

INTRODUCTION

Living in a consumer-based society where young individuals are increasingly becoming the mainstream consumers for online products and services has reduced the use of physical fiat since the introduction of electronic fiat as a method of payment between consumers and businesses. Today, the advent of Blockchain technology in 2010, has brought about the existence of Cryptocurrencies which have been gaining acceptance as a virtual currency and also as an investment. No doubt, experts believe that cryptocurrency is the future of money which remains the most revolutionary introduction to the global financial industry.

With over tens of thousands of cryptocurrencies existing in the blockchain space and the increasing user base spread across different countries, TURUNG has made it possible for customers and businesses to convert Crypto-fiat currency with a single transaction fee without going through multiple conversion processes thus saving more time, this possibility makes Crypto-fiat payments easy and convenient allowing traditional stores and local businesses to have easy access to the trillion-dollar crypto market.

WHAT IS TURUNG?

Turung is a smartstore that allows traditional stores/businesses operates as a mini bank by processing crypto-fiat payment through a decentralized payment system called Turupay.

Imagine an e-commerce store built with its payment system on the decentralized blockchain technology, allowing businesses and stores to serve as OTC (Over The Counter) platforms for processing crypto-fiat and fiat-crypto payments for products and services, and as well as liquidity.

HOW IS TURUNG PLAYING?

Turung offers businesses, both SMEs and large scales, the opportunity to place their store on the crypto ecosystem, and manage their payment on the secured and immutable technology while getting returns in cryptos or Fiat depending on their choice. In other words, consumers can also access these stores to send, receive, or process crypto-fiat payments or vice versa; and make payments for products or services in crypto and fiat currencies.

Imagine paying for Data or Uber from your Binance wallet, or cashing out your crypto to fiat at the closest local store to you?

This is revolutionizing e-commerce, and payment systems and giving traditional businesses massive access to the crypto ecosystem.

With Turung Smartstore your store doesn't just sell, it becomes a mini-bank!

WHAT BENEFITS COME WITH IT FOR USERS?

The decentralized blockchain technology offers numerous financial system benefits which make it appear too good to be true compared to the traditional financial systems. Turung being a store built with its payment system on the blockchain crypto ecosystem, users and store owners have access to all the decentralized benefits including;

- ✓ Turung smartstore are FREE and easy to set up. They have an inbuilt wallet, and various selling options (VSO) to capture different users that offer their products or services for rent, bid, download, buy, etc. Stores can chat with clients, family and friends.
- ✓ Fast and reliable multiplatform cash-out option
- ✓ Instant and secure P2P multi-currency payment system for liquidity and payment for products and services.
- ✓ LOW transaction fees/rates and NO commission on the product sold. Products sold in Turung stores have no third party extra charges or commission.
- ✓ Bot integration. Turung supports bot integration, Users can create and integrate customized selling options and virtual cart.

HOW DOES IT WORK

To build and manage your community of customers as subscribers;

Step 1- Sign-up for a FREE store (account) and set up a wallet

Step 2- Invite friends and family from your phone contacts and social media platforms to subscribe to your store.

Step 3- Select a selling option and start listing/uploading products for rent, book, bid, download/stream etc. Increase product visibility using the hashtags (#) or mentioning tags (@)

Buyers (whether within or outside your location) can search for products based on category, brand name, special offers, product colour, proximity, product name, location name, product size and prize for patronage without subscribing to your store. Fulfilled customers have a high chance to subscribe to your store for updates.

Step 4- Your subscribers will receive a notification each time you post a new product. They can instantly buy and post a product review, like or share your product post.

Step 5- For every purchase made allows the buyer to write a product review for the item being bought. Alternatively, the buyer can as well navigate to visit your store offline to make patronage. Sellers can reward their subscribers as affiliates for each patronage made through the subscriber's page whenever they share the seller's product.

UNIQUE SELLING FEATURE

1- TURUpay: - TURUpay is a decentralized payment system that supports crypto and Fiat. Compared to the P2P liquidation exchange, TURUpay makes Crypto-fiat payments easy, convenient and fast as it allows users to pay for products or services using crypto and the seller receives fiat as payment in a single transaction. TURUpay facilitates all transactions within the Turung ecosystem. Just as electronic payment methods like Visa, MasterCard, debit cards, credit cards, etc., TURUpay connects payments between centralized and decentralized platforms. It is built on the Binance Smart Chain

2- Turupower; - These are utility tokens that facilitate all transactions on TURUpay within the TURUNG ecosystem. This means that TPR is the currency that makes conversion and other financial transactions possible using TURUpay.

