Powered by the
Ethereum Blockchain

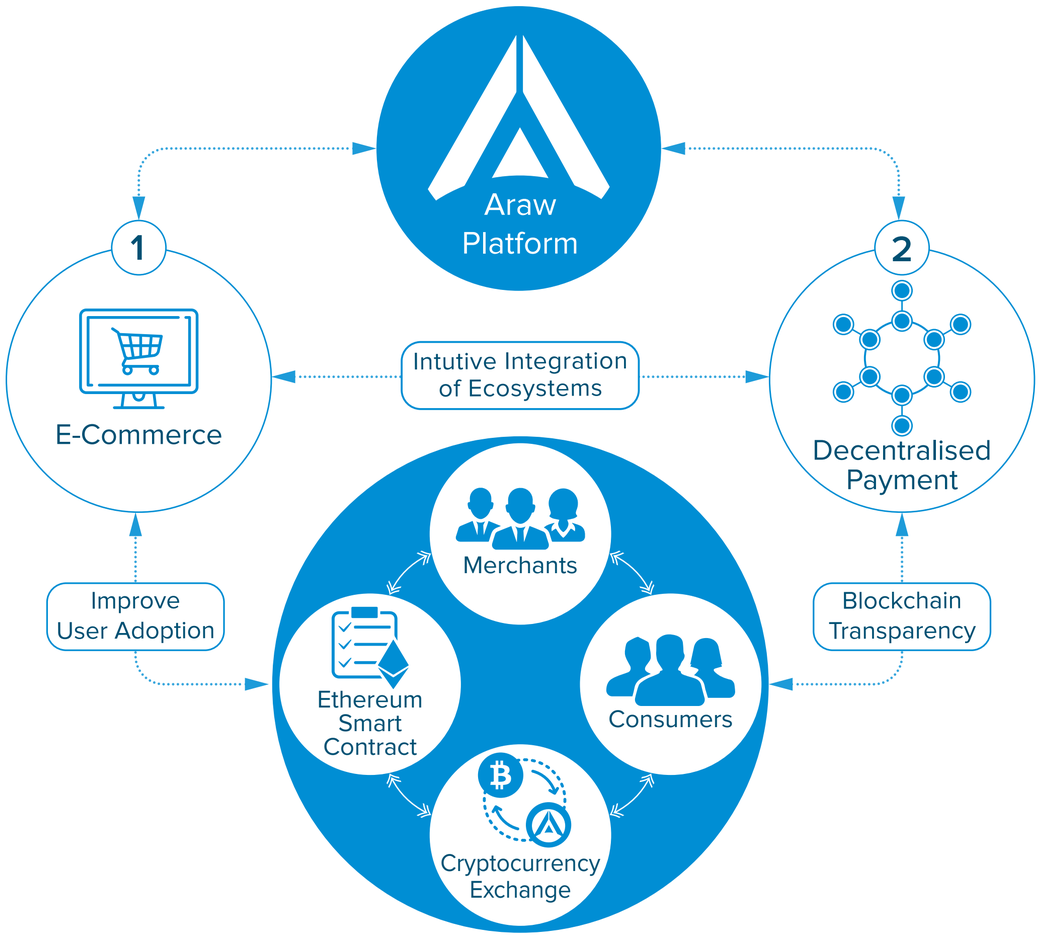
ARAW

The Decentralised Payment for
E-Commerce Ecosystem

www.arawtoken.io

Vision: Be at the forefront of the Blockchain User Adoption

We are aiming to contribute to the global Blockchain User Adoption by intuitive and seamless integration of vastly used E-Commerce channel with the Decentralised Payment such that regular people across the world can benefits from the cryptocurrency without needing them to change their shopping behaviour or understand complexity of the Blockchain technology.



Challenges

Araw Pay
Accept online payments with a click of button

Araw Touch & Pay Card
Enabling instore micropayments

Transparent
Transparent ecosystem to increase adoption rate

Adoption
Increase the ARAW token adoption by merchants

Unified Reward System
Unified Reward System enabled e-commerce ecosystem

Approach

Plug & Play Widget
Design and implement Araw Pay online widget which can be plug and play on any websites

Cashback
Easily redeemable rewards and rapid cash in will encourage customers to use ARAW card for all their shopping needs.

