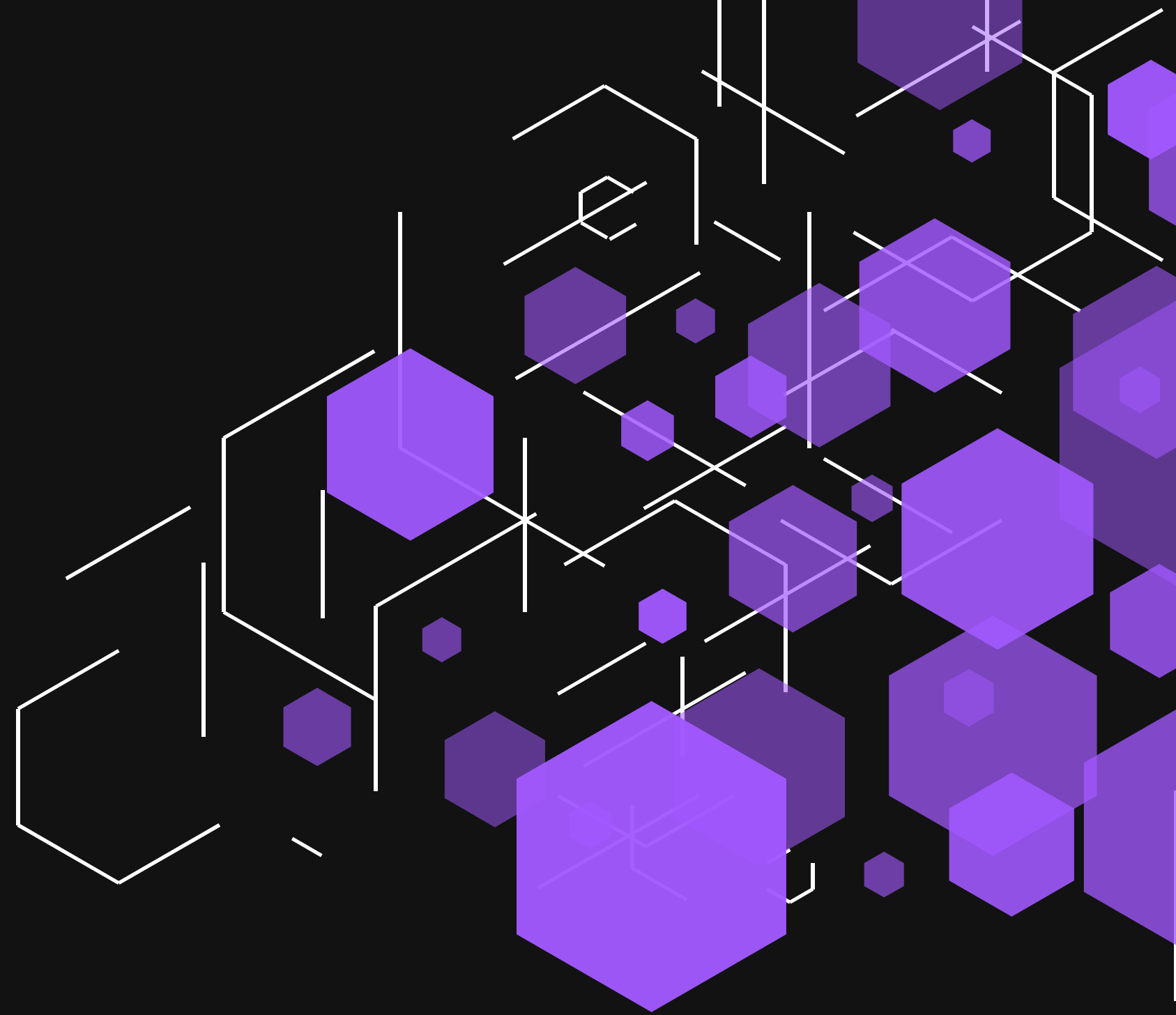# Pipar

Bridging the Trust Gap in Today's E-Commerce

Did You Know

In Africa, over 50 e-commerce vendors we've talked to said they wouldn't ship a product to buyers outside of their city of operations without the buyers paying 100% upfront for the product ordered?

Over 85% e-shoppers wouldn't pay for a product they haven't received. They would rather choose to wait until product existence is verified?

