



# **BLOCKSCART**

## **WHITEPAPER**

### **Contents**

- Abstract
  
- Introduction
  1. What is Blockscart?
  2. What is Bloc Coin and whats its use?
  3. Bloc Coin Total Specifications
  
- Market Overview
  
- The Blockscart store
  
- Bloc Coin ICO – Initial Coin Offering
  1. What is an ICO?
  2. Token Economics
  3. Fund Allocation
    - 3.1 Affiliates and Bounties
  
- The Blockscart store
  
- Blockscart Team
  
- Blockscart Marketing strategy
  
- Why invest in Bloc Coin?

**WWW. BLOCKSCART.COM**

**FACEBOOK/TWITTER - @BLOCKSCART**

**ADMIN@BLOCKSCART.CO.UK**

# ABSTRACT

Our Whitepaper will give you a complete consumer point of view of why Bloc Coin is a revolutionary cryptocurrency and how it will solve many key problems for consumers and businesses alike.

Our mission in this Whitepaper is to provide you with the perfect understanding of how Bloc Coin and many other unique cryptocurrencies will work in line with the Bloc Coins environment, the Blockscart Marketplace.

In our day and age, Cryptocurrencies are being widely accepted in many businesses that want to grow into the new dawn of blockchain technology.

The benefits of using Blockchain and cryptocurrency for many businesses is the ability to have a peer-to-peer payment system that takes out the charges the banks and payment processing merchants apply, which are in some cases as high as 7% if the business has poor charge back history.

These charges are part of the reason why the average person cannot go and buy the latest technology or even some of the top clothing lines available. We believe that by eradicating this issue it will allow the consumer to get the lower rate on products direct from the supplier, meaning they become a more affordable purchase.

Who doesn't want new stuff right?

Another underlying issue we found was that most of the big online ecommerce companies are controlled by a board of shareholders who are like most people in the business world, in it to make as much money as possible. Again, because of this major problem in the world of retailers, we came up with a solution to that problem.

The Ecommerce industry is worth \$2.3 trillion and the global cryptocurrency market is at roughly \$500 Billion. By connecting the two together, this will create the evolution of retail.

# INTRODUCING BLOCKSCART

Blockscart is an online marketplace that will grow to have over 2 million products by the end of 2019.

The number of products on site will increase over time when more vendors sign up based on the zero cost to sell on the platform.

The marketplace will have 2 sections:

## **Blockscart Direct:**

Blockscart Direct will have over 500,000 products from various drop shipping suppliers worldwide which will be sold through the marketplace under Blockscarts store.

The benefit to the customer of Blockscart direct is that the products you will be able to purchase will not have any costs added to them for resale and will be the direct price from wholesaler. As an example, over 90% of the products that Blockscart direct will sell are also sold on sites such as Amazon, eBay, Overstock and Aliexpress with a mark up on the price, therefor Blockscart direct will be cheaper like for like.

## **Blockscart Marketplace:**

The Blockscart Marketplace will be the section of the site which will allow any verified vendor to create a store, like you would find on eBay.

This will allow the seller to sell their products without any listing fees, monthly store fees or even processing fees for payments.

The seller will receive 100% of the sale price.

Blockscart will accept the payment in the form of Cryptocurrency and will then offer the store owner the option to accept payment in cryptocurrency or in an exchanged fiat value. Only in Dollar or Euros.

As you can already see, by selling your products on Blockscarts Marketplace will open your business up to a new world of fee free selling online with the option to get paid in cryptocurrency if requested.

The evolution of ecommerce.

# HOW DOES BLOCKSCART WORK?

You visit Blockscart Marketplace – Search for the product you want – Add the product(s) you wish to buy to your shopping cart – Purchase through the payment gateway with multiple cryptocurrencies as options.

We will discuss the Bloc coin option further in the whitepaper.

Blockscart is rather simple to navigate and we have made sure that even though we are taking ecommerce into the blockchain technology sector we are also keeping the marketplace to resemble in a way the ones you know of today.

We have demonstrated on our website a layout example of how Blockscart will be created and currently our Blockchain developers are in the process of making everything as simple and straightforward as possible.

Points to look for in Blockscart:

- User friendly marketplace
- Blockchain technology driven
- Cryptocurrency payments only
- Peer to Peer payments with zero fees for buying or selling online.