Ease of Use
Intuitive user interfaces making it feel like second nature thus user do not notice the advance technology that power purchases and rewards system.

Merchant Adoption
Targeted and specialist resource dedicated to merchant on-boarding and support to ensure every client campaign is a success.

Growth
Specific campaign management assistance to help clients maximise adoption rates.

Objectives

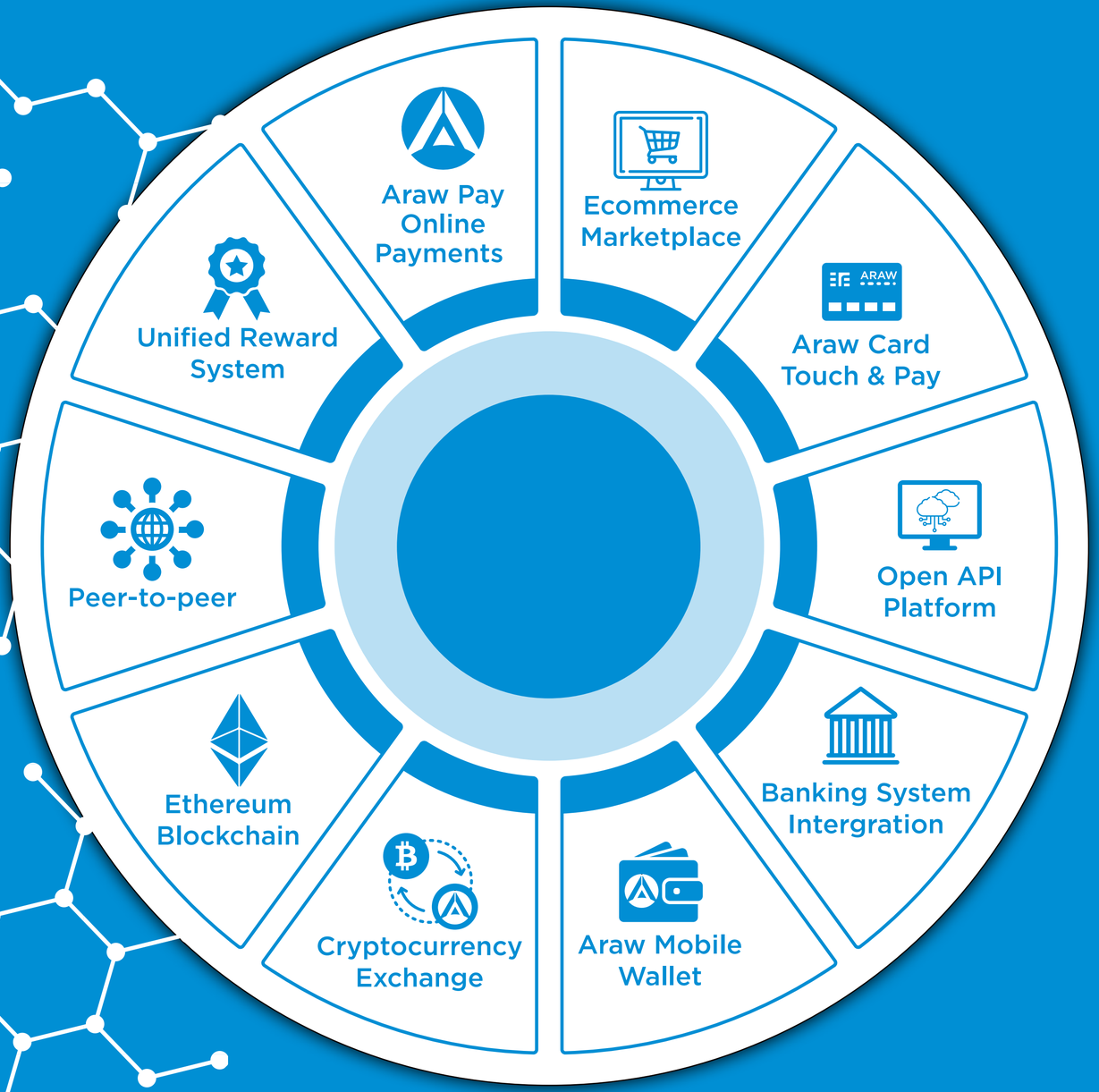
End-To-End Solution
Provide end-to-end solutions for E-Commerce Marketplace, Touch & Pay Cryptocurrency Card, Online Cryptocurrency Payment, and Unified Reward System powered by the Ethereum Blockchain regulated by the ARAW token

