



BitStash.

# Whitepaper

**Release 1.0**  
**Official Whitepaper for BitStash**  
**and the STASH Token.**

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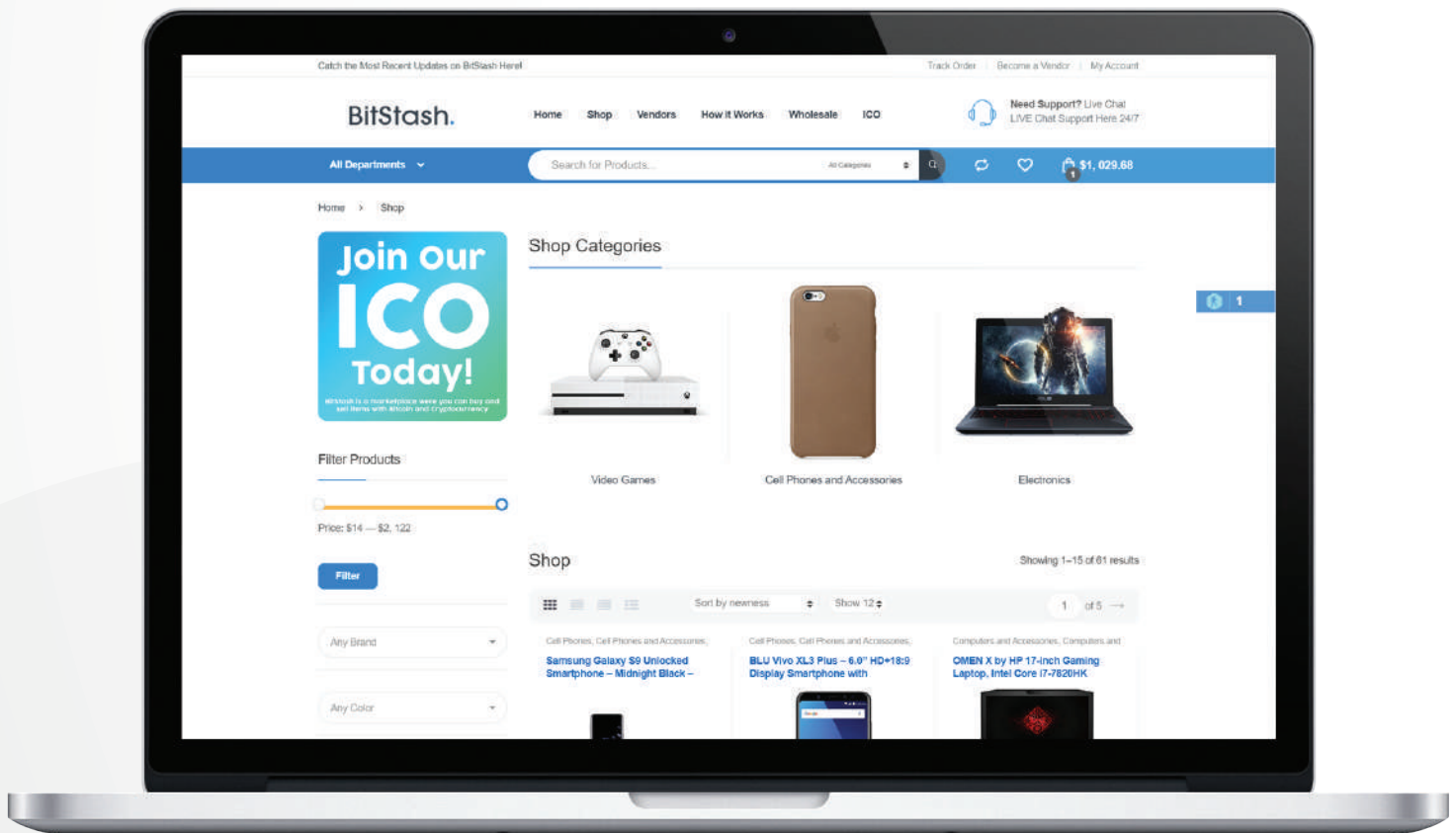
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# 1. Abstract



BitStash is a peer to peer (P2P) crypto commerce marketplace which enables buyers and sellers to purchase or list products, goods or services. The BitStash platform provides a simple and secure marketplace for users to transact seamlessly between each other and with the trusted protection provided by our escrow system.

