

# TIPCHAIN

DECENTRALIZED LOYALTY SYSTEM



Tipchain is a decentralized loyalty system meant to disrupt how people get rewarded and enticed to shop online by replacing coupons and discounts with a tradable virtual currency that can be used to shop on any ecommerce site integrated with our software and can be traded on Exchanges for fiat or other Cryptocurrencies.

## CONNECT WITH US

BITCOIN TALK: <https://bitcointalk.org/index.php?topic=3242479.0>

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## 1. INTRODUCTION

Research by [One4all Rewards](#) has revealed a new crop of consumers, who – rather than seeing rewards and incentives as add-on benefits – expect to be rewarded for their purchases. This type of “what’s in it for me” consumer has created a new challenge for brands and is changing the way businesses view reward and incentive schemes.

Consumer loyalty has always relied, in part, on what customers feel they get from a brand in return for their business. But historically these rewards and incentives have been viewed as bonuses on top of the product the consumer wants in the first instance.

However, a new group of ‘reward shoppers’ is emerging who will refuse to buy certain products unless they are proactively offered some kind of extra incentive.

### ***ENTER TIPCHAIN...***

Tipchain is a decentralized loyalty system meant to disrupt how people get rewarded and enticed to shop online by replacing coupons and discounts with a tradable virtual currency that can be used to shop on any ecommerce site integrated with our software and can be traded on exchanges for fiat or other Cryptocurrencies.

### **1.1 Vision**

Tipchain’s (TIP) vision is to make it possible to reward every aspect of shopping online. We picture a world where any form of transacting on ecommerce sites can be quantified and compensated with pinpoint accuracy devoid of bias. This will increase motivation and satisfaction in any sphere of life where our principles and technology are applied.

## 1.2 Problem

The concept of rewarding customers for their business has been around for decades. From 'savings books' that allowed consumers to save stamps that could be exchanged for products, to modern day schemes like reward cards, brands have long been leveraging customer data and using incentives to encourage customer loyalty. So how can marketers best take advantage now of the ever-developing rewards market? That has always been the ever evolving problem.

In the world as we know it repetitive tasks get boring over time. The human mind is infinitely elastic and always willing to accommodate new things. When an intelligent mind does something over and over the cells and organs get into a state where they are not stretched.

As a result, this creates a normalized set of automated processes in the body causing the mind to either drift off or become dormant. At this point in time the mind will either start day-dreaming (self-hypnosis) or switch off. This repeated over and over causes a loss of energy, lack of motivation and ultimately low output. Attempts have been made to boost productivity through compensation but these have been faced with the problem of bias and non-uniformity in quantification of effort.

For some industries, this means there is a collection of shoppers directly motivated to make purchases based on what rewards or incentives brands provide.

Even among consumers who would not directly avoid making a purchase in return for an incentive, 25% would still expect to be offered something in exchange for buying a product.

