



**Problem Statement Title: Blockchain based  
Loyalty and Rewards Program using Fungible  
Tokens.**

**Team Name: 686157-U12C5Z9I (RUNTIME-TERROR)**

# Team Member Details

Team Name	686157-U12C5Z9I [Runtime-Terror]		
Institute-Name/Names	Graphic Era Hill University		
Team Members >	1 (Leader)	2	3
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Batch	2024	2024	2024

# Brief

- We have used the term "Flipkart" for the Ecommerce Platform for which the loyalty program is being developed.
- We have created a loyalty platform in the form of a web application that can be easily integrated with Flipkart's Applications.
- The loyalty and rewards platform is called "Rewards Club by Flipkart".
- The fungible token is called Club Coin which is analogous to the the Super Coin on the Flipkart application. The Club Coin works more or less the way how Super Coins work.



# Technology Stack Used



Frontend



Blockchain



Backend







Introducing

# REWARDS-CLUB<sub>by Flipkart</sub>

Rewarding Loyalty, Building Community



# RC Explained



What you need to know

- Welcome to the world of Rewards Club, an innovative loyalty program designed to celebrate our valued customers.
- At Rewards Club, we believe that loyalty deserves to be acknowledged and rewarded, and that's exactly what we're here to do
- Our main objective is to create a thriving community of loyal customers who feel appreciated and engaged with every interaction.
- Through our loyalty program, we're forging stronger connections and building a bridge of mutual trust between us and our customers.
- Whether you're a frequent shopper or a dedicated supporter, Rewards Club is your gateway to a world where loyalty is not only recognized but also celebrated.

# Easy Access for Customers

Accessibility made simple: No blockchain or web3 knowledge required.

Two user-friendly registration methods: Email-based paper wallet creation or seamless Meta-mask integration

## Email-Based Registration

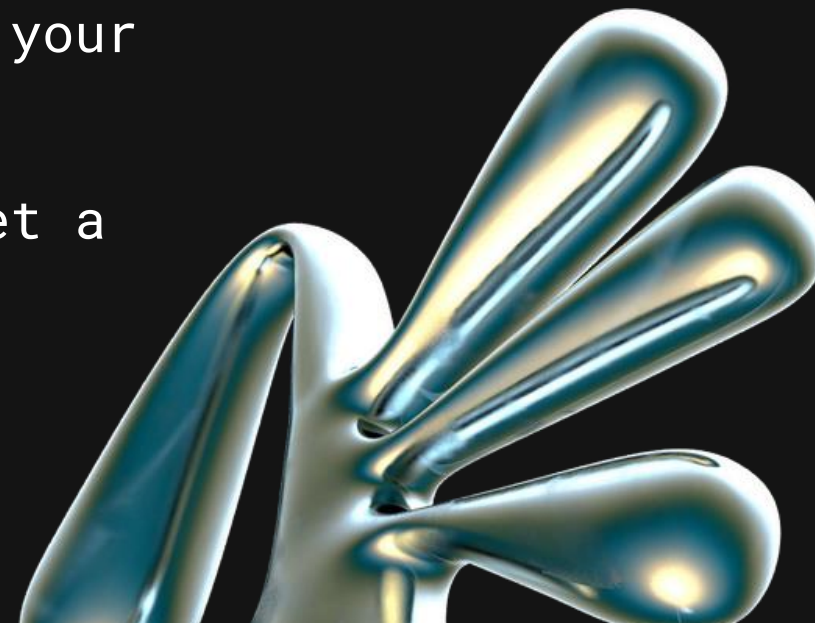
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- **Effortless Entry:** Join without blockchain expertise.
- **Email Initiation:** Register using your email.
- **Instant Access:** Verified users get a secure paper wallet.
- **Simplified Engagement:** Easy interaction, secure rewards

## Meta-mask Integration

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- **Effortless Access:** Existing Meta-mask users connect instantly.
- **Simple:** Interaction Tap "Connect Wallet" for immediate rewards.
- **User Control:** Private keys secure in Meta-mask.
- **Engagement Boost:** Streamlined access, enhanced loyalty.



