

DIGITAL SHOPPING GLOBAL



shoppingcoin

A Decentralized Social Market Place

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- Live in a jurisdiction which allows Digital Shopping Global commerce to sell Digital Shopping Global commerce through a without requiring any local authorization;
- Are familiar with all related regulations in the specific jurisdiction in which they are based and that purchasing cryptographic coins in that jurisdiction is not prohibited, restricted or subject to additional conditions of any kind;
- Will not use Digital Shopping Global commerce for any illegal activity, including but not limited to money laundering and the financing of terrorism;
- Have sufficient knowledge about the nature of the cryptographic coins and have significant experience with, and functional understanding of, the usage and intricacies of dealing with cryptographic coins and currencies and blockchain-based systems and services;
- Purchase Digital Shopping Global commerce because they wish to have access to the Digital Shopping Global commerce platform;



ABSTRACT

There is no better way to create prosperity and wealth distribution. As more people are participating and sharing in the new economy, our lives and prosperity can only improve. Technologies are reshaping and disrupting the traditional business model. The tiny savings realized by each individual in a particular economic sector will add up and be utilized in other areas such as health care, education, etc. Digital Shopping Global (DSG) ecommerce believes in this transformation and is poised to bridge the gap in the sharing economy. The ecommerce industry will be safer and efficient if shopping coin (SHPC) is adopted. SPHC commerce is structured in a dynamic way such that it betters the ecommerce ecosystem, with SHPC powered by the disruptive features of blockchain, its potentials are limitless and anyone who truly wants to create sufficient wealth for him/ her.

All of the Shopping coin commerce roadmap offerings are proven technologies that exist in today's society, but the DSG Project is uniquely capable of bringing all of these concepts, technologies and business uses together in one offering that will be continuously upgraded, and can bring together everyone into an inclusive, efficient, more empowered Community.

This is a unique opportunity to get into some of the fastest growing economic segments in the world.



Web 3.0 promises to have a significant effect in users and businesses. It will change how people work and play, how companies use information to market and sell their products, as well as operate their businesses.

The basic shift occurring in Web 3.0 is from information-centric to knowledge-centric patterns of computing. Web 3.0 will enable people and machines to connect, evolve, share and use knowledge on an unprecedented scale and in new ways that make our experience of the Internet better. Additionally, semantic technologies have the potential to drive significant improvements in capabilities and life cycle economics through cost reductions, improved efficiencies, enhanced effectiveness, and new functionalities that were not possible or economically feasible before. In this paper we look to the semantic web and Web 3.0 technologies as enablers for the creation of value and appearance of new business models. For that, we analyse the role and impact of Web 3.0 in business and we identify different potential business models, based in direct and undirected revenue sources, which have emerged with the appearance of semantic web technologies.



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INTRODUCTION

Elsewhere, it's been hypothesized that cryptocurrencies will give rise to a more egalitarian society: stabilize the economy and create a more decentralize authority, and individuals at the various societal levels will eventually benefit.

Conversely, for those living without a reliable housing, basic education or laptop, the question of whether they can benefit from cryptocurrency is another argument. Right now, however, cryptocurrency is changing and restructuring the fight against poverty. Evidently, it is sufficient to say that the more profitable our cryptocurrency is for donors (investors), the better it is at minimizing or totally eradicating poverty. The correct structuring of the institution (financial or non-profit) that administers it and the appropriate currency design must be in line with the demands of the people stuck in absolute poverty and the interests of the investors. Therefore, the more money the investors make from this structure, the more the institution grows, and the more people get out of extreme poverty. In turn, the growth experienced by this organization would bring a further appreciation of the currency. It is important to step back and consider the historic nature of matching the interests of the society most vulnerable with the wealthy investors.

The power to do this emanates from the combination of a novel type of crowd funding and cryptocurrency a technological innovation that would alter much of the economy and wealth distribution. This is not just an unrealistic vision that hypothesizes that people's good intensions will be vaguely fed into just a token demand. This is a concomitant regime. This is cryptocurrency specifically designed to create a reliably appreciating asset.

Shopping Coin is resolved to building and providing a lasting solution to the different payment problems and usable in the blockchain industry: distinct and unique in relation to all digital currencies. It uses an esteem exchange convention to accomplish the exchange of payment on shared premise and to develop a decentralized application stage, which brings blockchain innovation into the worldwide payment industry,



e-commerce, industry, money related administrations, Internet of Things, production network administration, online networking, gaming, Data innovation, HR frameworks, item administration and different businesses. Inventive innovation, thorough administration structure and board applications give Digital Shopping Global coin favourable circumstances over Bitcoin and some others as an open blockchain. The shopping coin Payment portal and wallets, as the most encouraging blockchain biological system for the payment industry, splendidly consolidates the upsides of driving cryptographic forms of money and addresses the natural issues of existing blockchain frameworks. It will proceed to create and repeat through the establishment of the stage, and in addition through the items and functional business executions. Another sort of economy mode will be shaped by the Blockchain Economy to fundamentally upgrade the productivity of the enterprises, and in addition society in general. The establishment will give straightforwardness to payments administration, money related administration, code administration and business hones for traders, and will keep up elevated requirements of genuineness, moral business direct and consistence with appropriate laws, guidelines, and controls for the clients. A bookkeeping firm has been locked in to give monetary report review and consistence administration administrations. The birth and the early stages phase Digital Shopping Global have been emphatically upheld by the establishing individuals, the improvement group, industry specialists, early sponsor, legal counsellors and expert specialists. We might want to thank everybody who have made unprecedented commitments to the advancement of the Digital Shopping Global Blockchain Economy.

