

W E L C O M E T O

MBITS.IO

THE FUTURE OF BLOCKCHAIN ECOMMERCE! -LEVERAGING ARTIFICIAL INTELLIGENCE, BLOCKCHAIN TECHNOLOGY AND MACHINE LEARNING.
BRINGING ORDINARY PEOPLE AND BUSINESSES CLOSER TO NEW TECHNOLOGY, FASTER AND MANAGEBLE.

TABLE OF CONTENTS

INTRODUCTION.....	3	TECHNICAL SPECIFICATIONS	21
OVERVIEW.....	4	FLOWCHART.....	22
OUR GOALS.....	5	WHY BLOCKCHAIN.....	23-24
THE 4 th INDUSTRIAL REVOLUTION.....	6-8	AN INTEGRATED NETWORK.....	25
THE ECOMMERCE MARKET.....	9	GO-TO-MARKET STRATEGY.....	26
GAMING PLATFORM.....	10-11	INCOME STREAMS.....	27
SOLUTION OVERVIEW.....	12	TOKENOMICS.....	28-29
THE PROBLEMS MBITS SOLVES.....	13	SMART CONTRACTS AND TOKENS.....	30
THE MBITS SOLUTION.....	14	INVESTORS.....	31
REAL WORLD ASSETS.....	15	ROADMAP.....	32
PLATFORM USERS.....	16	MEET OUR TEAM.....	33-37
MBITS BENEFITS.....	17-18	LEGAL NOTIFICATION.....	38-41
MBITS COMPETITORS.....	19-20	CONTACT US.....	42

INTRODUCTION

MBITS.io is a research and science-based platform that focuses on the future of blockchain. By leveraging the latest technologies in eCommerce, blockchain, machine learning, deep learning, and AI, we bring together individual entrepreneurs and big brands and companies in a faster and more financially equitable way. Our goal is to positively contribute to the 4th Industrial Revolution.

Blockchain technology is changing the worldwide technological landscape. Although cryptocurrency has dominated media and marketing channels, it's not merely a financial tool. Blockchain moves and stores blocks of cryptographically validated data which means greater transparency and security for any type of peer-to-peer (P2P) transaction in all industries.

With the transparency also comes accountability. This means that, as consumers of any product, we'll now be able to regulate whether the products we're buying have been ethically made, e.g., whether there were any human rights violations along the way, or if any trade laws are being broken.

It's an exciting moment in history as we are witnessing how blockchain and new technology will change the way we live our lives. MBITS.io is poised to be a direct part of this revolution and help make the world a better place. We want to empower people around the world to be able to run their own businesses. We believe in giving people the opportunity to be self-made and provide for themselves as well as their families. Financial prosperity via entrepreneurship will bring the world forward. Mbits.io aim to facilitate this with our technology.

OVERVIEW

Understanding this paper

In this document we have tried to give you an overview of our business model, so you can understand our Go-to-Market Strategy in a better way. In this section we'll try to give you an overview of some of the information we are discussing in this paper.

Mbits.io and our accompanying technologies is a hybrid solution aiming to tackle some of the many challenges the world is facing the coming years.

Mbits.io facilitates people, companies and other entities that want to connect with our platform, by opening the market in a new way, letting people, companies and brands around the world participate in a simplified manner. This can have a huge impact for individuals around the world.

Mbits.io - The future of blockchain-eCommerce, leveraging Artificial intelligence (AI), blockchain technology and machine learning. Aiming to change the way eCommerce business is done by taking part in the 4th industrial revolution.

Revenue streams and future development

The mbits.io platform facilitates many revenue streams, making sure the system stays robust and profitable.

The initial cost of our technology is smaller compared to many other companies and sectors handling physical assets.

We invest substantially in developing our technology, and we will keep investing to push the boundaries in the future.

Unlike the goods that powered our economy in the past, our blockchain and eCommerce technology is an intangible asset. Intangible investments behave differently than tangible assets.

As we associate companies with physical tangible assets and tie this to our Mbits Token, both we and the companies that hold our token will have the best of both worlds.

The future of business

There are many companies stuck in old business models.

The problem is that new companies also get caught in this old net of outdated business philosophy. This is because governments, politicians and rules that govern the economy have not kept up, and still are preaching the old philosophy.