16.8 Trillion USD is spent annually for products, goods or services all around the world. The e-commerce industry is growing rapidly and it is becoming easier to transact across borders. This opens the door for BitStash to scale globally and provide millions of people around the world the opportunity to open an online store and earn cryptocurrency; economically developing countries can greatly benefit from this. BitStash will be implementing several language translations for ease of use for all users across our platform.





# 2. The Problem



## **Cryptocurrency not accepted.**

Cryptocurrencies and digital assets have remained unused by mainstream marketplaces and stores. This is significantly reducing the awareness, adoption, and usability of Cryptocurrency as a whole.

## **High monthly & transaction fees.**

Not only is it very hard to find places that will accept cryptocurrency, but if you are a vendor, manufacturer, wholesaler, or retailer, it can be expensive to sell your products online. Lots of the popular marketplaces require a monthly subscription to be paid in order to sell on their platform. For example, Amazon, Shopify, eBay, Alibaba, etc. In addition to their monthly selling fees, users on the various platforms are also subject to their processing and transaction fees that take away from the vendor's or seller's profit. In the end, this is driving common products to be overpriced to pay these marketplace owners. Over time, these fees increase from platform to platform; causing the price of products to rise as well. This is a very bad long term model.

## **High cost of advertising.**

Large and small marketplaces often tend to charge a high rate for advertising on their platform. They are not transparent at all when it comes to their "Organic and Paid" displays. There are some options that are sponsored; however, in many cases when you, as a seller, are paying an advertiser to advertise select products, the products that are not being advertised will appear higher in search naturally. Big companies such as Amazon and Ebay do this for select big budget advertisers. This use of "recommended advertising" is hurting smaller vendors, or those trying to start out, and takes away from a truly fair global marketplace. Manipulating the user experience or search results reduces the user's ability of finding what they are looking for.

## **Extremely one sided resolution process.**

It is very typical for marketplaces to be one sided when attempting to provide a resolution to a dispute. They tend to trust large vendors, even if you have been with them longer. Things do sometimes get misplaced or forgotten about; however, just because a large vendor or customer declares they are right does not mean that is the ethical course of action.

## **Existing crypto-marketplaces require downloads & complicated setup.**

If you are savvy enough to find other cryptocurrency marketplaces online, then you have found that just about all of them will require you to download and install their program to run the client. This can be extremely confusing for some vendors or customers, and reduces the overall experience that is already natural for most consumers. Most consumers will completely lose interest and move on to something else that is more convenient and easily accessible, which in turn will greatly reduce the opportunity for vendors and sellers to earn a sufficient stream of income via their marketplace.

# 3. BitStash Solutions



## **Lowest possible marketplace fees**

Our current fee rate will never increase. In fact, they will only decrease over the course of time. The marketplace seller fees will not be a monthly subscription, but will pay a maximum of 3% of the total order.

## **Payments Accepted (Bitcoin, Ethereum, STASH, & more)**

Currently, BitStash can process payment in Bitcoin and Ethereum. After the crowdsale, we are working to develop the internal exchange and integration of STASH Tokens. Before the end of the crowdsale, we will be listing three additional tokens, which can be used for transactions on the BitStash Marketplace.

## **Resolution Center / Returns & Refunds**

The security of your cryptocurrency is something we prioritize and take very seriously. There is a lack of trust on the internet, especially within the cryptocurrency space; which is why we have designed and implemented our cutting-edge escrow system. This ensures delivery of product orders and payments. In the event that an ordered item is not delivered or can't be verified as delivered, we will not issue funds to the vendor. Once a support ticket has been opened and resolved, the customer's funds will then be returned. We have gone to great lengths to ensure that vendors as well as customers stay 100% satisfied with our resolution process.

## **Product Advertising and Placement**

Ads can be slightly annoying at times, however, we have created a sustainable model where advertisement occurs seamlessly within our marketplace. Advertisers will be able to purchase what will be called "ad slots". Advertisers will need to utilize STASH Tokens to start advertising. Advertising will be based on a first come first serve and will be a fixed price in tokens. All advertisements must meet BitStash standards and must not be in violation of BitStash Terms & Conditions.

## **Web & Application Clients**

BitStash has a 100% functional web application that can be accessed from all computers, mobile phones, and smart devices that have internet connectivity. This allows BitStash to reach the mainstream consumer base. Any vendor that does not wish to download or install any programs on their machine can avoid this completely. In addition, you can easily login anywhere within the world as long as you have an internet connection.

