

# MARKETORDERS

## WHITEPAPER

### SUMMARY



# BLOCKCHAIN FOR THE GOLD & DIAMOND JEWELLERY INDUSTRY

HOW TO CREATE A MORE EFFICIENT, TRANSPARENT  
AND TRUSTED SUPPLY CHAIN FOR THE GOLD JEWELLERY  
INDUSTRY USING BLOCKCHAIN TECHNOLOGY

RAM KRISHNNA RAO & SUKHI JUTLA  
FOUNDERS OF MARKETORDERS.NET



## ABOUT US

MarketOrders is an online global marketplace for the gold and diamond jewellery trade industry.

MarketOrders is developing a platform-based marketplace and provenance chain to enable jewellery retailers to source the products they need more efficiently and at better prices directly from manufacturers, thus turning the traditional model upside down by digitising every element of the customer journey.

## AN INDUSTRY RIPE FOR DISRUPTION

Of all the industries in the world, the jewellery business is one of the most traditional, old-fashioned and most reliant on direct interaction between master craftsmen and merchants.

Jewellery accounts for 47.7% of total gold demand (over 90,000 tonnes) and 88% of this gold jewellery is distributed to consumers through small retailers.

It is these retailers who MarketOrders helps.

## PROBLEM STATEMENT

The gold and diamond jewellery industry faces the challenges of both authenticating and proving the provenance of jewellery products. The supply chain is fragmented and opaque, with many transactions conducted offline and in person. This creates friction and slows down the process, leading to slow and inefficient supply chains in a world where consumers demand speed, choice of products and trust.

## SOLUTION

We believe blockchain technology can be used to overcome these challenges by decentralising these key processes to significantly enhance trust and transparency with all key players. This would include secure online payments, track and trace, and proving provenance along the supply chain.

Digitising every aspect of this supply chain will create scalable efficiencies through the entire operational process. MarketOrders aims to provide an online and seamless end-to-end transaction process for all retailers and manufacturers. By incorporating blockchain into the customer journey through the creation of [www.MarketOrders.io](http://www.MarketOrders.io), this secure blockchain platform would provide scalability, as well as offer better security margins, turnaround time and leverage smart contract technologies, whereby all users can pay in cryptocurrency.



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## WHY BLOCKCHAIN AND WHY NOW?

Embracing the power of blockchain will put control back into the hands of retailers by proving provenance of the products and making the end-to-end sales and supply process more transparent, efficient and profitable. Blockchain technology can be used to significantly reduce the cost of international and cross-border payments, as well as the verification of trade finance invoicing and running digital checks on customers.

# INTRODUCING THE MARKETORDERS TOKEN (MOT)



The MarketOrders Token (MOT) is a unique cryptocurrency specific to the jewellery industry that is for participants within the MarketOrders ecosystem. Each MOT would represent a unit of payment towards jewellery items that can be purchased by retailers on the MarketOrders platform. Both retailers and manufacturers will be incentivised to use the MOT token to

pay for and supply products, as opposed to using fiat as a unit of payment. In this way, the ecosystem will grow and flourish.

We believe that we are uniquely positioned to establish a global large-scale decentralised marketplace and provenance tracker for the gold and diamond jewellery industry in which transactions will be executed using our tokens.



# MEET THE TEAM

We are a young and vibrant start-up based in London, which due to its supportive business environment has been named as a preferred place for blockchain start-ups to be headquartered.



**RAM KRISHNNA RAO**

***Founder and CEO, MarketOrders***

Ram Krishnna Rao is an experienced serial entrepreneur and the founder and CEO of MarketOrders. He has 13 years' experience in Forex, arbitrage and online Bullion trading.

**SUKHI JUTLA**

***Co-founder and COO, MarketOrders***

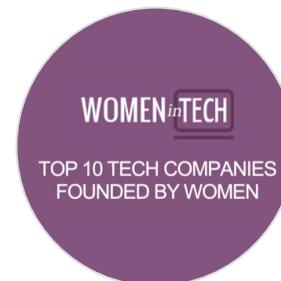
Sukhi Jutla is an award-winning entrepreneur and author, and the co-founder and COO of MarketOrders. She is also a sought-after international speaker, thought leader and qualified IBM Blockchain Developer.



**WE ARE ALREADY MAKING WAVES IN OUR INDUSTRY DUE TO OUR STRONG LEADERSHIP TEAM WHO HAVE WON MULTIPLE AWARDS.**



# AWARDS & PRIZES



## ACHIEVEMENTS TO DATE

We believe that increased education and understanding of this technology is the best way to help innovative technologies get greater adoption. This is why we spend time building our profile, marketing and educating our customers and manufacturers, so that they understand how this technology can be used to help them in the future.