Self Managed
Create a Consumers driven floating ecosystem

Transparent Ecosystem
Create a Transparent ecosystem that can be used by regular customers across the world;and hence, increase the adoption rate of the ARAW token, the Blockchain based cryptocurrency

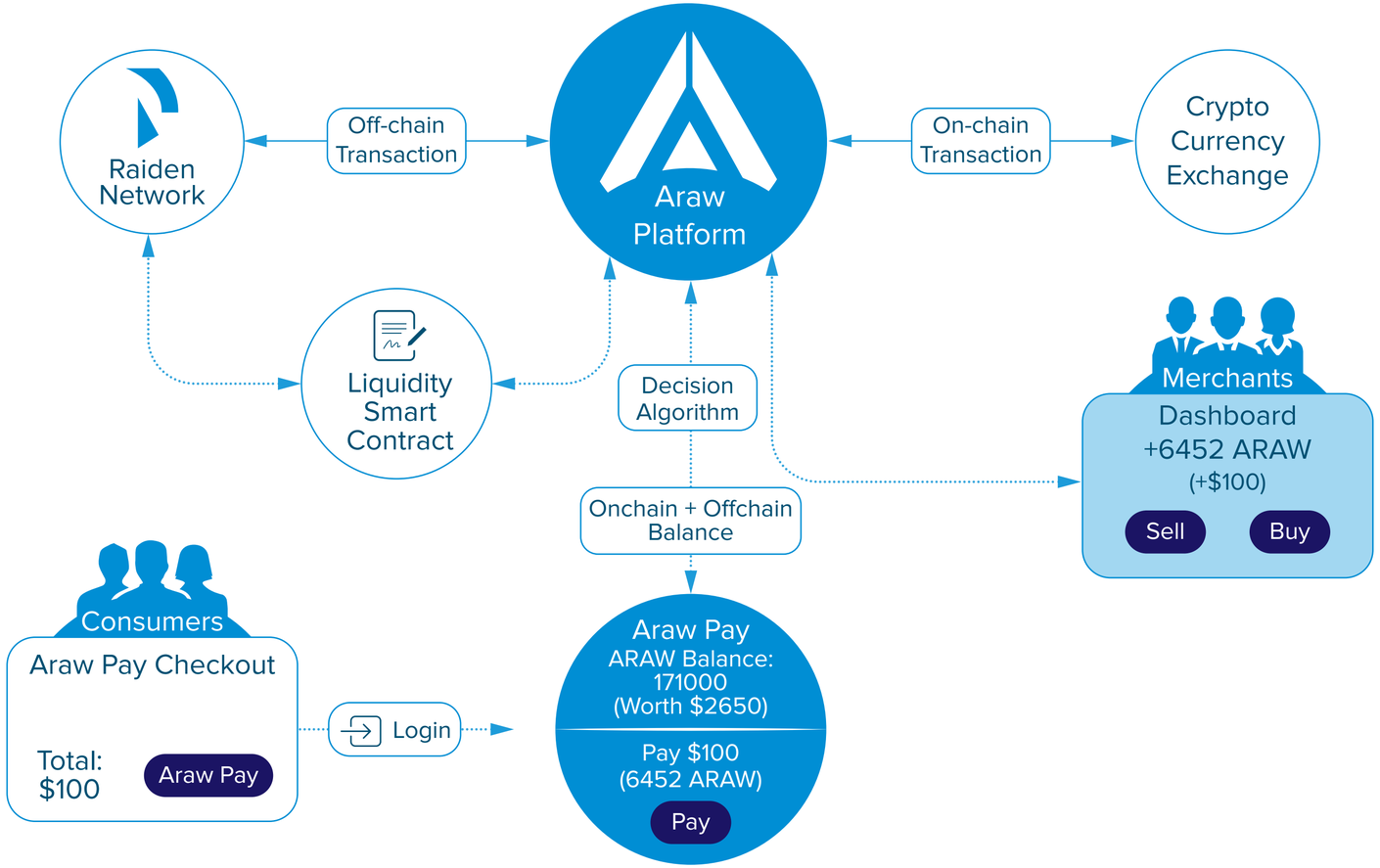
ARAW

The ARAW Token Ecosystem

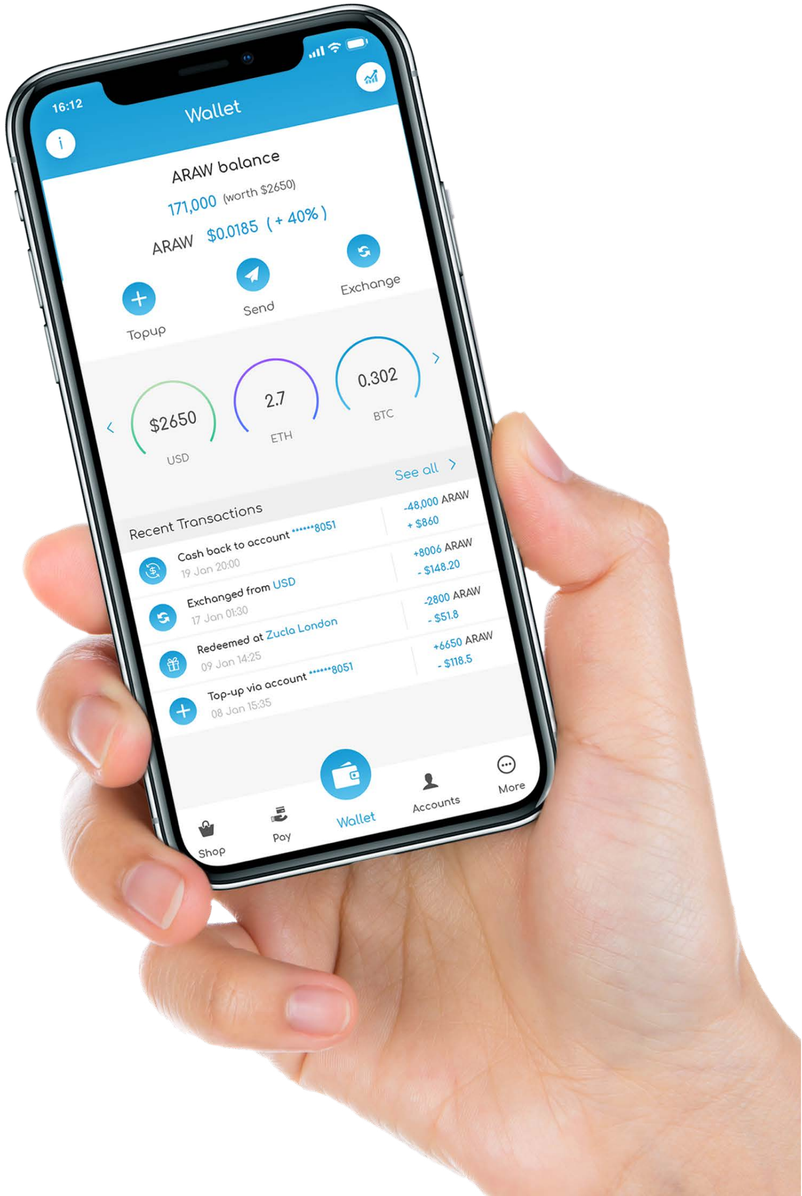


Araw Pay

Accept online payments with a click of a button...