Vision

To become the best user friendly and entertaining marketplace where users can place products on sale, buy products and socialize, all in one platform.



Digital Shopping Global E-Commerce for Web 3.0

The Web is currently part of modern society, allowing store, access and share information anytime, anywhere. The human being has been presenting increased concerns with their education, leisure, mobility and health, so there is an opportunity here for web 3.0 develop, charting in products such as vehicles, support equipment to health, clothes and even in points of sale and the packaging of products. Furthermore, the effect of geo-referencing already allows a geographical customization framed along with user profile.

The web 3.0 will provide the link between objects, which will facilitate the emergence of new services and the mobility of people. In the other hand, it tends to organize and assembly the pages by themes, topics and interests previously expressed by the user, which enables a more effective advertising.

Advertising on the Web is also a form of business. The presentation of ads, search result for certain words can come to develop. The words assume an increasingly important role in the message that is displayed, with a triangle composed of word search, word on the user profile, word associated with the communicational announcement.

The retail companies can adapt better their offerings to clients, optimising cross-selling and improving the customer shopping experience, taking also advantage of integration with social networks and geo-referencing. The Web 3.0 integration is between power machines and Digital Shopping Global platform, having as work centre the content and its significance. However, to the customer care the output, i.e., how the company manages to convey customer value, this value will be added by the Web's potential. For the creation of value Digital Shopping Global may seek to, monetize the location of the user, device used, day of the week, time of day and weather.

One of the aspects that cannot be neglected is the possibility of making purchases without leaving the social networking. For example, the Digital Shopping Global will offer several Apps for integrating many storefront applications into Digital Shopping Global business Page. Now, the community can go shopping without leaving the social



networking (Social Shopping). With Web 3.0 it is expected that the content of these storefront are provided taking into account all its characteristics, including geo-referencing, profile, history, customization of the product, specific payment conditions. The Web 3.0 encourages one-to-one instead of the one-to-many not only on communicational perspective, but also in the marketing of products.

Media companies and entertainment area can adapt more easily and customize in more detail their products and services using their customers' online experience. But the mass customization using an integration with semantics are a concern to meet the individual needs increasingly looking not to lose any economies of scale and bearing in mind the need to make smaller and smaller series, ideally unitary.

The brands with reputation tend to have a strong presence on the web for the engagement of various users, seeking to monetize their presence especially in social networks. Thus, it is natural that we feel need to harness the potential of Web 3.0 in integrating information from this, all the knowledge accumulated through other communication channels or from other points of sale. The

Web 3.0 not unfolds from the point of view of business, just around the Internet, but also has new challenges in terms of multichannel integration which provides a 360-degree view of the customer. The challenge, possibly, will not only bring to Web information from various points of interaction. We must also define how traditional outlets can incorporate technology that provide a more customized shopping experience and monetize all the semantic web 3.0 explored.

CRM 3.0, SCRM and Digital Shopping Global

The CRM 3.0 (Customer Relationship Management) leverages the potential SCRM (Social Customer Relationship Management) adding the advantages of semantics Web. Social CRM builds upon CRM by leveraging a social element that enables a business to connect customer conversations and relationships from social networking

sites into the CRM process. The focus is now on community and relationship building via social venues.

Communication is no longer based only in business-to-customer, but also customer-to-customer and customer-to-prospect have an important role. Customers collaborate with businesses directly or indirectly to improve products, services, and the customer experience. Furthermore, conversation is less formal and more “real” moving from brand speak to community speak. As a consequence, there is thus an opportunity for Digital Shopping Global emergence of new services, new applications that integrate this broader version of CRM. Digital Shopping Global that will offer comparison of products and prices are another challenge for companies. With Web 3.0 the comparison of competition may not be carried out only under the same or similar products, but in all the products that are framed in the same context, consistent with the profile of the user and that may go against future needs taking into consideration a possible evolution of the consumer.

Regardless of the product marketed, the remuneration model of e-commerce, or the parties involved, the Web 3.0 provides challenges for the suppliers, which must always bear in mind the concept of DSG client with unique needs, the proposed products according to the accumulated knowhow about each DSG client leveraging new forms of interaction and of technologies that provide for continuous learning.

Ecommerce changes in accordance with social trends and hence it is important for ecommerce retailers to improve social engagement. However, most ecommerce retailers did not leverage the power of social computing until a few years ago.

During the initial DOTCOM boom, ecommerce was mostly considered as just a means to make an online payment to purchase a product without physically visiting a store. However, there were serious problems with timely delivery, quality of the product, as well as payment failure and return policies. Consumers were reluctant to use ecommerce sites due to plummeting brand values despite huge investments on marketing and sales.