If these companies do not move ahead and do something with their outdated business models, they will fall behind and get overrun by companies that have moved ahead and started to incorporate the 4th industrial revolution.

Companies joining Mbits.io and our accompanying technologies will have a huge advantage by connecting their business model with us. And they can rest assured that they're a part of the future of business with Mbits.io by their side. By joining Mbits.io, users, merchants, vendors and brands will be able to access our platform where innovative and new technologies will be in forefront. When millions of users, merchants, vendors and brands are joining our platform, this will benefit all, and can drive the revenue for everyone participating.

MBITS.IO

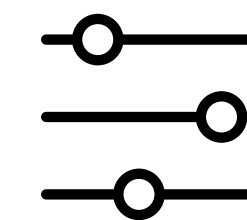
OUR GOALS

The digital world has empowered individuals to transact with one another on a global level.



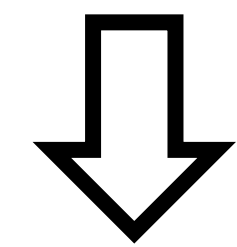
eCommerce for Everyone

Streamlined UI/UX that anyone can use to launch their eCommerce business.



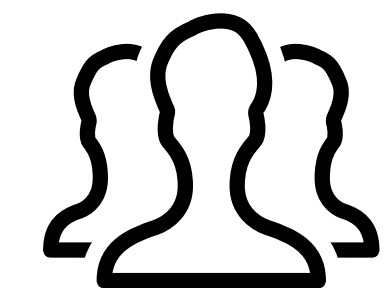
All-in-one Platform

Manage advertising, customer analytics, inventory, and pricing via an easy to use dashboard.



Lower Costs

Remove costly intermediaries and retain ownership of digital assets.

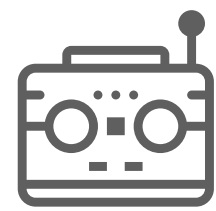


Direct-to-Consumer

Merchants maintain direct contact with their consumers so they are in complete control of their customer service.

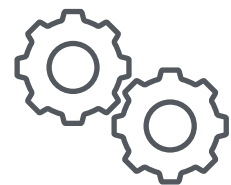
The 4th Industrial Revolution

“Together, leaders and citizens must shape a future that works for all by putting people first, empowering them and constantly reminding ourselves that all of these new technologies are first and foremost tools made by people for people.” Klaus Schwab



Technology

We are now immersed in data as IoT devices record just about every human action throughout the world. Blockchain and AI are hastening the move into Web 3.0. Smartphones, cars, homes, cities, and advances in biotech are already shaping humanity's future.