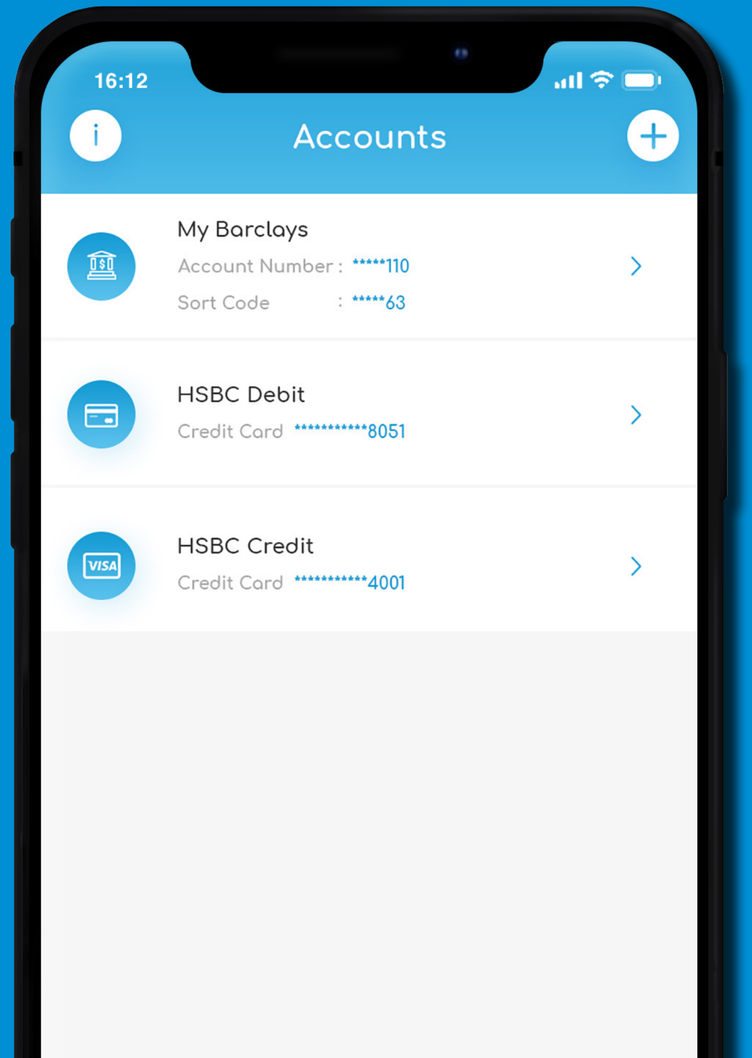


Araw Mobile Wallet



Banking System Integration

Cashback ARAW tokens to linked bank accounts...