The complete dynamics of ecommerce has changed over the last few years where people have started using the power of social computing. Instead of mainly focusing on direct marketing and sales, retailers have started networking to reach out to a bigger mass, and using social connections to interact with people they would not have reached earlier.

Digital Shopping Global Mobile Wallet

Digital Shopping Global mobile wallet makes sending/receiving shopping tokens very easy and convenient. We will unveil the mobile app for iOS and android. The technical and developer team will make plans for the other mobile platform in our upcoming releases. This wallet built on a mobile app will be developed on a completely secure code on the blockchain to carry out a faster and more secured transaction within seconds. More so, the Digital Shopping Global mobile based wallet will be well maintained just to provide better user interface.

Features of Digital Shopping Global Mobile Mobile Wallet

Easy To Use Interface:

Digital Shopping Global mobile wallet allows you to send and receive Shopping token payments on the go. All what you need is to login into your wallet on your smartphone, scan the QR code of the recipient and click the Send button. It is that simple!

- Backup Phrase Protection:
- There are infinite backup opportunities secured by backup.
- Phrase protection protocols using the Digital Shopping Global mobile app.
- Ability to access the wallet remotely:
- There will be no internet protocol restrictions as you can access your
- Digital Shopping Global mobile wallet remotely using the mobile app.



Secure mobile wallet:

Developed on the real concepts all mobile application development, **Digital Shopping Global Mobile** wallet will follows the guidelines of the mobile application companies which makes it safe and secure for all transactions.

In-chat system of payment:

The In-chat mode system of payment can also be used to send and receive Shopping tokens from the other users on our platform. As the sender, what you need is just to enter the total amount of tokens to be sent on the recipient's chat and that's all. SHPC would be deposited immediately the receiver approves the transaction.

Request for payment:

The ability to request a payment is a very important feature of **Digital Shopping Global Mobile** app. This can be used to make payments and request for tokens that are due from merchants, other Shopping token holders or friends. This payment can be requested using the single touch button and the receiving party will immediately get an invoice for the payment once it is confirmed.

Digital Shopping Global Web Wallet

Online wallet is one of the most intriguing developments for all cryptocurrency enthusiasts as it is readily available for everyday use. It is ultrafast, very secure, and easy to use. All the **Digital Shopping Global coin** users are required to register for a web wallet account to use the **Digital Shopping Global** web wallet and enjoy its features.



The features of Digital Shopping Global Web wallet are:

It will particularly designed to make payments and or exchange on all Ecommerce stores

- Creates & owns multiple addresses in one account
- Send & receive Shopping token within a second
- A web wallet with 2FA security enabled features
- Safe, transparent, and secure wallet data
- An interface that is easy to use
- Developed to notify the users of all the transactions on Digital Shopping Global platform

Sending and Receiving Of Coins Made Easy

The web wallet of Digital Shopping Global will be ultrafast, convenient, and secured with exceptional algorithms for wallet security. The SPHC token, either by organization or individual, can be sent or received by providing the custom fees for every transaction made on Digital Shopping Global platform.

The Digital Shopping Global web wallet will have a single step login access to all its users. This also involves our authentication security system to prevent any theft or fraud during the transaction.

Following the available security protocols, Digital Shopping Global web wallet built on the ethereum network will be always up and running. Safe and instantaneous confirmation within seconds. Send, exchange, and receive funds with a single click of the mouse.



Particularly created to hold coins in the web wallet for future use, one of the things that makes Digital Shopping Global outstanding will be its online coin storage. Being a normal user or participating merchant doesn't stop you from storing SHPC tokens using the online coin storage. However, a normal web wallet, as might be expected provides a range of supports for its users. As it is widely believed, cryptocurrency is built on a multilingual system and a lot of cryptoenthusiasts prefer using it in their conventional languages. Digital Shopping Global will champion the course of having a multilingual platform in this regard as we plan to support tons of languages in future. This will further assert our commitment to a borderless transaction within seconds.

POW/POS.

The Digital Shopping Global is a cryptocurrency that is built upon ethereum blockchain, which is underpinned by the consensus mechanism called the Proof-of-work (POW)/ proof of stake (POS). The POW is similar to Proof-of-Stake (POS) with the main difference being that it integrates behaviour trusted to be positive for the entire economy, while POS derives importance from the user's account balance. Shopping Coin major algorithm is that of Proof-of-Stake (POS), because it does not require large scale computing resources for maintaining the Blockchain. The Digital Shopping Global network emphasizes security and trust-less computing. The Shopping Coin blockchain will be run by a network of nodes operating together in a p2p configuration. The nodes record and verify transactions that are transmitted on the network. At block time (periodic intervals), these transactions are grouped together and then go through a hashing process that connects them to previous blocks. The network's participants are anonymous and there is no restriction on their calibre. The new Digital Shopping Global ecommerce blockchain will come with the new POS V3 feature staying up to date with the new era of the blockchain technology.

