https://www.reddit.com/r/GlobalCPQCommunity/>

Direct to Pete: [pete@globalcpq.com](mailto:pete@globalcpq.com)

Direct to Shamus: [shamus@globalcpq.com](mailto:shamus@globalcpq.com)

*AS PREVIOUSLY STATED, SOME OF THE STATEMENTS MADE IN THIS WHITE PAPER ARE FORWARD-LOOKING STATEMENTS AND SHOULD BE TREATED AND INTERPRETED AS SUCH. NOTHING IN THIS DOCUMENT SHOULD BE CONSIDERED A PROMISE OR SUGGESTION FOR ANY FINANCIAL GAIN OR ANY FORM OF RETURN ON ANY EXPENSE OR RESOURCE ASSOCIATED WITH ANY BUSINESS DEALING WITH GLOBAL CPQ OR IT'S OWNERS, EMPLOYEES, CONSULTANTS, ADVISORS, PARTNERS, INVESTORS, AND SUBSIDIARIES.*



# 11 Appendix

## 11.1 Glossary of Terms

Glossary of Terms – Cryptocurrency Trading (Ref 13)

**Cryptocurrency Exchange** – A web platform where you can buy and sell cryptocurrencies in exchange for fiat currency or other cryptocurrencies.(Ref 13)

**Fiat Currency** – Legal tender currency as issued and defined by the government of a state/nation. Examples include the US Dollar, the Pound Sterling, the Euro, and more.(Ref 13)

**Altcoin** – A blanket term for any coin that is not Bitcoin or Ether. These include Ripple, Litecoin, Iota, and many, many more. (Ref 13)

**Blockchain** – Cryptographically secured distributed ledgers that are the basis for all technology enabled by cryptocurrencies like Ether. A blockchain is a public database of all transactions, coins, technology, etc... Data on the blockchain resides on computers across the entire world rather than on a single server or a set of servers, enabling everyone to see all data publicly, but allowing only owners of a specific data set to make changes/transactions with that data. (Ref 13)

**Node** – A computer on the blockchain, that actively works to maintain the blockchain and validate transactions, new blocks, etc. (Ref 13)

**Wallet** – Can come in software (Parity, MyEtherWallet) or hardware (encrypted drives) formats, a cryptocurrency wallet is a digital place where you store your cryptocurrencies. It's critical to have high-grade security attached to these wallets to ensure hackers and thieves won't get access to your coins. (Ref 13)

**Mining** – The process of using the computing power of high-powered "mining rigs" (i.e. powerful computers with heavy CPU and GPU processing power) to execute functions that complete portions of the next available block in the blockchain. The return for using this processing power is a fraction of a cryptocurrency coin. (Ref 13)

**Gas** – The amount of a given cryptocurrency that it takes to make a transaction based on the processing power required to complete it. (Ref 13)

**Proof of Stake** – A proposed system that would remove work requirements, and therefore massive amounts of computing power, by allowing individuals to mine or validate a block without having to actually produce a proof of work. This is based on the amount of a given cryptocurrency they have, and the more of the coin they have the more validating power they have in this system. (Ref 13)

**Proof of Work** – The current system by which a block on the chain is validated. "In order for a block to be accepted by network participants, miners must complete a proof of work which covers all of the data in the block." (Ref 14)

**Smart Contract** – A protocol that enables secure contracts to be signed, verified, and enforced without middlemen (government, corporation, etc...) involved. A great explanation of smart contracts from Blockgeeks follows: "The best way to describe smart contracts is to compare the technology to a vending machine. Ordinarily, you would go to a lawyer or a notary, pay them, and wait while you get the document. With smart contracts, you simply drop a bitcoin into the vending machine (i.e. ledger), and your escrow, driver's license, or whatever drops into your account. More so, smart contracts not only define the rules and penalties around an agreement in the same way that a traditional contract does, but also automatically enforce those obligations." (Ref 13)



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