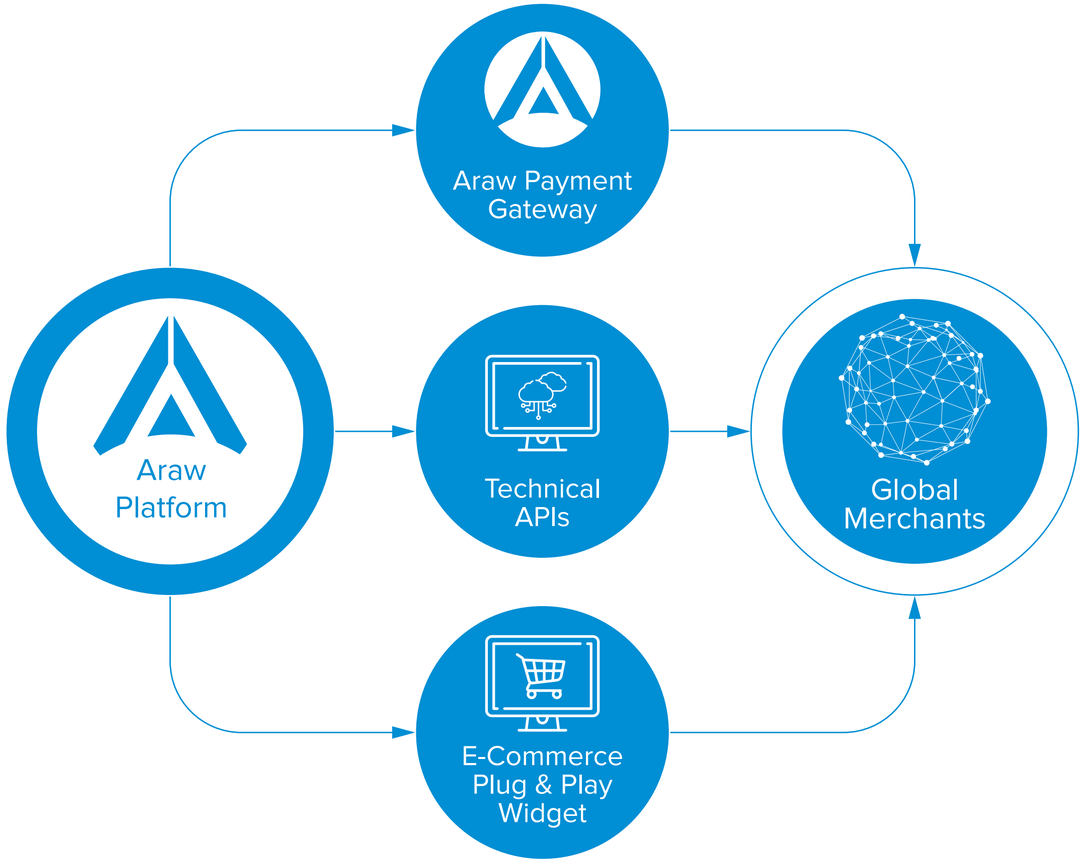


Araw Card - Touch & Pay

Enabling micro-payments at retailers...

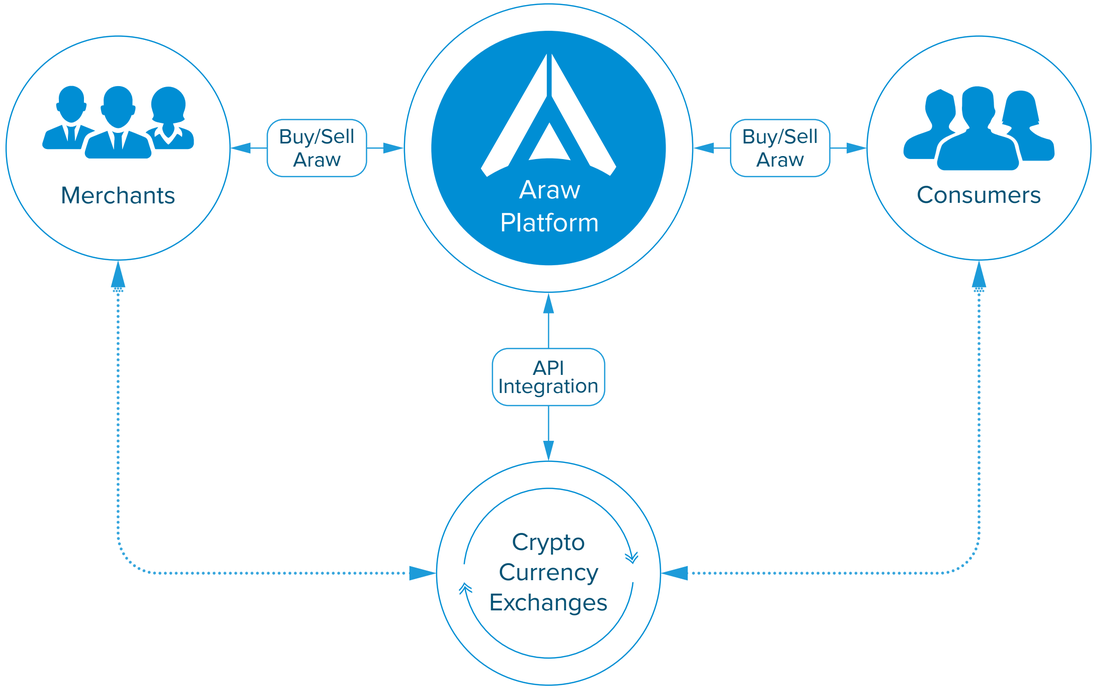
Open API Platform

Plug & Play Enterprise Blockchain based E-Commerce Platform...



Cryptocurrency Exchanges Integration

ARAW platform will be a bridge between ARAW token smart contract and centralised exchange to provide transparency for regular people.



Ethereum Blockchain
- Proof of Delivery & Service

ARAW

Roadmap

ARAW

2016

- Araw Idea Born
- Prototype Araw Platform, Using Virtual Points Without Blockchain
- Araw UK Ltd Company Headquartered in the London, UK

2017

- Araw Mobile Apps Launched in the UK Apple Store & Google Playstore
- Improved Digital Loyalty & Marketing Solution Released Customer Insight Dashboard
- Deals and Offers Implemented Paypal & Stripe Payment Gateways Integrated in Mobile Apps