One Small Step

Transport and packaging to anyone other than the recipient is superfluous as are the payments made to facilitators- buyers, reps, distributors and the litany. In keeping with the principle of decentralization as democratization, Digital Shopping Global seeks to democratize the access of goods by reducing the purchase price and streamlining as well as eliminating many of the logistical and administrative processes. The model is one not only of efficiency but one of inclusion, truly a program of attraction not promotion per se.

The Digital Shopping Global platform aggregates buyers to fill purchase orders in order to take advantage of the large scale fundament that all but prohibits small batch contract manufacturing. Much of the associated, if not padded expenses are the links between the price after manufacturing and its indirect path to retail. To date, these excess links in the supply chain remain.

The current e-commerce landscape requires sellers to procure products from suppliers and then ship to buyers. In a traditional system, the transactions along the supply chain change hands multiple times, are settled using fiat currencies and are filled with friction, snags and excess cost. A token-based system may be integrated into existing apps, portals and social media platforms, such as Alibaba, Shopify, WhatsApp, and

Facebook. The potential outreach is enormous. Moreover, the market place for what is essentially, “saleable goods,” is ever growing and largely incalculable.

In a true trustless ecosystem, terms of engagement are pre-defined and executed digitally via smart contracts. Recorded instantly and secured via the ledger; the proof of purchase, are the exchange of digital tokens. Tokens function as the medium of exchange and seal the block. In such a safe environment, fostering and sustaining a community is a matter of dedicated course.

A platform that can aid in guarding against theft, counterfeit items, and transport related mishaps-issues is becoming more desirable as these generic hassles to

protracted nightmares are becoming prevalent in mainstream e-commerce marketplaces.

Without blockchain based protocols, assuring buyers and sellers is a laborious process that is expensive and prone to error. As seen on marketplaces such as eBay, there are no reviewers who can verify authenticity. This is the bane of most centralized operators and even professional consignors like The Real, who staff people with needed expertise, often make understandable mistakes. This inelegant system creates a retroactive model, which is tantamount to buying a padlock for the stable after the horse is stolen.

Within an ecosystem such as Digital Shopping Global coin, the alternative dispute resolution that the community participates in will effectively provide a consensus judgment that leaves the company itself neutral. The blockchain will have recorded all the notable features of record, including certificates of authenticity and the like. While nothing is fool proof, there is greater transparency when working with a distributed ledger. This is one of the many reasons the developers choose the Ethereum platform to build upon and the advent of the ERC20 protocol made it the best choice.

One of the primary features of Ethereum Request For Comment (hence ERC the #20 refers to the issue number of the Github archive) was to create an application whereby buyers and sellers of an ERC20 token could trustlessly exchange value with smart contracts standing in as a third party. What this means is escrow. A smart contract is a “if this, then that,” set of instructions. Once all conditions are met, the tokens are sent and delivered. Should a dispute arise, the network could hold as escrow a pre-determined amount of coin. As escrow becomes more and more automated, to this level and beyond, it is going to be widely used as a very standardized practice.

A smart contract would for example, release the Shopping coin to the seller once delivery confirmation has been made. Even on the highest level of brick and mortar retail, the absence of these protocols are nightmares.

To share a story- a reputable jeweler and Rolex dealer had lost their authorized status.

Not great news for them but it was still a thriving business. As expected, they sold off their remaining Rolex inventory and roughly one year later, the family-owned shop decided to shutter the business. Fine. Roughly two years after that some of the timepieces they had sold went into a Rolex service center for repair. Rolex confiscated the watches declaring them to have been stolen. Naturally, the owners were shocked and had no immediate recourse. They left without their watches and were told they could file a police report. Turns out, the reputable jeweler decided to fleece Rolex on their last order, setting off a horological imbroglio par excellence. I'm sure the aftermath wasn't pretty either. Something like this would not happen on the blockchain if one were dealing directly with the manufacturer, not a reseller. With smart contracts, there is no end to the customization, not just something as simple as receipt confirmation.

As a cryptocurrency, Shopping coin or (SHPC) can function as follows:

- Serving as a means of payment on the soon coming online store platform: Which is unlike any other because of its decentralized interface and protocols, whilst functioning like most e-commerce websites but having none of the faults associated and much more intriguing features such as socials.
- An exchangeable crypto asset on exchanges listed on.
- Pursuant to this distribution, “hodlers” will be rewarded with fee pay-outs with their holding. Manufacturers may choose to hold coins in order to create scarcity, use for promotional purposes as well as maximize the revenue from the business they drive.
- Velocity- a currency is said to have velocity when readily used, changing hands frequently- value derived as a medium of exchange.
- While velocity is desirable, quantifying inherent value can be difficult as Friedman’s monetarism $MV = PQ$ is not clearly applicable to cryptos.
- In order to assign some rigor to the crypto, DSG will commit 100% of all transaction fees less cost of operation to token holders.



Digital Shopping Global OPPORTUNITIES

The Digital Shopping Global platform is particularly developed to enhance effective crypto payment processing activities. To ensure that we meet the demands of our participating merchants, users or retailers, the first phase of Digital Shopping Global platform development will be to provide a crypto-wallet. Since different individuals have different needs, the approach introduced by cryptocurrency is unique and aims at meeting these demands. The fact that a particular coin or fiat currency can be pre-programmed to offer extra functions in particular environments (tokens) needs a new universal approach and strategy to make it spendable. This approach will be adopted by Digital Shopping Global where SHPC will be available to be traded with by our merchants.