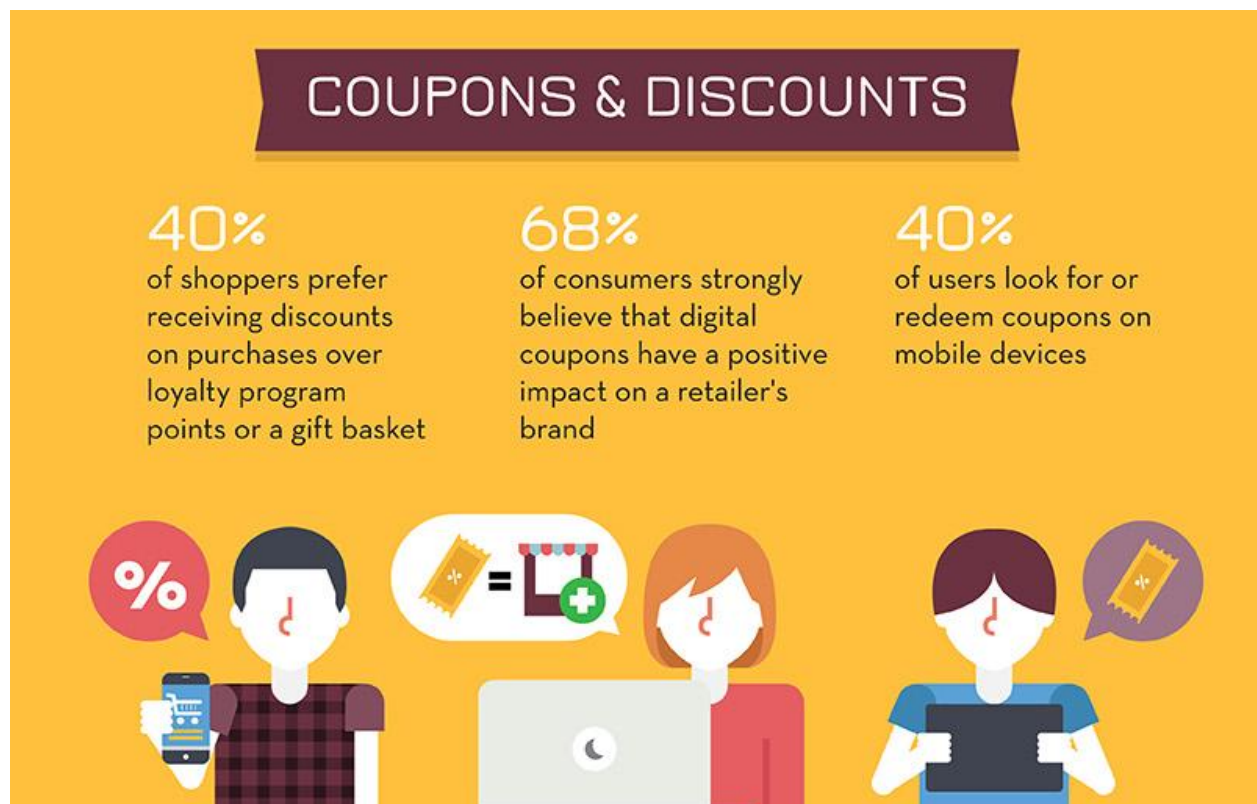
The market for consumer incentives is now estimated at more than \$94 Billion and with that number set to rise based on current predictions; this presents a real issue for businesses.

### 1.3 Solution

The eagerness to offer incentives over a prolonged period has conditioned consumers to expect rewards and they have gradually developed a clearer understanding of their value – particularly the value of their loyalty – and are becoming more bullish about exploiting it.

Tipchain is the next stage in incentive evolution after coupons and discounts when it comes to shopping online. We intend to provide a universal quantifiable unit of value derived from rewards people get for shopping online through our decentralized loyalty system that can be redeemed on any ecommerce site using our technology.

Given an option of Coupon, Discount or TIP, a Cryptocurrency with appreciating value, most if not all, would choose Tipchain.



## 1.4 The Roadmap



APRIL 2nd 2018 - Presale & Airdrop Launch

APRIL 12th 2018 - Main Token Sale (ICO)

APRIL 26th 2018 - Listing on Exchanges (min. 3)

JUNE 2018 - MVP Protocol Development

AUGUST 2018 - Testing Beta with select E-commerce sites

NOVEMBER 2018 - Hackathon Event

**DECEMBER 2018 - Launch Market Ready SDK**

## **2. THE TIPCHAIN PLATFORM**

### **2.1 Decentralized Loyalty System**

Tipchain, represented with a ticker TIP, is a cryptocurrency that quantifies value denoted as an incentive for shopping on an ecommerce site that runs on a loyalty system built on the blockchain we call “The Reward Protocol”. Tipchain is the tradable token of Reward Protocol which is a Decentralized platform that tries to solve the problem of bias and non-uniformity in quantification of effort and reward system previously dominated by coupons and discounts.