2018

- Araw Platform on the Ethereum Blockchain - MVP development
- Araw Smart Contract & Liquidity Contract
  - Platform Security Audit
  - Whitelisting & Airdrop
- The ARAW Token ICO Private & Public Sale
  - E-commerce Marketplace
  - Unified Reward System
  - Peer-to-Peer Transfer
- Araw Mobile Wallet
  - Banking System Integration
  - Crypto Exchanges Integration

2019

- Release Araw Platform in the UK
  - Araw Card Licensing Process
- European Expansion
  - Araw Card - Touch & Pay Mobile Solution

2020

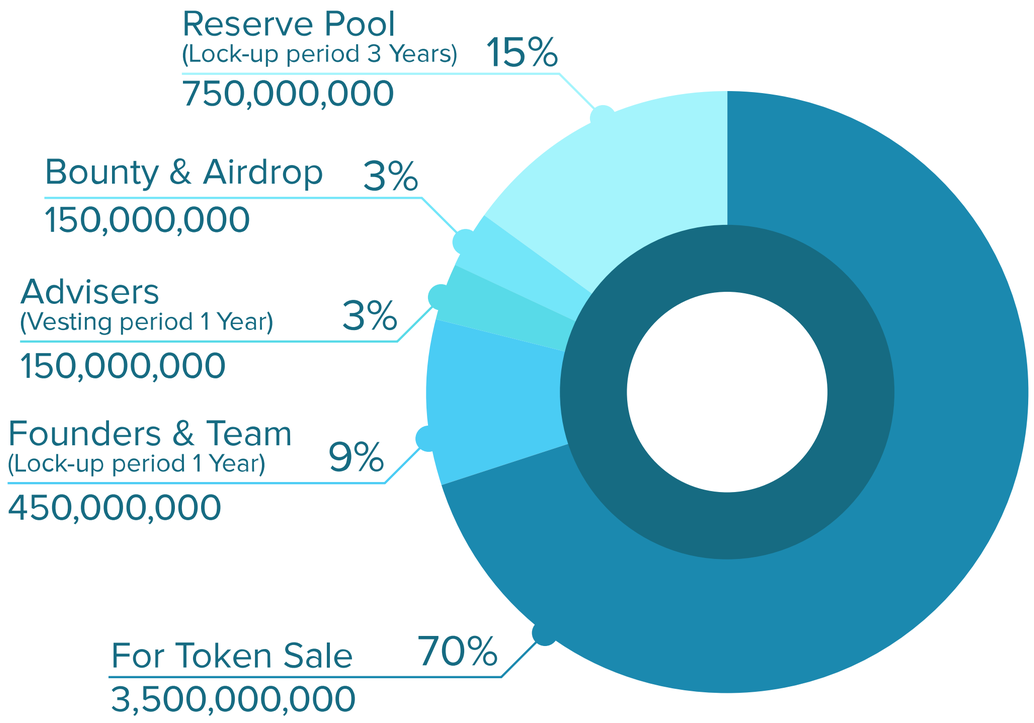
- USA Expansion
- Asia Expansion
- **It's just a beginning! The Araw Era has begun**

