ARAW

The Decentralised Payment for E-Commerce Ecosystem Powered by the Ethereum Blockchain

Vision

ARAW's vision is "To be at the forefront of the global Blockchain User Adoption" by using intuitive and seamless integration of vastly used E-Commerce channel with the Decentralised Payment so regular people across the world can benefit from the cryptocurrency without needing them to change their shopping behavior or understand the complexity of the blockchain technology.

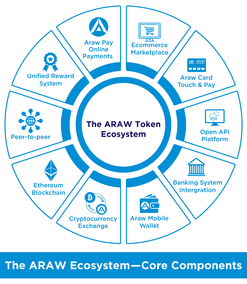
Blockchain User Adoption & The Araw Platform

Globally only around 5% of people associated with the blockchain and cryptocurrency. We always use the example that everyone knows how to use Currency Notes (Paper Money), but very few understand the complexity behind it like security, compliance, Govt. strategy, etc.

ARAW is aiming to achieve similar result with blockchain technology where regular people around the world get accustomed using ARAW platform without needing to change their shopping behavior or understand the complexity of the blockchain technology.

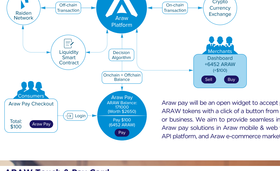
We have chosen the E-Commerce channel to fulfill our vision for below reasons;

1. E-Commerce is a vastly used channel by the regular people all over the world which is the primary driver in fulfilling ARAW's vision to make Blockchain Technology available to ordinary people around the world, so they can benefit from cryptocurrency out-of-the-box.
2. The ARAW team has E-Commerce domain expertise and partnership with some of the industry leaders.



The ARAW Ecosystem—Core Components

Araw Pay

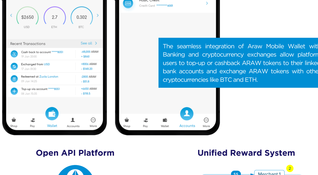


Araw pay will be an open widget to accept payments in ARAW tokens with a click of a button from any website or business. We aim to provide seamless integration of Araw pay solutions in Araw mobile & web wallet, open API platform, and Araw e-commerce marketplace.

ARAW Touch & Pay Card

ARAW's ultimate goal is to make platform users to accustomed to using Araw touch & pay card for their daily shopping without needing them to understand the how it works under the hood.

Araw Mobile Wallet



The seamless integration of Araw Mobile Wallet with Banking and cryptocurrency exchanges allow platform users to top-up or cashback ARAW tokens to their linked bank accounts and exchange ARAW tokens with other cryptocurrencies like BTC and ETH.

Open API Platform

Plug & Play enterprise blockchain based E-Commerce Platform that can be up and running with a click of the button.

Unified Reward System

ARAW's vertical for merchants to reward their customers in ARAW tokens. The platform motivates regular customers to keep using ARAW E-Commerce for their daily shopping by sending them meaningful rewards converted from their ARAW tokens without needing them to do anything. ARAW platform and the team do all the hard work.

Our Partners

ifashion group, MGX, bleep

Fundraising Goals

Token Distribution

- 15% Reserve Pool (Lock-up period 3 Years) 750,000,000
- 3% Bounty & Airdrop 150,000,000
- 3% Advisers (Vesting period 1 Year) 150,000,000
- 9% Founders & Team (Lock-up period 1 Year) 450,000,000
- 70% For Token Sale 3,500,000,000

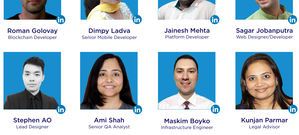
Use of Funds

- 3% Customer Support
- 10% Security & Legal
- 15% Operations
- 37% Sales & Marketing
- 35% Research & Development

Token Sale

Ticker : ARAW
Token type : ERC20
ICO token price : 1 ARAW = $0.01
Total tokens : 5,000,000,000
Available for token sale : 3,500,000,000 (70%)
Whitelist : YES (15 May – 30 June)
Know Your Customer (KYC) : YES
Pre-sale start date : 1 JULY
Public sale start date : TBD
Soft cap : 2,000,000 USD
Hard cap : 25,000,000 USD
Accepts : ETH
Contact us for pre-sale : tokensale@arawtoken.io

Our Team



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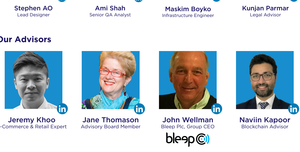
Manan Jobanputra
Lead Blockchain Developer



Roman Golovay
Blockchain Developer

Dimpy Ladva
Senior Mobile Developer

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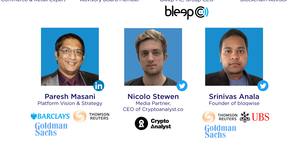
Platform Developer

Sagar Jobanputra
Web Designer/Developer



Stephen AO
Lead Designer

Ami Shah
Senior QA Analyst

Maskim Boyko
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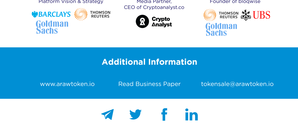
Kunjan Parmar
Legal Advisor

Our Advisors



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