Blockscart is also the ecosystem for our ERC20 Ethereum based token called Bloc.

We have developed this custom token to work on the Blockscart Marketplace by offering a discount to all customers who use it to purchase their goods.

This means that the utility token Bloc will be a token that is in demand for its discounts which will increase the token value.

It is all about supply and demand to make Bloc worth its fiat value.

The developer team have already tested Bloc through a direct payment gateway to purchase a product with an automatic discount over the Ethereum we tested it against. Our prototype proved to do us justice and by developing this even more will allow us for a high-end payment experience for buyer and seller alike.

# WHAT IS BLOC COIN AND WHATS ITS USE?

Bloc Coin is a ERC20 token based on the Ethereum Blockchain. It is the token created by Blockscart to work on the Blockscart marketplace to offer a better value and incentive to customers and vendors.

By using Bloc as a method of payment will allow you to receive a discount on your purchase.

Please keep in mind that the prices on Blockscart will be in most cases lower than other online retailers due to the no fee agreement so using Bloc to even further lower your purchase price will offer more value to the customer.

Bloc was made to have only 39,000,000 tokens in circulation.

We will not and simply cannot create more Bloc coin which means that the limited amount will cause an increase in price based on demand.

## BLOC COIN SPECIFICATIONS

Token Name: BLOC – As listed on an exchange

Total Coin Supply: 39,000,000 Million Bloc Coins ICO Supply: 21,000,000 BLOC Coin = \$0.10

Pre-Sale ICO Date: 10th February 2018 to 8th March 2018 - 50% discount

Main ICO Date: 9th March 2018 to 8th April 2018

If Soft cap or hard cap is not hit, we will release another ICO later in 2018.

The Bloc Coin that does not get purchased during any ICO stage including Pre-ICO will be used for Bounty and Airdrop programs.

Once the ICO is approved and the campaign reaches its target figure then the remainder coins will be stored in escrow for the future improvements of Blockscart and the Bloc. No further Bloc tokens will be made.

We are giving Bloc Coin a soft cap of \$1,000,000 and a hard cap of \$2,000,000. As a small team, we need at least \$1,000,000 to make this project work for all platforms to run smoothly and to have backup measures in place.

# MARKET OVERVIEW

Ecommerce is one of the largest industries in the world.  
With a total of over \$2.3trillion dollars circulation globally.

Since the age of the internet and the boom of the .com in the 90's the increase in online stores and retailers has surged year on year.

The major giants of ecommerce are turning over billions upon billions of dollars annually and with this profit they are investing into other areas such as Space exploration or creating a delivery system for your items using drones. This creates a larger brand and with this larger brand creates more profit.

The online retail industry cannot be overlooked.

In 2016, Amazons online store alone made over \$23.7 billion in revenue plus additional revenue from its other ventures. This profit is based on buying items from suppliers then adding additional mark ups to the product to increase the retail price. As discussed previously, this is as much as 30%.

As consumers, we do what is natural and look for a good bargain, whether this is by shopping on Amazon or even trying to pinch a lower deal on auction site eBay so that then equates to roughly 72% of customers buying the product from the store that gives the lowest price with the remainder buying based on the company reputation/reviews, the speed in which they get it delivered and an attachment to a brand itself.

Blockscart will essentially take some of the profits away from these companies because we will be offering fee free buying and selling online. No fees, no charges and no shareholders controlling our vendors limitations.



# ICO - WHATS AN INITIAL COIN OFFERING?

An ICO is a way for a company to raise the funds required to enable them to carry out the planned activities in the project.

This funding process will help Blockscart to develop the platforms required to make the whole ecosystem for Bloc coin work.

1. The Marketplace & Retail (in process)
2. The Mobile app version
3. Bloc Coin payment gateway

At the ICO stage we offer investors the option to purchase our Bloc Coin tokens at a reduced value because we believe based on prediction and market trends that Bloc Coin will be at a much higher valued rate 3 months after the launch of Blockscart.

The Pre-ICO Sale stage is a point in which we can get the investment to take the next steps towards reaching our soft cap goal of \$1,000,000. (There are no refunds during this period and we can end it or extend it at any time).