Token Sale Information

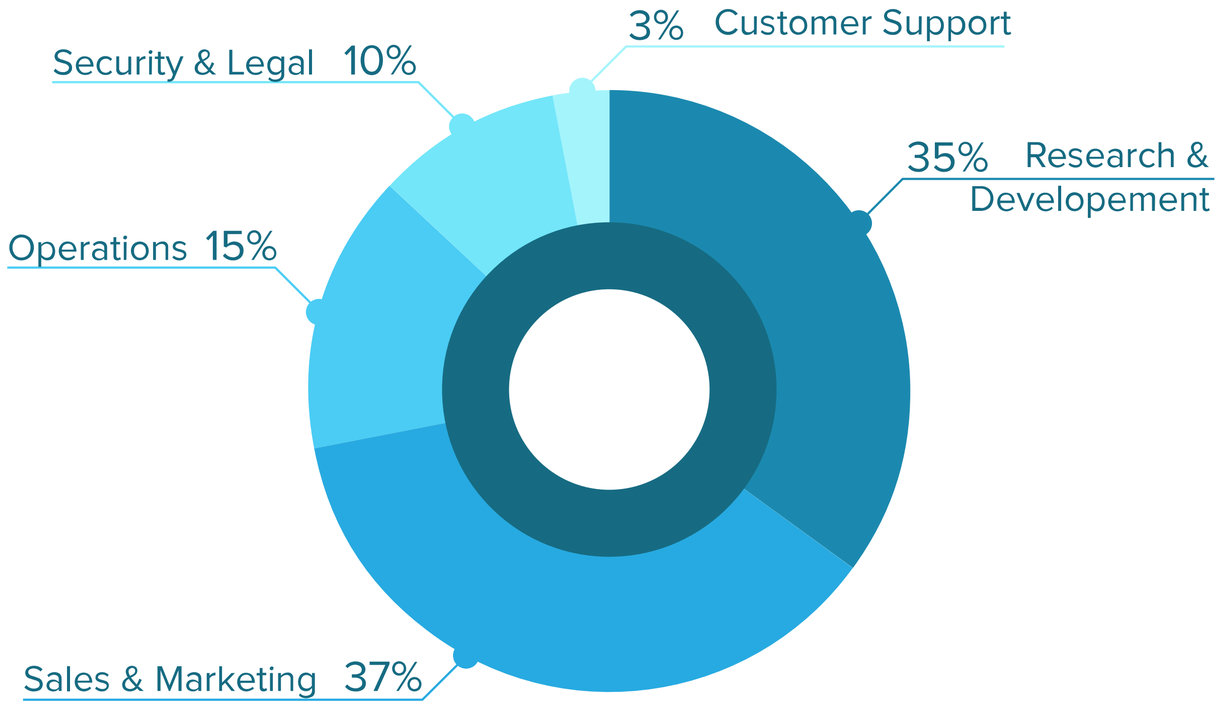
Ticker:	**ARAW**
Token type:	**ERC20**
ICO token price:	**1 ARAW = $0.01**
Total tokens:	**5,000,000,000**
Available for token sale:	**3,500,000,000 (70%)**
Whitelist:	**YES (15 May – 30 June)**
Know Your Customer (KYC):	**YES**
Pre-sale start date:	**1 JULY**
Public sale start date:	**TBD**
Soft cap: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

Fundraising Goals

Token Distribution



Use of Funds



ARAW Community

85K+
Telegram Members

70K+
Twitter Followers

Team

ARAW

Krutesh Shah
Co-Founder & CEO

BARCLAYS
BNP PARIBAS

Carlo Pascoli
Co-Founder & CTO

THOMSON REUTERS
Capital One
SHAZAM

Dev Shah
CBDO

J.P.Morgan
Kingston Business School

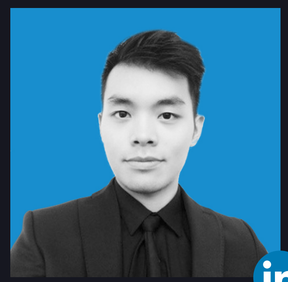
Manan Jobanputra
Lead Blockchain Developer

Roman Golovay
Blockchain Developer

Dimpy Ladva
Senior Mobile Developer

Jainesh Mehta
Platform Developer

Sagar Jobanputra
Web Designer/Developer



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Senior QA Analyst

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Kunjan Parmar
Legal Advisor

Advisors

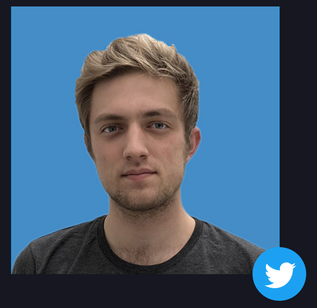
Jeremy Khoo
E-Commerce & Retail Expert

Jane Thomason
Advisory Board Member

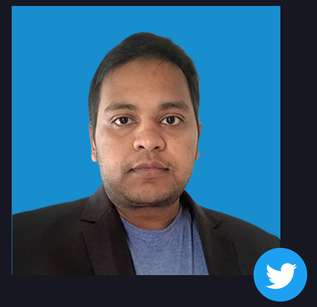
John Wellman
Bleep Plc, Group CEO

Naviin Kapoor
Blockchain Advisor

Paresh Masani
Platform Vision & Strategy



Nicolo Stewen
Media Partner,
CEO of Cryptoanalyst.co



Srinivas Anala
Founder of bloqwise

Interested?

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