Digital Shopping Global Blockchain Based KYC

There are many risks associated with the present payment industry; even with the bank cards. A countless number of scams and phishing schemes can easily be carried out with most of the centralized payment networks as they are presently. Given our sophisticated KYC standards which will be essential to comply with to become our user, Digital Shopping Global will eliminate all the uncertainties or fraud associated with the traditional peer-to-peer payment services. We will make our service reachable and affordable to the lowest business while lowering the fees since the e-commerce and retail industry is our target. This, however, will only be possible if our users or merchants are ready to comply with the good practice and strict regulation of the blockchain community.

Digital Shopping Global will make use of the Blockchain-based KYC procedures to provide the greater reliability to distribute information. Certainly, the individual customers of our participating merchants will be glad with this type of approach. When all securities measures are met, the acceptance and general power of cryptocurrencies will grow at a much higher level. At Digital Shopping Global, we

believe in the synergy of E-commerce and peer-to-peer industry with the greater potentials of Blockchain technology.

Digital Shopping Global Payment Solution for E-Commerce

Digital Shopping Global boasts of a platform that allow exceptionally instant crypto transactions. The present situation where we experience slow speed of transaction and high transaction cost can't be adopted in most e-commerce and retail stores. Digital Shopping Global will change the way we transact within the Digital Shopping Global ecosystem using our shopping coin algorithm which allows specific operations to be carried out before being uploaded to the blockchain. However, the transaction will be reliable and secured as it should.

Digital Shopping Global will enables our participating merchants to receive their payments within 10-15 seconds. It is very essential, at least in the global business environment, to receive any payment as soon as possible. Our platform will lower the receiving time of your funds from days or week to within reach of seconds. Particularly when the transactions need to be done by faraway bank locations, some gateways used by most of the payment processing systems might delay the time of receiving your funds by 1 to 2 weeks.

A perfect instance would be a simple e-commerce store where our participating merchant sells trending electronics and phone gadgets. Once a customer buys and pays for any product from our participating merchant, the funds will be transferred immediately to our merchant. No uncertainty regarding the payment gateways, no delay, fraud or problems inherent in international transactions. Through the Shopping coin algorithm, the transaction will be uploaded to the blockchain and the Digital Shopping Global ecosystem will be notified of the transaction. It only takes about 2-3 seconds for the transaction to be confirmed by the merchant, buyer, and DSG; thus making it fast and transparent. Cash flow typifies this entire chain of business processes.



Presently, there are obvious challenges when it comes to businesses selling as much production as they can. Therefore, all the funds needed to fuel the business growth are trapped in the complicated and fraudulent layers of the financial middlemen. This means that the small businesses are plagued and they only have to borrow to stay in the competitive water of the global marketplace.

This is what Digital Shopping Global aims to eliminate by providing a safe, secure, and instantaneous confirmation of all transactions.



The above illustrates how complex the algorithm of the present payment and exchange system is. As a result of the number of layers involved in the processes, there are many risks passing through each of the layers. The complexity and unnecessary payment chains in the current system also makes it expensive as there are about 15 phases in every end-to-end payment details. As such, there is no way any of the present system could provide such a minimal transaction fee as the one offers by Digital Shopping Global. The reason for this is clear and straight forward: less phases=less layers=low fee.



By comparison, more and more efficient and cost-effective payment system will only be possible through the adoption of the technology of blockchain as the mainstream of the global payment solution





Market Analysis

Big box retailers have long enjoyed scale advantages in the realms of procurement and distribution along with advertising budgets commensurate with said scale. Smaller companies simply cannot compete in an oligopolistic environment.

Large companies continually roll out new products that are all but disposable, filling the voids with quantity. The daisy chain of distribution and the conspicuous consumption of unwanted goods are sub-optimal not only on the environment but principally speaking.

Research findings have suggested that consumers have begun to eye purchases offering greater utility. The phenomena of peddling waste, which has long favoured large-scale commercial infrastructure may well be on the decline.

A spokesperson for Intertek, Group, a multinational inspection, and product testing and certification company headquartered in London, United Kingdom issued the following two comments:

“The corporate focus on quality and safety has increased and continues to do so because consumers are very demanding.”

“Opportunities of e-commerce we are seeing more brands coming into the market, and it’s easier for smaller brands to have access to the market.”

As the market yields more to the influence of key opinion leaders, informed consumer and digital communities, buying habits have begun to shift. According to the McKinsey & Company 2016 China Consumer Report, they had this to offer on the world's largest e-commerce market (620B USD):

We believe that blockchain technologies could provide natural solutions to common problems in e-commerce networks. And waste truly begins when one considers that manufacturer's spend 20% of their totals costs on trade advertising in an effort to woo wholesalers and retailers.

- Chinese consumers are increasingly switching from spending on mass products to premium alternatives.