TURUPAY USE CASES.

Turupay is an enterprise protocol that has a high potential of becoming the World's largest crypto-fiat liquidity provider for global e-commerce transactions and activities. As established earlier, it provides more liquidity options compared to P2P liquidity options. As enterprise protocol, it will be suitable for;

1;- Third-Party Platforms;- Third-party platforms like exchanges operate using the wallet or account structure to provide liquidity for traders, TURUpay through its large smartstore network will support third-party platforms with liquidity to make payments and convert Crypto-fiat with a single transaction fee. This means you can easily make payment for your lunch via exchanges like Binance, Paxful, Patricia, etc.

A simple analogy

Where Donalds and McClurkin's is an imaginary restaurant. If registers as a business offering food and drink services to people on the Turung Ecosystem. Donalds and McClurkins get an account on Turung. Customers who want to buy or order a meal can pay in crypto, TPR tokens power the transaction while Donalds and McClurkins can receive payment either in Crypto or as Fiat. In a case where such a customer has no crypto, the order can be purchased using any fiat of the customer's choice. The TURUpay ecosystem will process the Fiat into crypto as a single transaction should Donalds and McClurkins decide to receive payment either In Fiat or Crypto.

2; - POS and ATM terminals, The decentralized TURUpay protocol can run on hardware like POS and ATMs thereby facilitating financial inclusion services like liquidity like Fiat and Cryptocurrency. Expect TURUpay ATM Cards and POS machines in a few years

PARTNERSHIPS.

To facilitate worldwide crypto adoption requires crypto-fiat payment for e-commerce transactions on a global scale, strategic partnerships that will aid investment, and marketing towards achieving this goal will be employed. Thus, the partnership will be directed towards centralized and decentralized platforms. They include but are not limited to;

- 1- Exchanges
- 2- Independent Wallets
- 3- Betting platforms
- 4- Sports/entertainment platforms
- 5- Centralized Payment systems
- 6- Indigenous companies (innoson motors)
- 7- Institutions/ Universities.

INVESTMENT IN STAGES

Turung is currently seeking investors to support the project by buying its project tokens with the token symbol (TPR).

Turupower Tokens

1 TPR = 0.20\$ (USD)

1 TPR = #100 (NGN)

1 TPR = 22.58 (KES)

1 TPR = 3.17R (ZAR)

Tokens can only be purchased at the different investment stages mapped.

- 1- Seed rounds/Community rounds at 7cents per token.
- 2- Private sale at 10cents, the project will be listed on Daopad with a minimum investment of \$500
- 3- Public sale at 20 cents at project launch with no minimum investment

TOKENONOMICS.

Less than 1% of the total token supply will be sold before the project launch. Revenues generated during the Token sale will be used to fund the project development.

Total Token Supply 2.000.000.000

Token In Circulation <1% of TTS

Total Token locked 500,000,000 (Founding team token plus Token reserved)

Token Price 0.20\$ per token

Market Cap 40.000.000\$

Soft Cap 1.000.000\$

Hard Cap 10.000.000

TOKEN DISTRIBUTION

Token Distribution;

Founders and Advisors 14%

Marketing and R&D 25%

Reserve 10%

Network 10%

Operation 10%

Liquidity 20%

Staking 15%

Community and Daopad sales 1%

ROADMAP

- * Project Community 2021
- * Smartstore prototype 2021
- * Project website 2022
- * Community Seed stage token sale 2022
- * Project listing on Daopad 2022
- * Partnerships exchanges 2022
- * Turupower token listing on exchanges 2022
- * Smartstore (beta) launch 2022
- * Registration/trademark and licensing 2022
- * Partnership betting platforms 2022
- * Reception feature launch 2022
- * Partnership with payment systems 2023

- * Partnerships with sports/game clubs 2023
- * TURUNG pad feature 2023
- * Multi-Level Marketing (MLM) selling feature. 2023
- * Turung hardwires (POS + NFC + CARD 2023
- * First Art event collaboration 2023
- * Official sports sponsor 2023