# 4. STASH Token



## STASH Token Overview

The STASH Token is an ERC20 utility token on the Ethereum Network. STASH can be used for marketplace transactions, exchanges, paying for fees, paying for advertising, and there's more to come. The name STASH was chosen because we envision BitStash as being the number one marketplace and exchange for cryptocurrency and merchandise. Allowing both merchants and consumers to STASH their tokens or use them for transacting on the platform.

## Purpose of STASH Token

There are many reasons for STASH Tokens to exist within the Cryptocurrency Space. They will be utilized as the only form of payment for advertisements on the BitStash Marketplace. Additionally, all vendor and withdrawal fees are calculated in STASH Tokens, whilst the exchange process happens simultaneously on the backend. Furthermore, at the end of each quarter, BitStash will be airdropping 10% of all marketplace fees to holders of STASH Tokens in accordance to their balance. A higher balance will result in a higher airdrop amount. STASH Tokens can be used as a form of payment with a real-time market rate. You can send to different wallets to complete transactions. The BitStash team is constantly developing and creating new uses for the STASH Token.

## STASH Token Allocation

**Crowdsale:** 66%

**Team:** 15%

**Advisors & Bounty:** 5%

**Reserve Fund:** 14%

## STASH Token Details

**Token Name:** BitStash

**Symbol:** STASH

**Total Supply:** 36,000,000,000 STASH

**Protocol:** ERC20

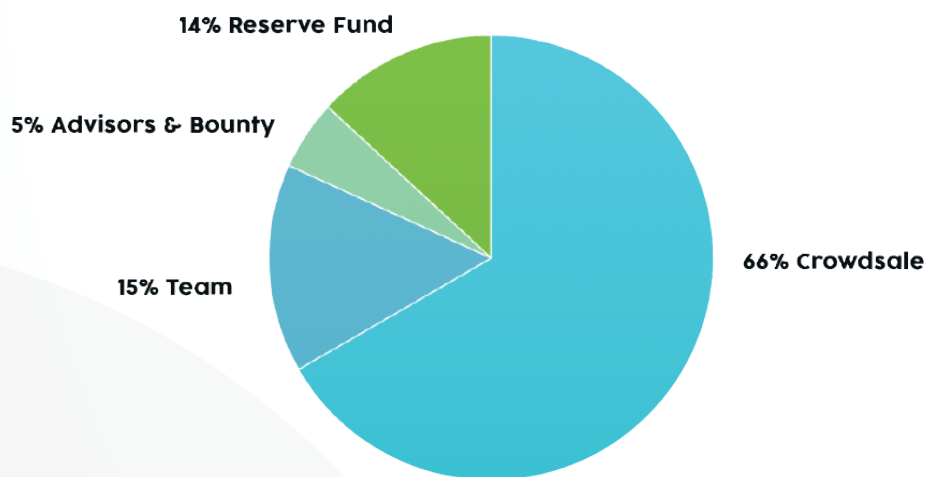
**Seed Funding:** May 2018

**Pre-ICO:** June 2018

**Crowdsale:** July 2018

**Token Price:** 1 ETH = 600,000 STASH

**Bonus Levels:** None



## STASH Token Facts

- STASH Token holders receive quarterly airdrops from marketplace fees (10%).
- STASH soon can be used to buy items on the marketplace.
- STASH will have it's own internal cryptocurrency exchange.
- STASH Tokens will be listed on top exchanges after ICO.

# 4. STASH Token

## Continued



**Investors Can Send Ethereum to the Following Contract Address:**

**0xf19903d8e5b7d604b62d2a210b39ba9e1e1f93ef**

**STASH Token Contract Address:**

**0xf19903d8e5b7d604b62d2a210b39ba9e1e1f93ef**

The following address is for the STASH token contract. It is NOT a deposit address. Do NOT send tokens to it. To deposit, use the Deposit form in the Tokensale platform.

### **BitStash Bounty Program**

The BitStash bounty program is open to all influencers and those that can help with marketing the BitStash Platform and Crowdsale. All bounty participants will be rewarded at the end of the crowdsale in the month of August. Our bounty program details can be found on our BitcoinTalk thread and website. BitStash will focus our marketing efforts during the bounty program in the following networks: Facebook, Twitter, YouTube, VK, Reddit, Instagram, BitcoinTalk, Translations, How to Guides, Advisors, Managers, Design Materials, Blogs and Articles.