- 50% of respondents now seek the best and most expensive product available, a significant increase from previous years.

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Retail e-commerce sales worldwide from 2018 to 2021 (in billion U.S. dollars)



Advertising

At the present time, most social media services contain advertisements Ads by Google are the most widespread and popular business model. The idea in the Web 3.0 world is to charge a small number of advertisers for brand visibility of sponsoring the data. Getting charges for ads placed around data on web pages can be an important source of revenue.

Essentially there are two approaches to implement an advertising promotion model in a Web 3.0 platform. Firstly is to see it as a web portal. Therefore, a high volume of user



traffic makes advertising profitable and permits further diversification of site services. Secondly we can use some advanced business intelligence techniques as contextual advertising and behavioural marketing. Therefore, the ads are not static and can dynamically change due to the data content or the behaviour of user in the Web 3.0 platform. As a consequence, contextual advertisers can sell targeted advertising based on an individual user's surfing activity.

Advertisement can gain a new life with this platform and consumers will have more choice in the offer they will receive. By receiving only the information that is relevant to the consumer it is more likely that he will pay more attention than when he is being overflowed with information that doesn't suits the consumer in question.

Depending in how significant the traffic is, advertising can have lower or higher costs or profits.

The implementation of this model is made easier with the Web 3.0 platform by directing the advertisers to the users that really search for the product. This has lower costs and offers more efficiency.

shoppingcoin

Traffic Generation

The traffic generation business model is a good example of an indirect monetize source of revenue. The idea is very simple and consists in publishing data to earn favourable positions in search engines and other directories to generate more traffic. When Digital Shopping Global Company gets more traffic, then there is a big chance to increase the revenues from other direct business models like e-payments, premium services or advertising.

Viral traffic is something that everybody would like to achieve but it's not as simple as it looks.

The use of social network like Facebook or Twitter, the use of YouTube has to have a well-established strategy. This strategy doesn't necessarily have costs. The ideas that

have bloomed with this model have been simple. Having accomplished high traffic generation, Digital Shopping Global can then use other model like advertising and the affiliate program more effectively. The feedback on this model action is great in recognition, business offers and sales.

E-Payments

The idea is to get revenues from micro-payments for the individual use of data sets. These micropayments can be easily deployed using electronic payments, namely using shopping coin, credit cards, e-checks, online bill pay and paypal.

Electronic payment is very convenient for consumers. Consumers can make e-payments at any time of the day or night, from just about anywhere in the world. At the same, it is a very fastest, simplest and safest way to perform a bill transaction. On the other side, electronic payments lower costs for businesses. The more payments they can process electronically, the less they spend on paper and postage. Offering electronic payment can also help business improve customer retention. A customer is more likely to return to the same Web 3.0 site where his or her information has already been entered and stored.

The e-Payments model is not new in the Internet. However, the evolution to subscription or micro-payment model will be a relevant change to Internet content. It will change the Internet experience and could significantly impact lower income users. There will still be a free content that will allow people to have a limited number of free views per month in an attempt to interest new subscribers.