- ◆ 600+ print and online press articles where MarketOrders have been mentioned or profiled
- ◆ 27 podcasts, radio and video interviews
- ◆ 36 awards and list nominations
- ◆ Articles featured in 20 + countries, including Germany, France, the UK, the USA, China, the UAE, India, Portugal, Spain, Brazil, Russia, Lithuania, Japan, the Czech Republic, Vietnam, Italy, Turkey, South Korea, Sweden, Belgium and Romania

DOWNLOAD THE FULL WHITEPAPER AT: [WWW.MARKETORDERS.IO](http://WWW.MARKETORDERS.IO)

# CONNECT WITH MARKETORDERS



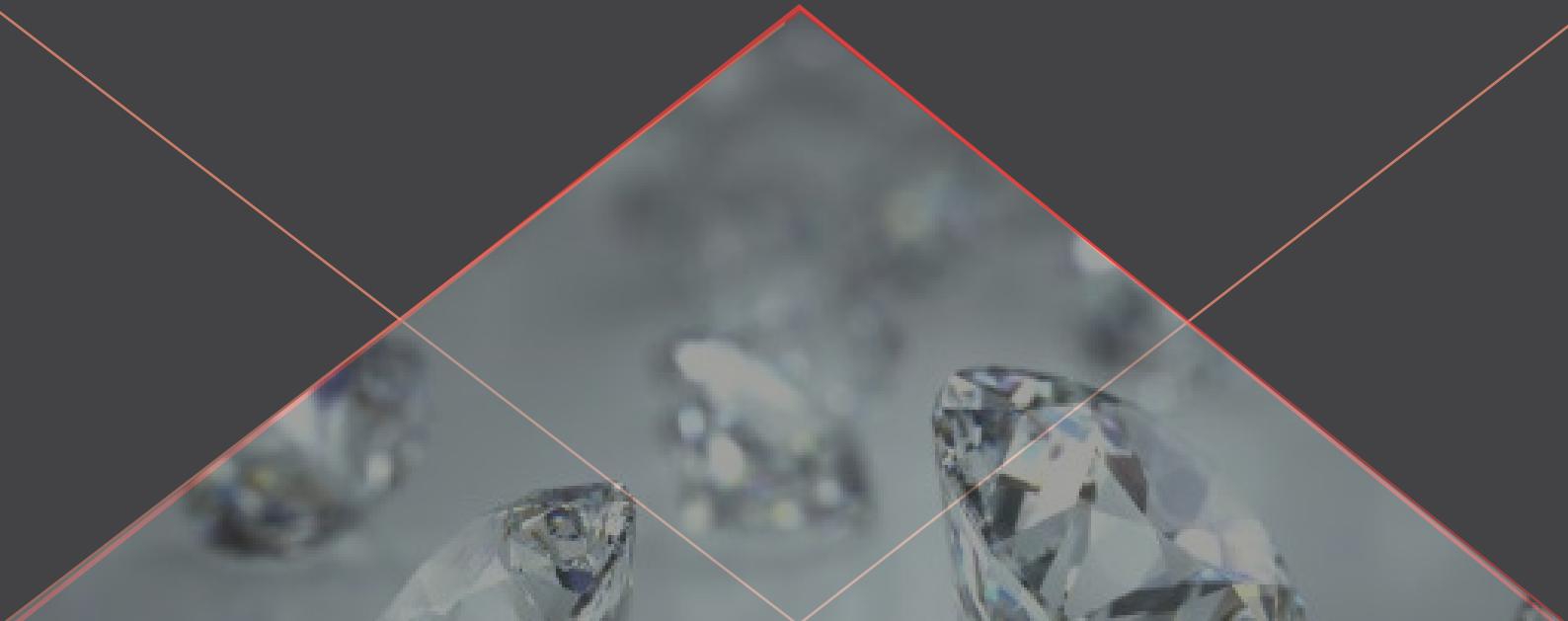
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# MEDIA ENQUIRIES

If you would like to learn more about our blockchain initiative, partner up or collaborate with our research initiatives, please contact us at:

**HELLO@MARKETORDERS.IO**

and visit our website:

**WWW.MARKETORDERS.IO**

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For press and media please contact:

**MARKETORDERS@WCOMMUNICATIONS.CO.UK**

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DISCLAIMER: Purchase, ownership, receipt, or possession of MarketOrders Tokens carry no rights, express or implied, other than the right to use such tokens as a means to participate, interact or transact on the MarketOrders Platform as further described in this whitepaper, if successfully completed and deployed. In particular, all participants must understand and accept that MarketOrders Tokens do not represent or confer any ownership right or stake, share, security, or equivalent rights, or any right to receive future revenue shares, intellectual property rights or any other form of participation in or relating to MarketOrders Limited and its corporate affiliates, other than any rights relating to the use of the MarketOrders Platform, subject to limitations and conditions appearing in any other required agreements on the MarketOrders Website. The MarketOrders Tokens are not intended to be utilised outside the MarketOrders Platform nor as a digital currency, security, commodity, or any kind of financial instrument, and MarketOrders Limited shall not be liable to any participant for any decrease in value of MarketOrders Tokens or any other damages that any participant may incur as a result of using or purchasing MarketOrders Tokens for anything besides their intended use on the MarketOrders Platform.