### **STASH Token Crowdsale**

BitStash Seed Fund is set to take place on the 1st of May, 2018. At this point in time, BitStash Executives will be securing private investments and building strategic partnerships to ensure Hard Cap is attainable. BitStash Pre-ICO will launch on June 1st, 2018 for a total of 30 days. The STASH Token Crowdsale will begin on July 1st, 2018 and will last until the end of the month. All remaining unsold tokens will be burned.

### **Use of Funds Raised**

All of the funds raised will be used in accordance with the official BitStash Roadmap. A portion of funds will be used for strategic advertising campaigns and getting listed on major exchanges like Binance, Bitfinex, OKEx, Huobi, etc. BitStash plans to undergo further developments and continue to add new features to make the platform surpass all of our competitors in the crypto space. Server upgrades will be necessary to allow the growth and boost the users experience on the platform.

# 5. BitStash Marketplace



The BitStash marketplace is where members can buy or sell new items for Cryptocurrency. It is 100% FREE to join the BitStash marketplace. As a member on BitStash, you will have a secure Bitcoin and Ethereum wallet to use at your leisure. BitStash aims to be the primary solution for sourcing trusted vendors that accept cryptocurrency and STASH Tokens as payment. All vendors will offer quality productions on the website to ensure consumers have a quality experience on the platform. We have a 100% working platform that is currently live and accepting vendor applications all across the globe.

## How it Works

Utilizing the BitStash Marketplace is extremely easy to use for both vendors and members. Simply create an account, select whether you are a vendor or consumer. After the registration has been completed, you will have an active account on BitStash. This means you now have a secure Bitcoin and Ethereum wallet (more coins are to be added soon).

To complete a purchase, you will need to fund your Bitcoin or Ethereum wallet. Once funded, simply browse the online marketplace and view vendor products. Simply choose a product you like and add it to your cart, or continue to checkout. During the checkout process, you will be offered delivery options, and the cryptocurrency you wish to complete the transaction in.

That's it! The vendor will receive a notification regarding your order and will begin their shipment process and delivery of the purchased items. To avoid any problems that may arise, we have set up an internal escrow system to ensure both the buyer and seller funds are safely secured during the entire process.

## Vendor Program

Becoming a Vendor on BitStash is 100% FREE. Simply "Create an Account" and select "I'm a Vendor" during registration. BitStash has a dedicated team that reviews all vendor applications and requests that you submit your first product for a faster approval process. One of the BitStash team members will be in contact with you regarding the posting process and the onboarding process.

At BitStash, we want all of our vendors to utilize BitStash to the best of their ability and the BitStash Support Team will assist throughout the entire process. Each seller has a seller fee fixed to their account at the rate of 3%. This is the highest our fees will ever be. All fees are paid in STASH Tokens prior to withdrawals from sellers account. BitStash plans on reducing these transaction fees down to 0.25% during the course of operation.



# 5. BitStash Marketplace

## Continued



### Verified Vendors

BitStash plans to integrate "Verified Vendors" into our existing platform. This will enable customers to build the trust between buyers and sellers when completing a purchase on the BitStash Marketplace. BitStash plans to include this within the next update of the platform in August, when we enable the ability to purchase goods with STASH Tokens.

To become a verified vendor, you will need to have a physical inspection by a BitStash team representative. We will analyze your facility and make a final decision regarding your store becoming verified on the BitStash Marketplace.

### BitStash Affiliate Program

The Affiliate Program allows us to reach a larger audience and respectfully pay our members for their contribution to the marketplace. We have structured our affiliate program into 3 levels with the following payout rates for a completed transaction on BitStash. Each referral account is assigned to the referring member and commissions are earned for the lifetime of the account.

**Level 1:** 1% (10% of the transaction fees)

**Level 2:** 0.1% (1% of the transaction fees)

**Level 3:** 0.03% (0.3% of the transaction fees)

**Account Level 1:** 1% (10% of the transaction fees)

**Account Level 2:** 1.1% (11% of the transaction fees)

**Account Level 3:** 1.2% (12% of the transaction fees)

**Account Level 4:** 1.3% (13% of the transaction fees)

**Account Level 5:** 1.4% (14% of the transaction fees)

These current rates are subject to change depending on the marketplace current fees. (Affiliates will earn a base of 10% from the transaction fees on the marketplace as you level up you can earn up to 14% of the transaction fees or 1.4% of the entire transaction amount).