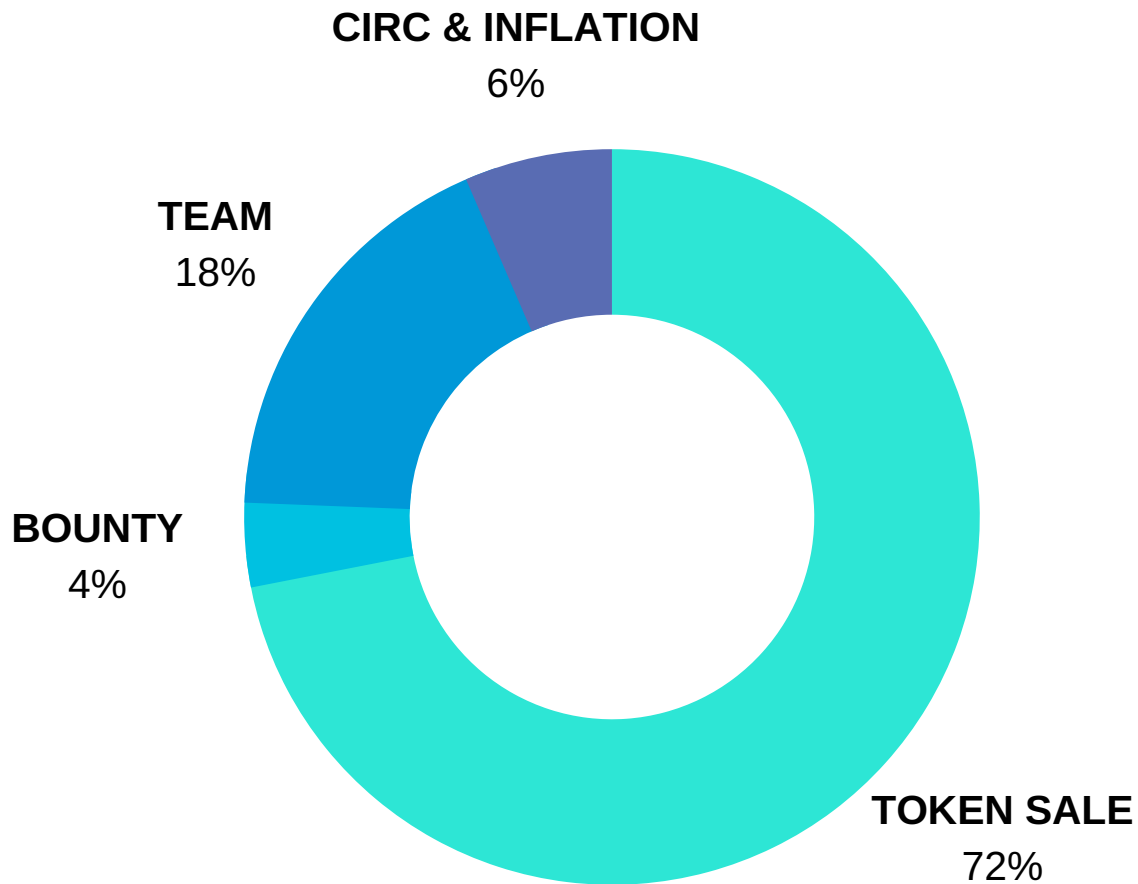
This is a value that will be needed to meet expectations with our platforms and our marketing to drive new custom on the site.

We are aiming to create a \$300,000 minimum Pre-ICO pot to enable the marketing and platform designers to get the ball rolling with Bloc Coin and Blockscart.

At this point we can reach out to more suppliers and vendors with products we believe would be a great added value to the marketplace.

Having the basic foundations for Blockscart will encourage more companies to join the marketplace and sell their products and to also help us create a more valued Bloc Coin upon launch of the store.

# TOKEN ECONOMICS



There is a total supply of 39,000,000 Bloc Coin available.

## HOW WILL BLOC BE DISTRIBUTED?

ICO Sale: 28,000,000

Bonus, Bounty and Affiliate program: 1,450,000

Management and Developers: 7,000,000

A Circulation supply of Bloc for inflation and Exchange sales of 2,550,000.

We did previously calculate this at a different rate however based on sales, we needed to add in more to the token sale. This will therefor increase global circulation and also alter total fund through ICO.

Airdrops and Competitions will come from the Bonus, Bounty and affiliate program.

Any remaining Bloc will be put into a further airdrop to increase token circulation.