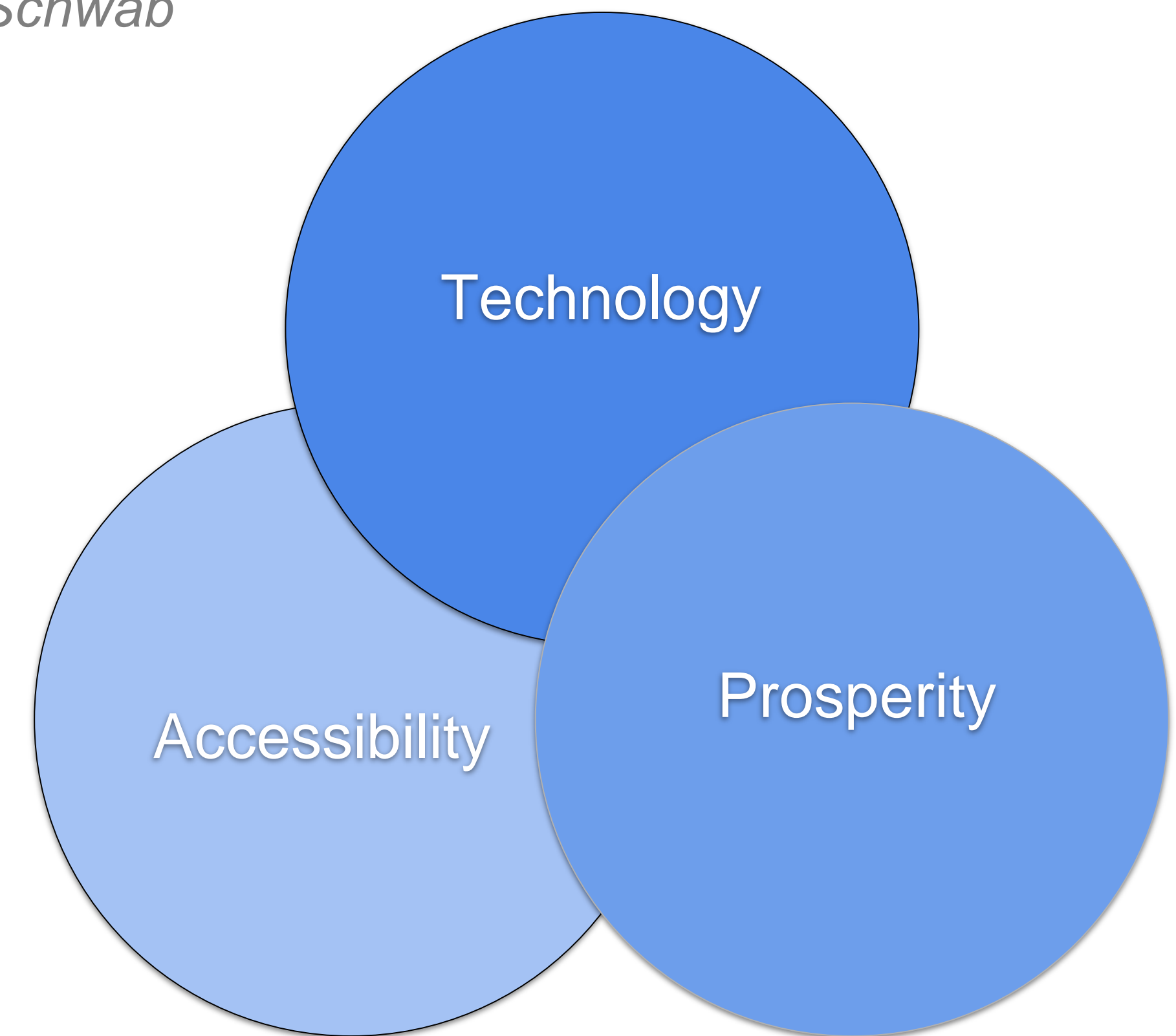
Accessibility

Centralized operations have been beneficial for dominant enterprises, but they have also created obstacles for small and medium sized businesses or individuals who have a great product but cannot get past the central gatekeepers.



Global Prosperity

Peer-to-peer (P2P) protocols such as blockchain technology and smart contracts have the significant potential for expanding global prosperity.



BLOCKCHAIN AND THE 4th INDUSTRIAL REVOLUTION

Blockchain as one of the Drivers of the 4th Industrial Revolution

The world is changing at a rapid pace, and for some, it is difficult to keep up. This fact applies particularly to the world of technology, which has an impact on almost every domain. The industrialization phenomenon originates in the 18th century with the invention of the power loom and the steam. These irrevocably changed the manufacturing process. A century afterward, the invention of electricity facilitated mass production. As for the third industrial revolution, it took place in the 1970s, when notable advancements made in technology led to large-scale automation. At the moment, we are living in the time of the 4th Industrial Revolution. The 4th Industrial Revolution is nothing like the ones that preceded it.

The 4th Industrial Revolution is Likely to Change Everything as We Know It

The 4th Industrial Revolution includes adopting smart technologies, cyber-physical systems, the Internet of Things, and the Internet of Systems. As a result, connected machines will interact and visualize the chains of production

while making autonomous decisions. This revolution is anticipated to change every industry.

The 4Ds is represent a significant part with; digitalization, democratization, disintermediation, and decentralization. These are all processes that will play a key role, and whose effects we are already experiencing.

One of the new technologies that surfaced during this 4th Industrial is distributed ledger technology (DLT). Blockchain is a specific form of DLT and is also the most widely known due to the stellar rise of Bitcoin. Throughout the latter half of 2017, and the first half of 2018, hundreds of ICOs raised billions of dollars in capital. This phenomenon helped to expand blockchain awareness. We now have the potential for new micro economies to exist alongside the traditional fiat-based economy. Some believe that cryptocurrency will replace fiat currency, but it's difficult to predict as both blockchain and cryptocurrency (which blockchain facilitates) are still emerging markets.