Digital Shopping Global Technical Analysis

Digital Shopping Global Escrow & Smart Contracts

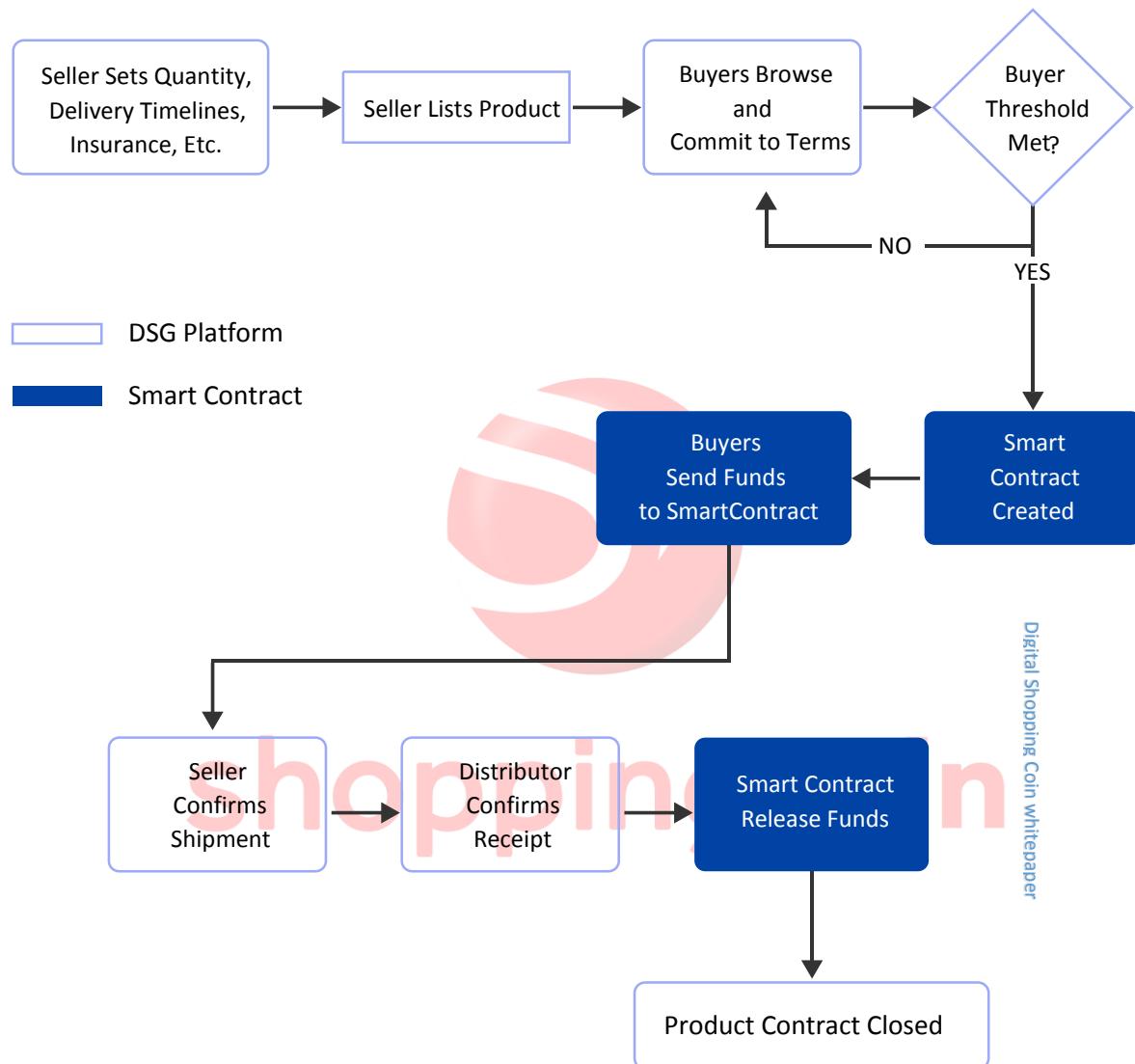
The Digital Shopping Global Platform harnesses one of the most clear and compelling use cases for Ethereum smart contracts: trustless decentralized escrow. Simply put, the smart contract behaves as a third party, executing only when agreed-upon external conditions have been met. In order to illustrate how the Digital Shopping Global Platform might work to interact with a smart contract through Web3 and ABI (Application Binary Interface), we can walk through a sample Digital Shopping Global buyer/seller agreement.

A wholesale distributor registers on the Digital Shopping Global Platform and lists the product they wish to sell. Through the Digital Shopping Global UI, the seller is able to set quantity, price, purchase thresholds, and delivery times. With this information, an escrow smart contract is created that will be used to ensure that buyers receive exactly what was advertised within an agreed upon timeframe.

On the buyer side, once enough people have decided to participate in the contract by sending payment into the smart contract, the smart contract will lock the funds until either:

- The conditions of the smart contract are fully met and the funds are released to the seller or
- At least one of the conditions of the smart contract are not met and
- The funds are returned to the buyers.

The Rough Schematic below Provides Some Basic Illustration of Contract's Flow and Function:





ICO Details

Token name	Shopping Coin (SHPC)
Implementation	This token has launched on Ethereum's blockchain and is an ERC20 token.
ICO Schedule	From Sunday 10, June 20:00 CET till Saturday 28, July 20:00 CET OR when the Hard Cap has been reached.
ICO Offer	1,000,000,000.00 SHPC
Air Drop And Bounty	500,000,000.00 SHPC
Development	500,000,000.00 SHPC
Token Supply	2,000,000,000.00 SHPC
Soft Cap	100.00 ETH
Accepted Contributions	
Smart Contract Address	<u>0xA29e65A8CB83BAB2A1f34c4635a6CfCCcC4AC8d8</u>
Rate	1 ♦ gives 5,000,000 SHPC Minimum purchase 0.005ETH gives 25,000 SHPC
Discounts and Bonuses	The earlier someone buys SHPC, the cheaper the token will be.



DSG Plans

1. Digital Shopping Global intends to disrupt the current E-Commerce market with our blockchain solution, SHPC token.
2. Digital Shopping Global promises an interesting market place, completely decentralized and socialized marketplace with top notch customer support services and assistance in product delivery all over the world.
3. Digital Shopping Global will offer cheap advertisement for client products initiate an anti-fraud protocol for security
4. Digital Shopping Global intends for its digital asset to be accepted in other platforms as a means of payment and will be seeking partnerships to achieve this.
5. SHPC can be used for payments of goods and service, for E-commerce, online and offline transactions.
6. Digital Shopping Global will be integrated into several E-commerce and trade systems to enable exchange of goods and services internationally with Shopping coin as it means of payment thereby breaking the trade limitations placed on fiat.

Why Use Our Platform?

- ✓ Decentralize Market Place
- ✓ Freelancing at its best possible convenience
- ✓ Zero to low commission charges
- ✓ Digital Shopping Global Courier Assistance
- ✓ Lively and entertaining marketplace courtesy of social functions.



- ✓ Reward System for active socialites, top merchants, top freelancers, high ranked members and affiliate marketers
- ✓ And lots more to be revealed in due time!