# MARKETING STRATEGY

The funds we generate during the pre-ICO Sale of Bloc Coin will enable us to reinvest the capital into the creation of the platforms, Blockscart online store and Blockscart App. For us to do this, it is important to lay out the ways the capital can be used and distributed to benefit the company.

1. Product development: Our product is Blockscart. Blockscarts development is ultimately the main concern over any other part of the project. We aim to create and deliver an online retail store to enable users to purchase products using their cryptocurrency only. We will not accept FIAT payments as this is opposed to our goal. 30% of the capital raised will be used to implement strategies and tasks to create the platform. Purchasing the technology and funding the development needed to keep a continuously safe running ecommerce platform without the possibility of shutdown. This is key to keep the value of Bloc Coin to a high value.

2. Marketing and Advertising: As Bloc Coin and Blockscart will be something that not many people are aware of then we believe that the marketing and advertising to be as important if not more than the development of the platforms. 30% of the capital raised will be used to get our marketing campaigns underway to make the public and the cryptocurrency world aware of the brand and product. Bloc Coin and the Blockscart team will look to execute a high level of marketing across all social media platforms, youtube advertisement and Sponsorship of a person that can project our brand into the media limelight and take our brand to events and blockchain conferences to promote it.

3. Administration and daily running: A total of 20% of the invested capital will be used to cover the costs of the administrative side of Blockscart. We will have to cover a team salary and the developments need for the office space. Any costs that a business needs to run daily including bills will be included in this percentage.

4. Business accuracy and analytics: In order for the Blockscarts store to provide its customers with the best prices possible, we will be allocating 5% towards the creation of a system that will allow us to search for items around the retail marketplace that are purchased the most. This will enable us to pick and choose what products to buy in advance and to use this system to provide you as the customer with a lower price over our competitors.

5. Affiliate and Bounty program: We will be allocating a percentage of coins to affiliates and bounty programs. If an affiliate refers someone with the affiliate code and that person invests a minimum value of \$100 you will both receive a set number of Bloc Coin upon launch to exchanges. Terms listed on the Affiliate and Bounty links.

6. During the Pre-sales of the ICO which exclude the Main ICO, no refunds will be given to investors. They will however receive their full 50% bonus of Bloc direct to their ERC20 compatible wallets.

For further information about this topic, please ask in the Telegram group or send us an email.

# BLOCKSCART TEAM

Blockscart has a team made up of business owners, marketing managers, business developers from different parts of the world and of course Blockchain developers.

The team is experienced in building businesses and making sure that we head in the right direction.



CEO - TIM RAINER



CTO - LIAM ROBINSON



CMO - EMMA J TAYLOR



BLOCKCHAIN DEVELOPER  
DANNY ROBERTS



PRODUCT RESEARCH  
SHAY TAYLOR



EUROPEAN BUSINESS ADVISOR  
DAVID M PHILLIPS



US & CANADA BUSINESS ADVISOR  
DUANNE LEE

The Blockscart team is committed to making Blockscarts Marketplace the number one online retail experience for the cryptocurrency market.

Each member of the team has a vast wealth of experience in their specified field which gives us the ability to achieve our goals once we hit the amount required.

Led by Tim Rainer, the team has been given specific tasks to carry out to make the project go ahead as planned in the roadmap.

With Liam Robinson, Danny Roberts and Our team of outsourced Blockchain developers, they will create a platform that we are all used to for retail but at the same time using the platform to generate growth in the ecosystem built for Blockchain.

The mission is simple, design, build and run an online marketplace that will grow to become a crypto household name.

If you have the skills we could benefit from then let the team know.

# WHY INVEST IN BLOCKSCART AND BLOC COIN?

The question you should be asking is, why would I miss out investing in Bloc Coin?

We have provided you with the basic knowledge of how Bloc is going to increase value based on demand for its store discounts.

The growth factor of the marketplace can increase tenfold within the first year and have the option for most high street brand to be purchased using your Bloc.

The road ahead:

Over the coming months, the Blockscart team will be expanding and adding in advisors and Blockchain experts to help us lead the way. We would like to thank all investors so far and we welcome new investors with open arms on the promise that no matter how much we raise or how quick we raise it, Blockscart will be made and launched according to the websites roadmap.

Thanks for your support.