One of the main benefits of the 4th industrial revolution could be that it is expected to enhance the quality of our lives.

MBITS is the 4th Industrial Revolution

Since blockchain technology plays a significant role in the 4th Industrial Revolution by placing the control of data back into the hands of individuals, it has the potential of bringing people closer to economic prosperity through applications such as MBITS. Our platform will empower people to possess ultimate control over their assets. The MBITS technology will be accessible, simple to learn, and readily available for the non-tech savvy user. To that end, MBITS will collaborate with a broad range of other major companies, investors, banks, research institutions, brands, and supply chain vendors. Our objective is to provide our users with a variety of options for their eCommerce business. Smart contracts, yet another 4th Industrial Revolution technology, are the focal point of securing peer-to-peer (P2P) agreements between individuals, SMBs, and well-known companies and brands.

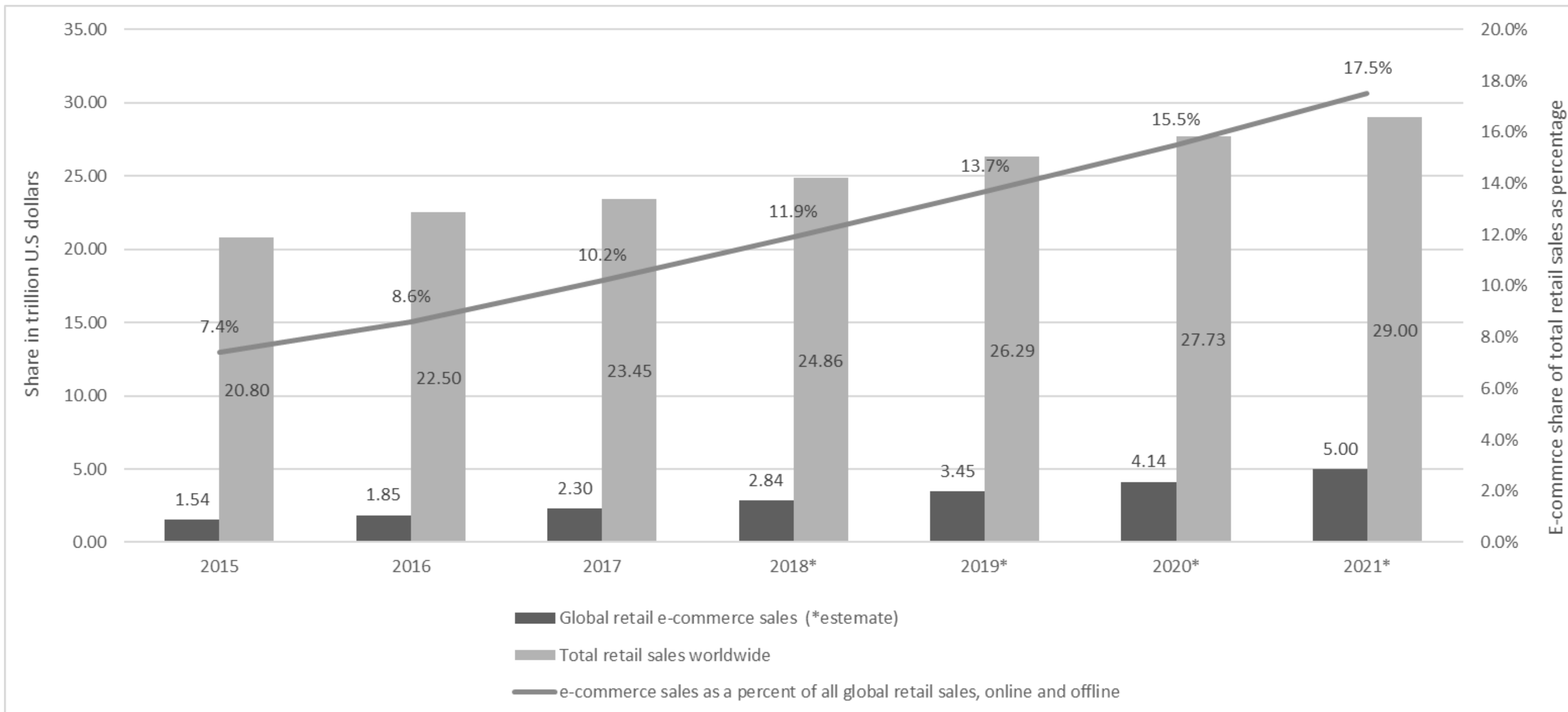
On a final note, there is much buzz surrounding the possibility that artificial intelligence (AI) will cause widespread unemployment. This assertion is a premature and fear-based prediction. Even if some jobs do, indeed, become obsolete, other jobs will be created with the introduction of new technologies. For example, MBITS will experience an increased demand for labor on our platform, e.g., administrative assistants, business developers, marketers, scientists, machine learning engineers, and computer scientists. Moreover, the MBITS platform will open the world of eCommerce to millions of entrepreneurs and connect them to other vendors, merchants, and investors. Thus, MBITS is positioned to be on the leading edge of microeconomic prosperity creation within the 4th Industrial Revolution.