Did You Know

The vendors reason was that, when product is shipped out to these e-shoppers without them paying upfront, 75% of them cancel the order transaction creating liabilities for the e-vendor?
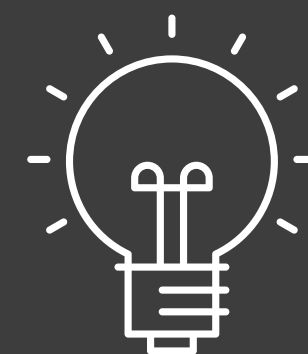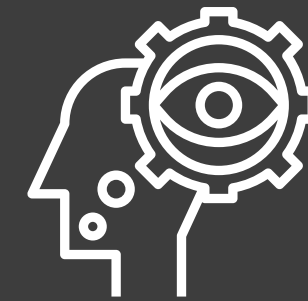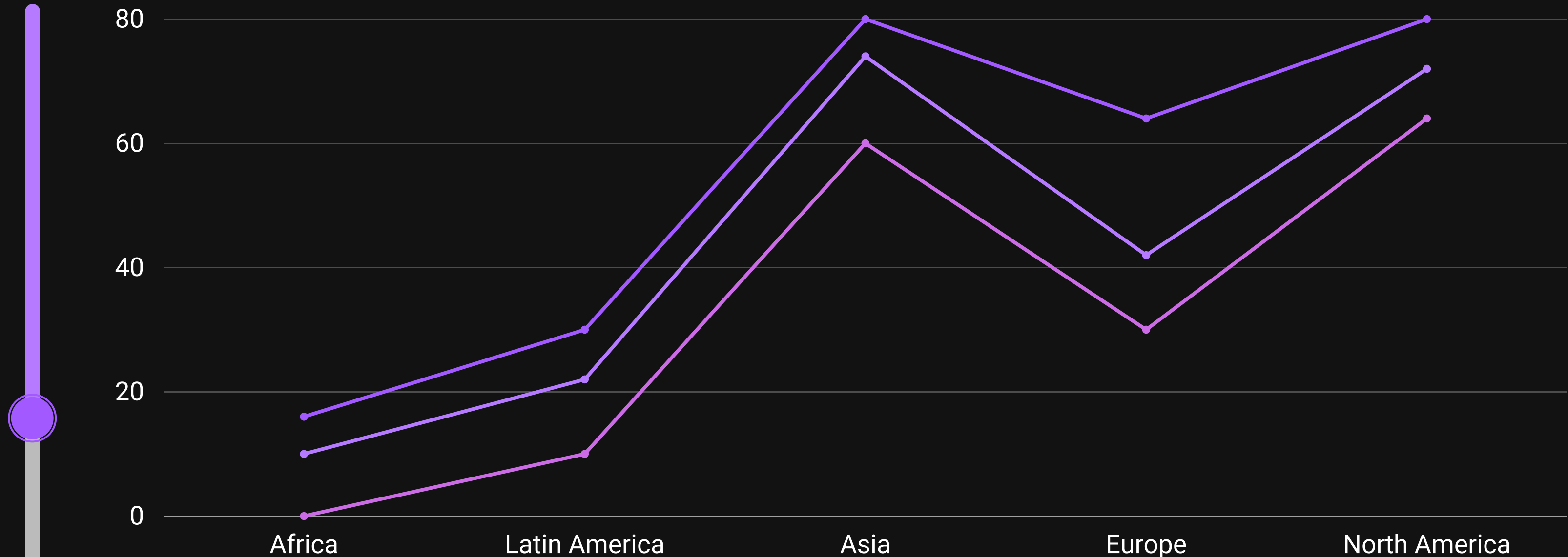
90%
E-Vendors

85%
E-Shoppers

Our Solution

Build an open, decentralised, zero trust marketplace on the Near Blockchain. With our smart contracts, an e-vendor can setup an e-store, tokenize their products as NFTs and let an e-shopper purchase these NFTs upon locking funds in the escrow marketplace.

By this, an e-shopper proves that he has the funds to pay for the purchased good while waiting for the e-vendor to prove existence of product. This itself will boost e-shopping in Africa by 400% in span of a year.