# Gasless Transactions

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- Say **goodbye to transaction fee** worries within Rewards Club.
- Meta-transactions redefine user interaction. By abstracting gas fees and removing the need for native tokens, users can initiate transactions seamlessly without the constraints of token holdings. Off-chain transactions are submitted to a Transaction **Relayer** Contract, fortified by **OpenZeppelin's** secure smart contract components, which orchestrates on-chain execution.
- Transactions on our platform are designed to be smooth, streamlined, and **user-centric**.
- With gasless transactions, you can focus on enjoying rewards and experiences without the **hassle of additional charges**.
- Embrace a new era of hassle-free interactions within the world of Rewards Club.



# The FT Web3 Foundation

1	2	3	4	5
<b>Foundation of Transactions:</b>	<b>Simplified Exchanges: Ensuring Efficiency</b>	<b>Swift and Secure: Seamless Transactions</b>	<b>Transparency and Trust: Every Transaction Recorded</b>	<b>User Benefits:</b>
<ul style="list-style-type: none"><li>• FTs represent standardized digital assets, each carrying equal value.</li><li>• These tokens form the bedrock of secure and efficient exchanges within our ecosystem.</li></ul>	<ul style="list-style-type: none"><li>• FTs streamline exchanges through uniform valuation.</li><li>• Users experience hassle-free one-to-one value swaps, making transactions seamless.</li></ul>	<ul style="list-style-type: none"><li>• FTs enable instant redemptions and settlements.</li><li>• The inherent security of blockchain ensures each transaction's integrity.</li></ul>	<ul style="list-style-type: none"><li>• Blockchain records every FT transaction, fostering transparency.</li><li>• Users can trace their engagements, enhancing confidence in the loyalty ecosystem.</li></ul>	<ul style="list-style-type: none"><li>• FTs grant immediate rewards and enable swift settlements.</li><li>• This accelerates engagement and user satisfaction, driving loyalty.</li></ul>

# Reward For Purchase Mechanism

## What If Every Purchase Earned You Tokens?

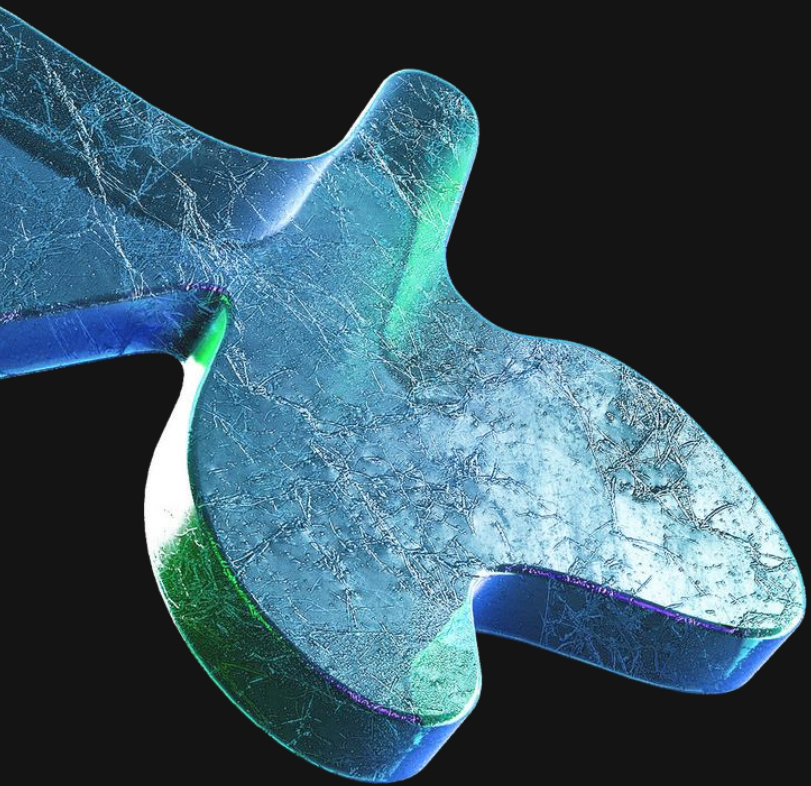
- Introducing the ingenious "Reward For Purchase" mechanism – where every transaction becomes a step towards greater rewards.
- With this feature, every purchase carries significance as we recognize and value your loyalty.
- For our esteemed Plus users, a transaction of Rs. 100 translates to 4 loyalty tokens, a testament to our appreciation for your support.
- Our Regular customers also enjoy the benefits, receiving 2 loyalty tokens for every Rs. 100 spent.
- In the world of Rewards Club, your every purchase has the potential to unlock a realm of rewarding possibilities.