Rapid technological advancement is, in essence, the main characteristic of the Mbits platform, and we are curious and excited to see what lies ahead of us.



The eCommerce Market

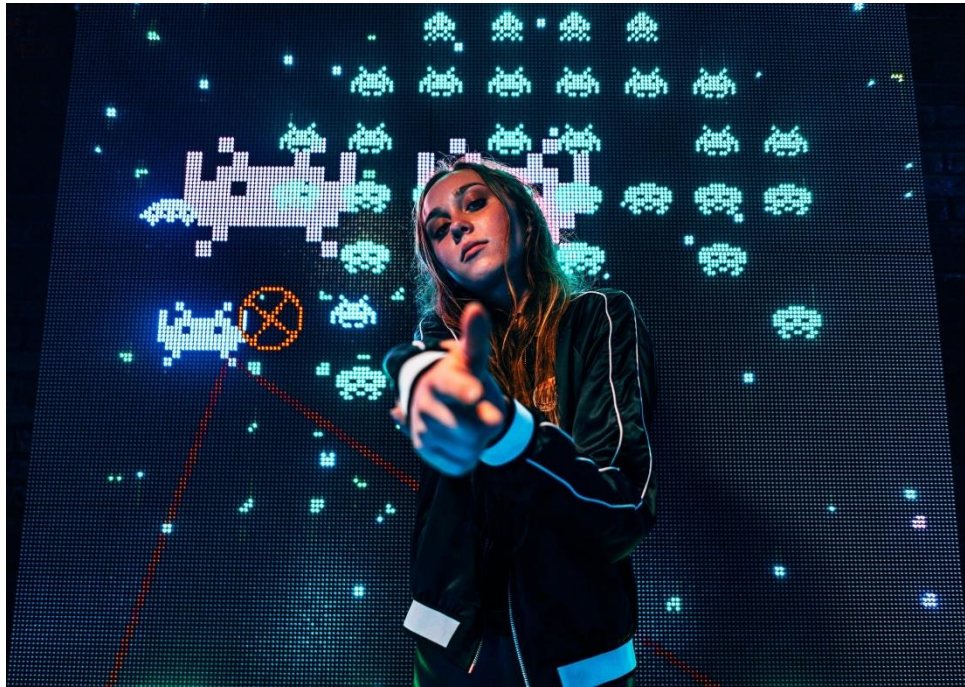
eCommerce represents a significant market opportunity for investors and sellers. Worldwide eCommerce sales have steadily increased between 2015 and 2018, growing from \$1.54tn in sales to \$2.84tn -- this is projected to reach \$5tn by 2021.



In terms of the eCommerce sub sector relative to total global retail sales, the market share of eCommerce retail sales is also exhibiting an upward momentum which will move from 11.9% in 2018 to 17.5% in 2021.

The Mbits.io Gaming Platform

Read more about our Gaming Platform on our website



The Mbits.io Gaming Platform is set to bring the lucrative gaming industry into the hands of millions of people via their PC, iOS, Android, smartphones and game consoles.