### **2.2 Trading Platform**

The Trading platform simply enables the buying and selling of digital currency – much like how stocks are bought and sold in the Stock Exchange. Financial trading consists of buying or selling an underlying amount in a financial market with the intention of earning a speculative profit. The investor buys a crypto asset with the intention of being able to sell for a profit.

The Trading Platform, which is an online electronic trading exchange, is a computer system running a software that allows traders to open, close, manage market positions, place trades and monitor accounts. Investors and members will be able to earn profits from buying and selling TIP on the platform, by buying low and selling high thereby making some profits. They could also exchange/trade Bitcoin or Ethereum for TIP on the platform. The trading platform enforces two-factor authentication (2FA) to log in and also during withdrawal to protect the user’s crypto assets.

Tipchain is also in communication with external exchanges.

### 2.3 Airdrop

An airdrop is when a blockchain project distributes free tokens or coins to the crypto community. Offering free TIP in the ICO to the early adopters and as an incentive to those who spread the word about Tipchain on social media would not only improve our advertisement but also show our commitment to the mantra of a decentralized loyalty system.



### 2.4 Windows, Linux, IOS wallet

As indicated in our 2018 roadmap, we will develop Wallets to store Tipchain when we move from an ERC20 Token to a Native Token. Currently you can store them on your Ethereum wallet and when TIP gets listed you can HODL them on Exchange Marketplaces.



### **3. TIPCHAIN TOKEN**

#### **3.1 Specification**

**TOKEN NAME: Tipchain Token**

**ABBREVIATION: TIP**

**TOTAL SUPPLY: 1,973,779,174 TIP**

**AVAILABLE TIP TOKEN SUPPLY FOR PRE-ICO: 50,000,000**

**AVAILABLE TIP TOKEN SUPPLY FOR ICO: 185,000,000**

**AIRDROP SUPPLY: 2,000,000 TIP**

**DECIMAL PLACES: 18**

**PRESALE DATE: Start 2nd April**

**ICO DATE: Start 12<sup>th</sup> April**

**ALGORITHM: Ethash (Proof of work)**

**PRICE: Pre-ICO sale - \$0.07 (Min. 0.1 ETH Worth)**

**ICO Crowdsale - \$0.12 (Min. 0.1 ETH Worth)**

### 3.2 Summary of Distribution

**Developers hold: 21% of TIP Tokens**

**Initial Investors Hold: 16.47% of TIP Tokens**

**Pre-ICO Sale: 2.5% of available TIP Tokens**

**Crowd Sale: 9.37% of available TIP Tokens bonus inclusive**

**Tipchain reserve: 50.66% of available TIP Tokens**



## **4. TIPCHAIN (TIP) PRE-ICO & ICO**

### **4.1 Pre-ICO Goals**

The Goal of Pre-ICO is to ensure that believers of our dreams get a chance to get in early and support us launch a successful ICO after the conclusion of Pre-ICO. Early Investors will 2x their investment by the time we get to ICO and easily 5x their investment when we launch on exchanges.

### **4.2 ICO Goals**

The Tipchain ICO is aimed at raising funds to help complete development of the REWARD PROTOCOL Platform and provide the infrastructure needed to offer our services to the huge customer base we are targeting. The funds will also be used for marketing and engagement of strategic partners who will be beneficial to the Tipchain ecosystem.

### **4.3 ICO airdrop bonuses**

Airdrops are great way to get the cryptocurrency community excited about our project and speaks to our mantra of rewarding people for efforts they put to get the word out both online and offline. We will allocate 2,000,000 TIP as incentive coins for tasks completed. Recipients will get maximum of 500-1000 TIP per task completed. This will ensure wider distribution and more engagement by users.