### BitStash Affiliate Program

BitStash.co

Rank	Noobie	Jr.	Manager	Hero	Legendary
Level 1	1%	1.1%	1.2%	1.3%	1.4%
Level 2	0.1%	0.11%	0.12%	0.13%	0.14%
Level 3	0.03%	0.031%	0.032%	0.033%	0.034%

# 5. BitStash Marketplace

## Continued



### **BitStash Escrow System**

By incorporating an escrow system into the BitStash Marketplace, we can ensure a safe and secure marketplace for everyone to transact freely free of issues. If a vendor does not submit tracking details and verify the delivery of ordered products from the vendor, the buyer will receive a 100% refund. We encourage all members to learn how our marketplace works and the potential we have in terms of expanding and entering the wholesale arena.

All escrow funds are stored in a cold storage hardware wallet. The only way to access these funds is by verifying that the order has been delivered to the correct address. View the escrow wallet addresses for Bitcoin, Ethereum, and STASH on our website with live balances.

### **Returns and Refunds**

In the event you do not receive a product as described or if the buyer did not receive the product at all, we have included the steps that BitStash and customer will need to take. First, we recommended contacting the vendor you have received the product from. Sometimes, there can be mistakes or errors with orders. However, if you are not able to resolve the issue with the vendor directly, you must reach out to BitStash via email or our telegram channel and speak to support.

During this time, we will review your order, the vendor account, and your account as well. We will work to resolve the issue between both the buyer and the vendor. If no resolution can be made the customer, will be refunded their cryptocurrency. Note: if a vendor does not take returns or refunds by their policy, it is the customer's responsibility to review these terms set by the vendor. If no terms are set, they default to Terms & Conditions of the BitStash Marketplace. Each order has 7 days from completion to request a refund or exchange, if not otherwise stated in vendors terms. Users who try to abuse the platform will lose the privilege of having the ability to transact on the marketplace.

### **Marketplace Security**

The BitStash Marketplace, Wallet, and Exchange are secured by 256-bit cryptographic hash. We have ensured that the marketplace is hardened against attacks. All funds are stored in a cold storage wallet and require a 2-factor authentication by the user to make a withdrawal or complete a transaction on the platform.

This prevents a hacker from gaining access to your account and withdrawing all your funds without your permission. In addition to this, we create backups of our platform every 6 hours and perform hourly virus scans. We also have a bug bounty and hacker bounty that we are monitoring as well.

# 5. BitStash Marketplace

## Continued



### **Wholesale**

At the start of 2019, we plan on launching our Wholesale Platform, where manufactures and vendors will be able to offer their products at wholesale rates to consumers and retailers. This enables members the option to buy goods in bulk. The wholesale platform will have the same requirements as the retail section of BitStash Marketplace.

### **Advertising and Product Promotion**

Promoting your products or services on BitStash is done via the STASH Token. There will be several advertising slots that a vendor will be able to choose from. Each will have different STASH Token values to purchase preferred packages. The price of advertising will remain the same in STASH Tokens until the official marketplace launch at which time the price to advertise may change to remain consistent with the BitStash Marketplace.