Why You Should Invest in Digital Shopping Global

SHPC tokens "ShoppingCoin" will not only serve as a normal token, SHPC will be a very good asset to hold for the future. SHPC will be accepted as payment and rewarded to our socialites in our Digital Shopping Global platform based on their activities. SHPC will also serve as payment in other cryptocurrency online stores, not limited to this SHPC will be trading on cryptocurrency exchanges where you can sell for other cryptocurrencies; like BTC, ETH, LTC and more.

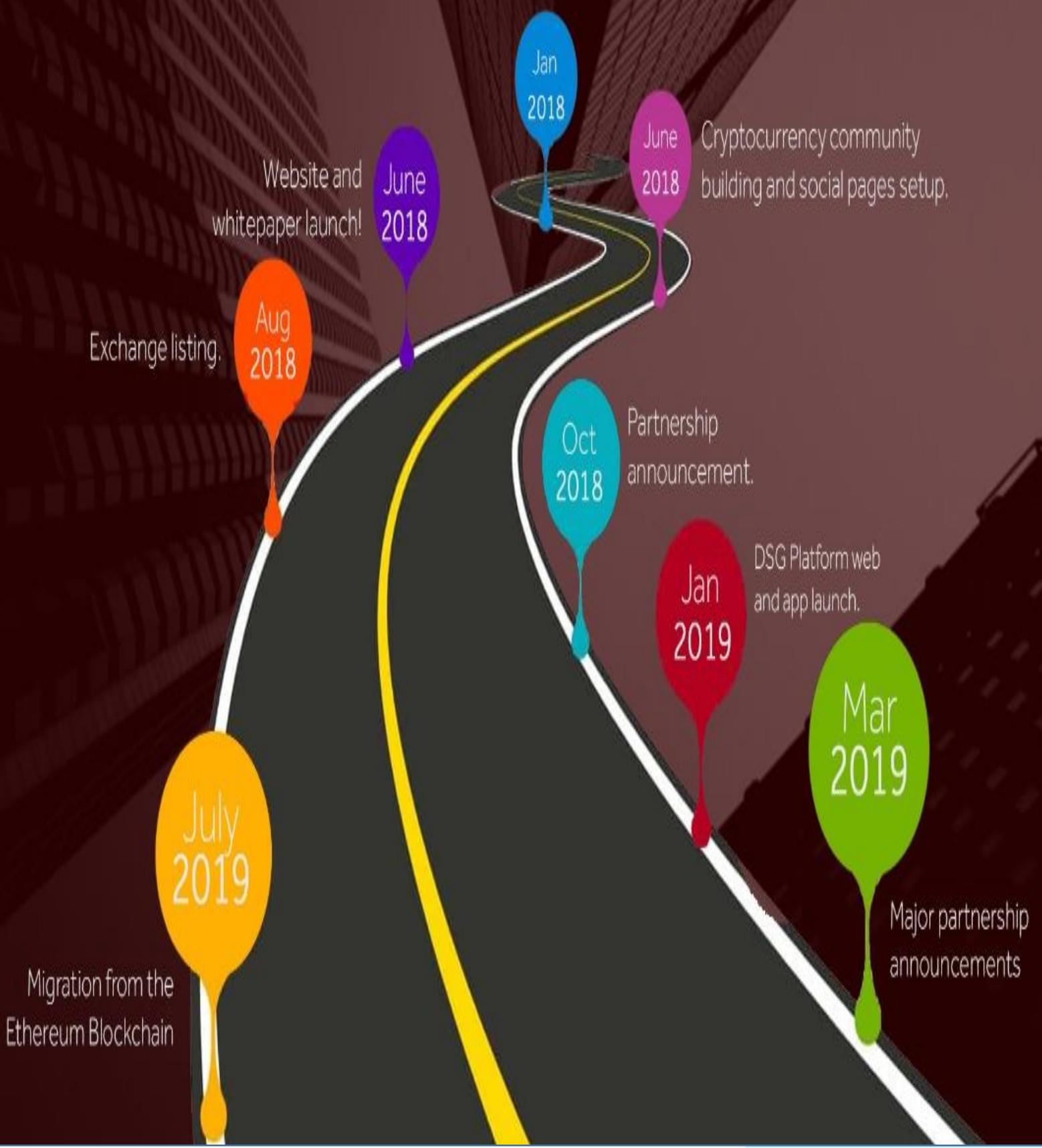
ShoppingCoin will be used on our smart innovative DSG platform. Digital Shopping Global presents a highly interactive online market place. The platform would boast a decentralized market with top notch social features and standard security protocols. A reward system is also present for active members of the platform. The website would be built by a Blockchain E-Commerce Builder to honour and emphasise our position on Web 3.0!

Road Map

Digital Global Shopping



Team assembled and Blockchain solution presented.





**DSG COMPANY IS NOT
LIMITED TO IMPROVEMENT,
WE WILL APPLY ANY
INNOVATIVE MEASURE TO
ACHIEVE THE BEST ON OUR
UNIQUE PROJECT**

SHOP EASY AND SAFELY