ARAW

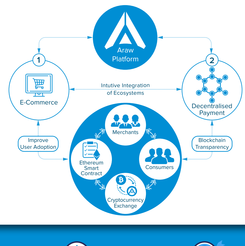
The Decentralised Payment for E-Commerce Ecosystem Powered by the Ethereum Blockchain

Vision

Be at the forefront of the BlockchainUser Adoption

ARAW is aiming to be at the forefront of 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.

Blockchain User Adoption & The Araw Platform



Challenges

- **Araw Pay** — Accept online payments with a click of button
- **Araw Touch & Pay Card** — Enabling instore micropayments
- **Transparent** — The transparent ecosystem to increase adoption rate
- **Adoption** — Increase the ARAW token adoption by merchants
- **Unified Reward System** — Reward the active participants of e-commerce ecosystem

Approach

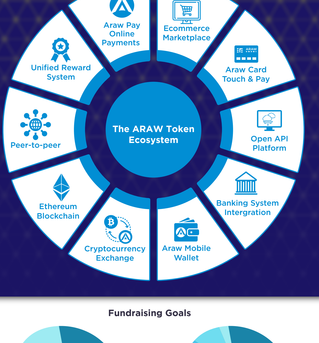
- **Plug & Play Widget** — Develop and implement Araw Pay online widget which can be plug and play on any websites
- **Cashback** — Easily redeemable rewards and rapid cash in will encourage customers to use ARAW card for all their shopping needs.
- **Ease of Use** — Intuitive user interfaces making it feel like second nature thus user do not notice the advance technology that power purchases and rewards system.
- **Merchant Adoption** — Provide easy integration resources dedicated to expedited 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 allows the ARAW token to flow freely across the world and hence, increase the adoption rate of the ARAW token, the Blockchain based cryptocurrency.

Araw Pay

Araw Card - Touch & Pay



Fundraising Goals

Token Distribution

- 15% Reserve Pool (Locked for 1 Year) — 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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Infrastructure Engineer

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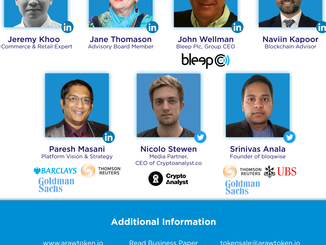
Legal Advisor

Our Advisors



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