## **5. THE FUTURE AS WE SEE IT**

### **5.1 Ecommerce Personalization & Experience**

Nearly all retail growth at present is driven by ecommerce, and this looks set to continue in the years ahead as more people spend more money online. Greater personalization and a better customer experience will be the Holy Grail for ecommerce businesses in the future, as it becomes increasingly difficult to secure customers against a backdrop of ever-increasing competition. Customers will eventually flock to those offering as close to the in-store experience as possible, and major ecommerce retailers are already striving to make things more personal and more tangible on web.

### **5.2 Ecommerce Delivery Drones**

Perhaps one of the most exciting developments in ecommerce is one we are already starting to see in testing – drone delivery. Drones will in the future allow companies to deliver packages much more efficiently and quickly, with delivery times of just 60 or even 30 minutes from order entirely plausible. Drones will be sent out from distribution centers and travel directly to the delivery addresses provided, at significantly lower cost and logistical hassle than at present. Amazon, among others, is already seriously close to making this a reality across the entirety of their business, and it seems that others will be clambering to follow suit as quickly as possible.

### **5.3 Ecommerce Curation & Pay Monthly Models**

Product curation and pay monthly models are likely to continue to form an increasing part of the future of ecommerce. People don't want to buy generic products from you – Amazon is cheaper and quicker. But they do want to buy

curated products, lifestyle products, and ecommerce packages where your product knowledge and expertise can create an altogether more enjoyable, rounded experience. Think Graze.com or Flavourly.com.

#### **5.4 Tracking Into Stores**

The boundaries between ecommerce and physical commerce, i.e. the retail store, will become less definite as time passes, and companies are already looking at ways of tying together online tracking and customer information with their real-world experience. This also complements the idea of greater customization of the shopping experience, allowing retailers to use existing online data to personalize their entire relationship – both online and offline.

#### **5.5 Ecommerce A.I Systems**

Ecommerce already enjoys a significant advantage over other types of business, in the sense that there are thousands of high-quality apps, all readily integrated into each other so that even small-budget players can rapidly automate the entirety of the process. At the same time, technologies rapidly change and improve, thanks to the strong competitive drive across the industry – after all, another retailer is only a click away.

The next step for ecommerce will be the application of A.I systems, running evolutionary algorithms designed to find the absolute optimum. It's all math anyway – whether it's optimizing your sales process, or choosing the statistically highest converting design for your website. By developing systems using these algorithms, which are designed to effectively test, optimize and repeat on loop, ecommerce will move into an even higher level of sophistication as this technology improves.

The upshot for those running ecommerce businesses is to embrace these processes as soon as viable. Where the major players go, smaller retailers follow, and it won't be long before a proliferation of A.I-driven systems improves the capabilities of the ecommerce industry even further.

### **5.6 Measurement Across All Devices**

Not everyone sticks to a single device when buying from you. In fact, more people are moving between devices, from the web to mobile to apps, before turning into paying customers. Measuring analytics across devices is still in its infancy, but it is becoming a more significant field of interest for those in ecommerce.

Once tracking of usage across multiple devices become more sophisticated, the processes of testing, tweaking and optimizing the user experience still further can be set in motion. This will unlock even more value for ecommerce retailers, through providing further detailed insights into how the same people respond to their offering across platforms.

### **5.7 Ecommerce Attribution Modeling**

Attribution modeling provides the basis for calculating R.O.I, and thereby tailoring your marketing strategy to deliver optimal results. Assigning value to something in or related to your funnel is important because it makes it possible to calculate your return. Attribution modeling looks at the best possible actions to which you should attach value, so you can focus your marketing spending and resources on those that offer the strongest return.

For example, say you have a simple two-step funnel, whereby you catch an email sign-up or a sale. Both elements here have a value – there is value in the sale, but also in the lead, which might one day buy from you (or might buy from you several times over, depending on your data). By attributing value to each of these actions effectively, marketers will continue to generate more sophisticated insights into how best to channel their efforts.



Thanks for taking time to read our white paper.

Yours Faithfully,

Reward Team.