### **Use of Funds from Fees Collected**

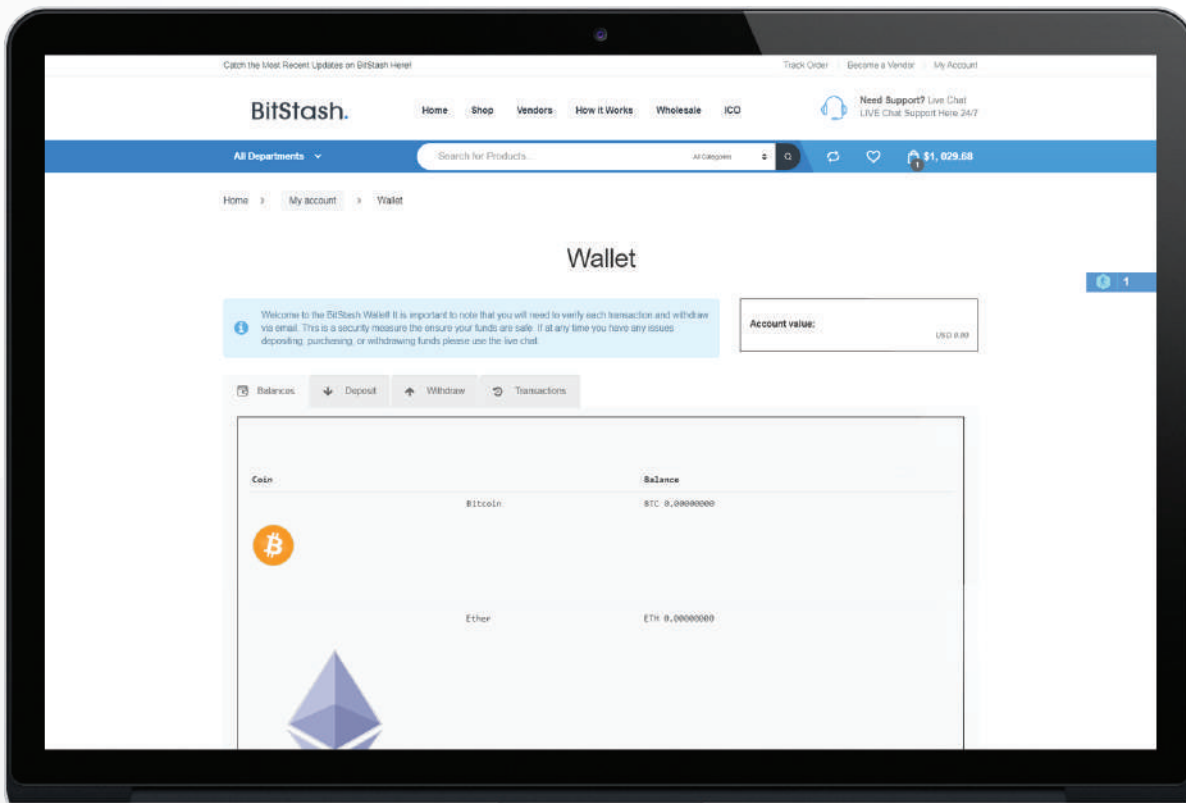
The fees collected will be entered into our company reserves fund. These funds will remain within the companies reserve until needed for expansion, upgrades, improvements, or additional services that will be introduced over the course of operation. Additionally, 10% of all fees collected will be distributed to all token holders every quarter. These airdrops are considered a reward for supporting the development of the BitStash Marketplace.

# 6. BitStash Wallet



The BitStash Wallet is the core of our entire Marketplace. It falls hand in hand with the escrow service and provides account security with 2-factor authentication. Using the BitStash wallet, you can receive and send cryptocurrency from any device anywhere in the world in a matter of minutes using an internet connection.

During the alpha testing phase, we have enabled the use of Bitcoin and Ethereum. However, as we get closer to the official launch of our marketplace, we will be allowing BitStash members to vote on the next coin we should add / include.





# 7. Internal Exchange



## **The Internal Exchange**

The Internal Exchange will bridge the gap for user balances that are split when trying to complete a purchase. In the beginning, we will be able to create a trading volume based on our users utilizing the internal exchange. This will allow our team to seek external exchange partnerships easier. It will also allow us to become listed on places like Coin Market Cap and reaching a larger audience once our marketplace is officially live.

The internal exchange will include all the necessary features as you would expect from candlesticks, live volume, current trades, trade history, and more.

All cryptocurrencies that are available within the wallet will be available within the Internal Exchange as well. For example, this will solve one primary problem, if a member has \$20 in Bitcoin and \$15 in STASH Tokens and the product is \$30 the BitStash user would not be able to purchase this product as their balance is not enough in just one cryptocurrency; however, with the internal exchange, it would allow users on BitStash to exchange the STASH or Bitcoin and complete the purchase with the desired cryptocurrency.