# Diverse Reward Platforms



Earn tokens through various avenues:

- ✓ **Referring friends:** By referring friends, you not only share the experience but also earn tokens for each successful referral.
- ✓ **Sharing on social media:** Your network matters. Sharing our platform on social media earns you tokens as a thank you for spreading the word.
- ✓ **Participating in platform games:** Your engagement is valued. Participate in our entertaining platform games and unlock tokens while having fun.





# Token Utilization

Transforming Loyalty into  
Value

## Representation

- Tokens within Rewards Club are more than mere numbers – they're a representation of your loyalty and engagement

## Significance

- Our loyalty tokens hold substantial value, reflecting the significance of your patronage.

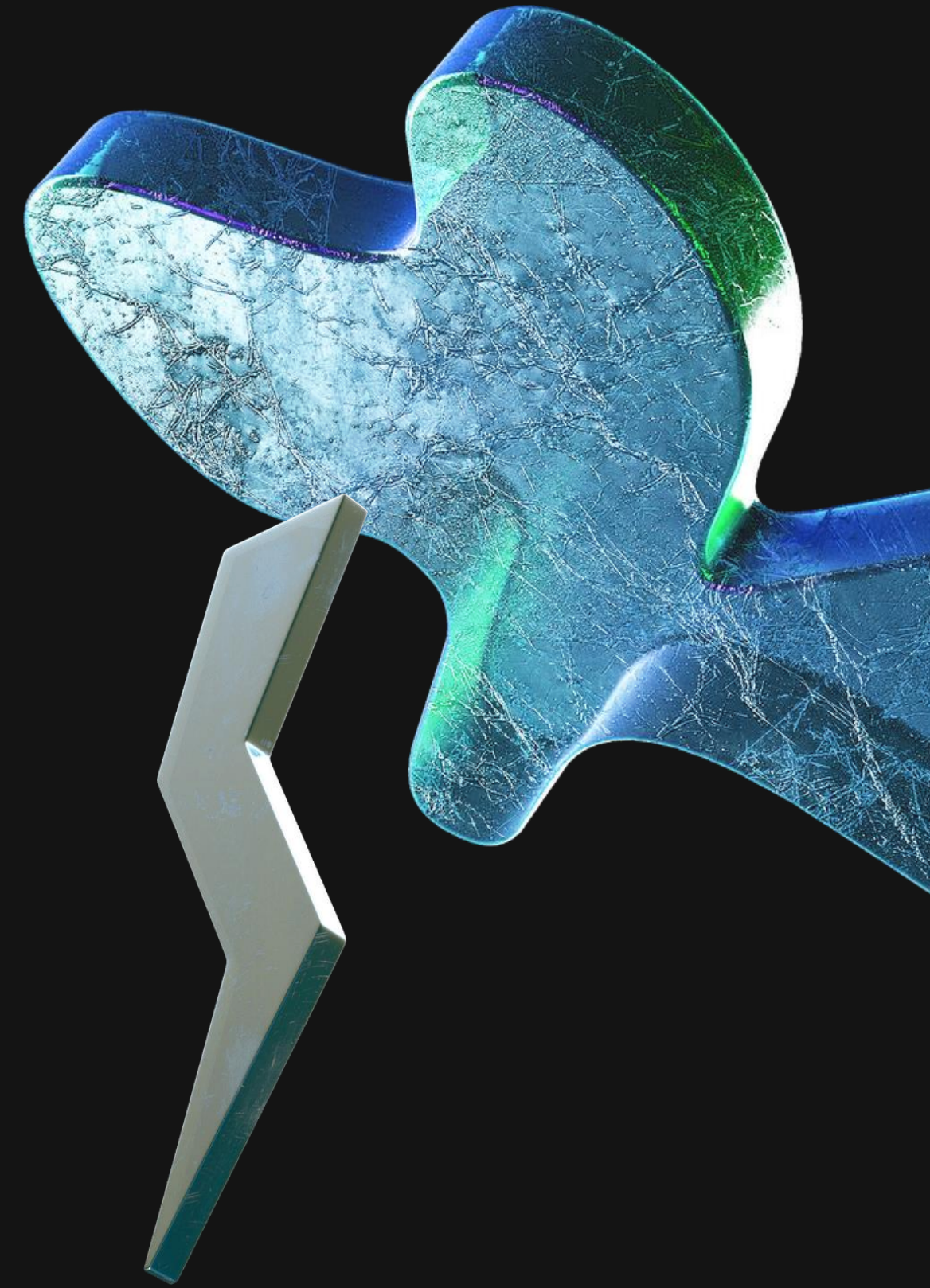
## Reward Access

- Redeeming these tokens opens the door to a world of exciting rewards and exclusive offers available on our platform.



# Partner Collaboration

- At Rewards Club, we've expanded our horizons by partnering with esteemed brands like Puma and Nike.
- These collaborations result in tailored offers that resonate with our users' preferences and desires.
- Our partner offers are meticulously crafted, incorporating key details such as product names, descriptions, values, prices, quantities, and more.
- With these collaborations, we aim to enhance your experience by bringing you exclusive deals from brands you know and trust.
- Partner Collaboration is where loyalty meets top-tier brands, resulting in a synergy that's both rewarding and exciting.