Global E-commerce Adoption (%)

Legend: 2015, 2020, 2023

Chart showing e-commerce adoption percentages by region (Africa, Latin America, Asia, Europe, North America) with a y-axis from 0 to 80.

Africa has the lowest e-commerce adoption rate followed by Latin America. Several factors like poor logistics infrastructure, unfavourably laws and regulation plus trust issues are reasons why.

Product

Pipar is built on a layer one blockchain called Near Protocol. Near is a sharded, developer-friendly, proof-of-stake public blockchain.

on-Chain Store

Create a new e-commerce store powered by smart contracts. Tokenize physical products as NFTs and list them on the Pipar Marketplace.

Transperent

Pipar is built on a decentralised public ledger, this means everyone has access to every transaction going on in the marketplace.

Safe

E-shoppers can buy without needing to trust the vendors. And Vendors can now only deliver to e-shoppers that have the funds to really purchase their product.
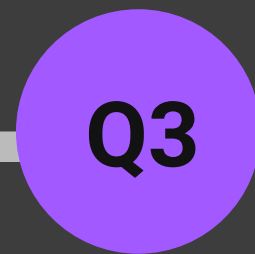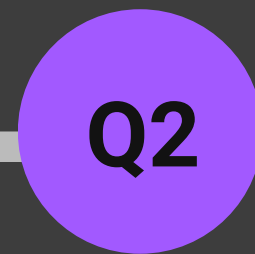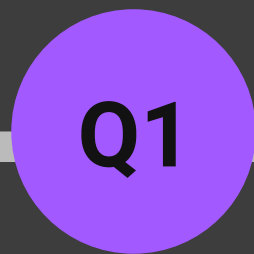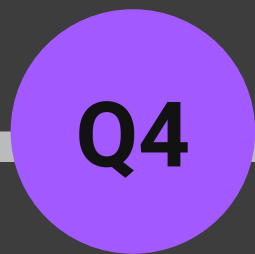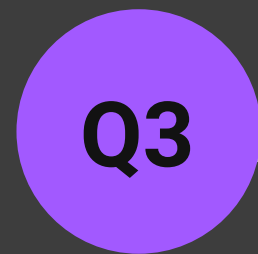
Reward

Vendors can now launch loyalty programmes for their on-chain store, and reward their buyers with fungible tokens they can redeem later in a future purchase.

Q3 — **Q4** — **Q1** — **Q2** — **Q3**

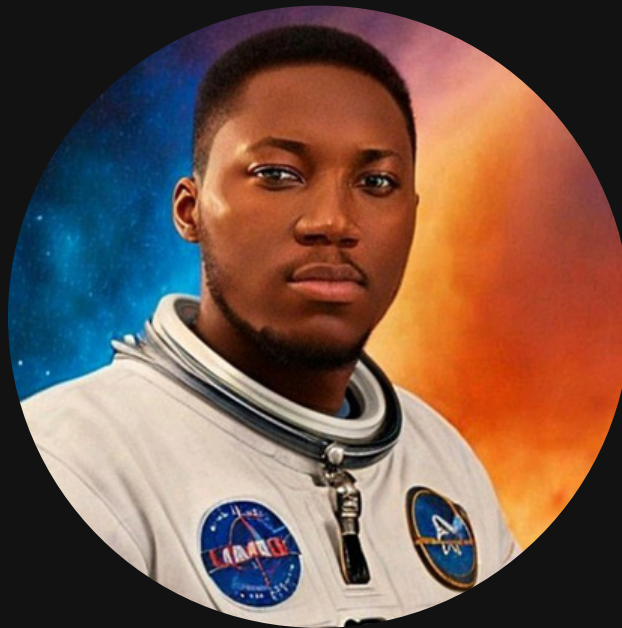| Q3	Q4	Q1	Q2	Q3
Beta Launch [Testnet]	Beta Launch [Mainnet]	Token Launch [Testnet]	Token Launch [Mainnet]	TBD
Vendor Partnerships	Vendor Partnerships			
Events & Awareness	Events & Awareness			

Our Roadmap

Our Founding Team

We are a diverse team of professionals rooted in the first principles thinking. We ship quickly, we iterate faster.

Onyedika Edewor

CEO

Dennis Huisman

Tech Advisor

Rachel Oseh

Community Lead

Contact Us

Please feel free to reach out to us using anyone of these channels.

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Thank You