# 8. Roadmap



- July 2017  
BitStash Founded

- December 2017  
Platform Creation & Development

- January 2018  
Vendor Program Integration

- February 2018  
Affiliate Program Integration

- May 2018  
ICO Preparation

- May 2018  
ALPHA Launch

- June 2018  
Seek Partnerships & Vendors

- June 2018  
Launch Pre-Sale ICO

- July 2018  
BitStash Crowdsale

- August 2018  
Android & iOS Application

- September 2018  
STASH Token Exchange Listings

- September 2018  
Launch Internal Exchange

- September 2018  
Purchase Products with STASH

- October 2018  
Airdrop Bounty Participants

- October 2018  
STASH Quarterly Airdrops Begin

- November 2018  
Addition of More Coins

- December 2018  
Platform Showcase & Stats

- December 2018  
Release 2019 Roadmap

# 9. Closing Statement



## Closing Statement

Investing in something like BitStash is not only to create another marketplace amongst the others; investing in BitStash means you are creating the opportunity for those to make a living with cryptocurrency by selling their products, goods or services. For the first time, affiliates, vendors, drop-shippers, and members can be apart of something extraordinary.

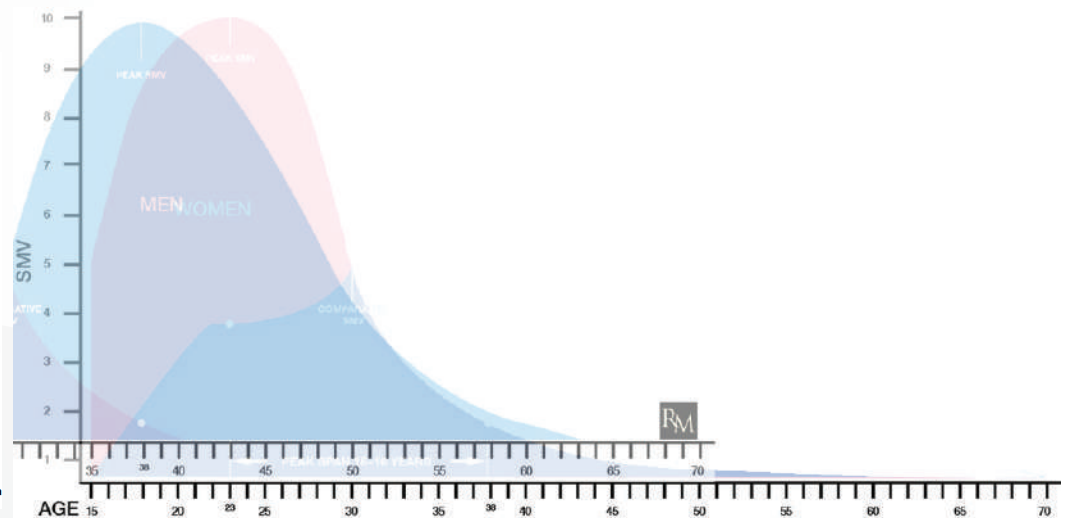
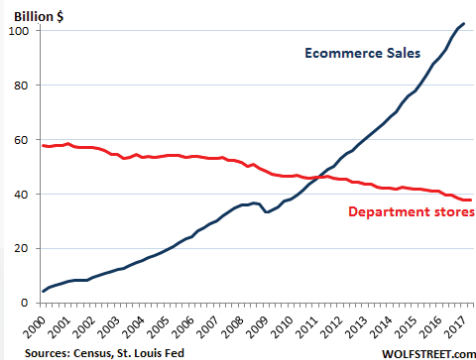
With your help, we can impact millions of lives around the world with STASH Token. Creating a user-friendly, safe, trusted, and secure marketplace that is built around blockchain technology and ran on cryptocurrency.

## E-Commerce is Rapidly Becoming the Primary Choice for Most Shoppers

Take a moment to review the following graphs we have provided. These staggering numbers are overtaking standard brick and mortar businesses. E-Commerce is paving the way for a smarter and brighter future. BitStash Combines the powers of both E-Commerce and Cryptocurrency to create a self sustaining ecosystem. BitStash hopes to see you become a part of our growing community.

## Sources Cited

**Death of Brick-and-Mortar Retail**  
Department Stores v. Ecommerce Sales  
Quarterly, seasonally adjusted

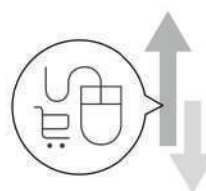


## Offline retail is struggling to compete head-on with e-commerce



of Americans now do at least part of their shopping online.

Omni-Channel Retail Study, BigCommerce, 2017



**2017**

will be the first year that people expect their online holiday purchases will outweigh their in-store spending.

Retail Holiday Survey, Deloitte, 2017