# User Roles and Functions



- In the ecosystem of Rewards Club, every role has a distinct purpose and contribution.
- **Admins**: The backbone of the platform. Admins manage and oversee various aspects, including token minting, ensuring a smooth rewards process.
- **Partners**: Partners play a pivotal role in enhancing your experience. They curate offers that align with your preferences, creating an array of choices.
- **Customers**: The heart of our platform. Customers explore offers, make purchases, and actively engage in the rewarding journey.
- Each role collaborates harmoniously to create an ecosystem where loyalty is celebrated and engagement is enriched.



# Token Expiry

Transforming Loyalty into Value

- Tokens within Rewards Club come with a thoughtfully designed lifespan.
- Each token is issued with a fixed expiry date to ensure their circulation remains relevant and dynamic.
- Rest assured, the process is automated: Expired tokens are seamlessly and automatically returned to the platform owner's account.
- This mechanism reflects our commitment to maintaining the vitality and integrity of our rewards ecosystem.
- Token expiry, managed with precision, is yet another way we optimize your loyalty experience within Rewards Club.

# FUTURE SCOPE

What you need to know



- Engaging Gameplay Rewards: Users earn rewards through interactive games.
- Innovative Experience: Gamification enhances user journey and loyalty.
- Motivated Participation: Gamified interactions boost engagement.
- Faster Transaction Time: Streamlined blockchain ensures swift rewards.
- Transparent Tracking: Blockchain ensures reliable reward monitoring.





**THANKYOU**