Our gaming technology can be used on many platforms and in different game-industries/areas. For example, in mobile games, consoles, e-sports, decentralized casino and lottery platforms etc.

We will make it possible to tap into our diverse platform to add blockchain capabilities and in-game currencies.

For example, making it possible for items to be tradable both inside and outside of games with the Mbits Token.

Everyone can set up their own trading channels where you can list items for free and gain profit when they are sold, turning your digital assets into cash.

Whatever digital assets you have, you can trade them on The Mbits.io Gaming Platform.

.



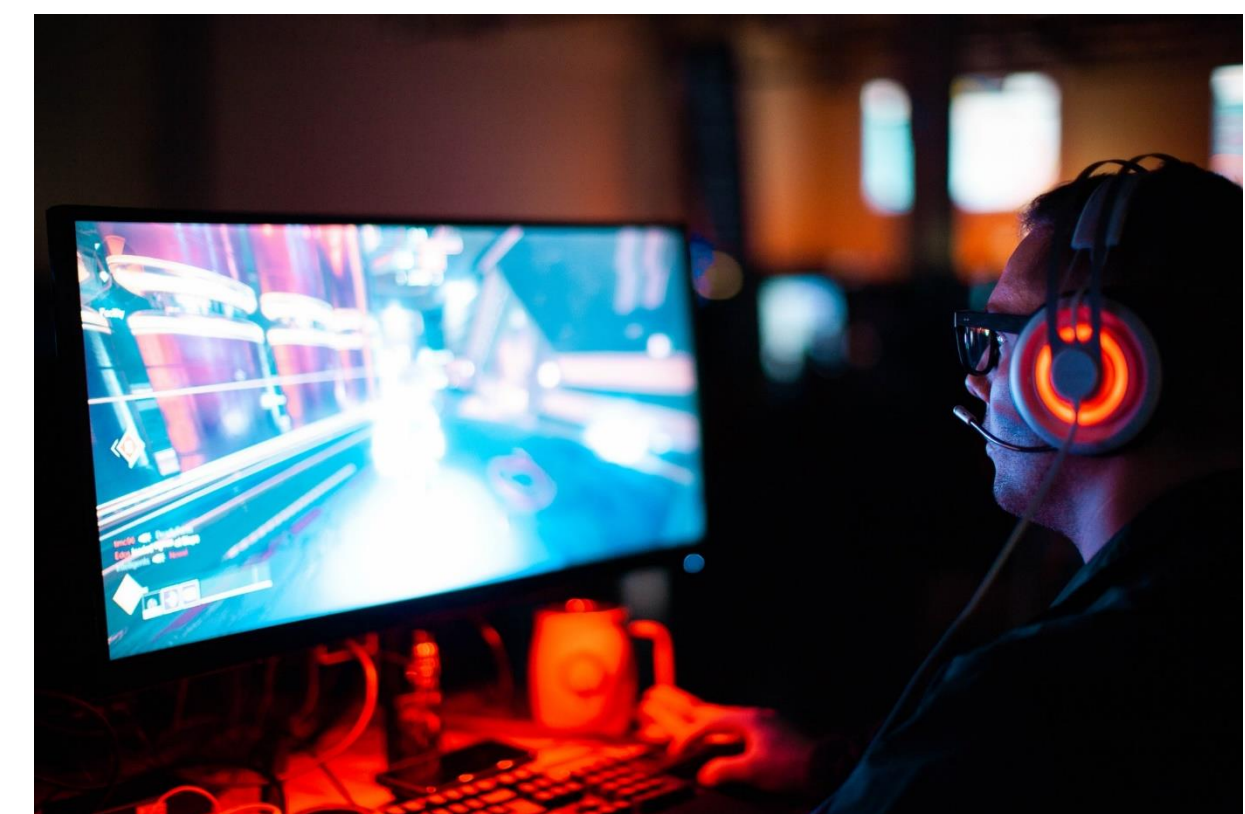
The Mbits.io Gaming Platform can own games, making all thus holding Mbits-Tokens “gameowners”.

All this drive the demand of the Mbits token.

The global market

The gaming industry has become gigantic, and the market has now surpassed Hollywood. Video games have now higher incomes than both the music and movie industries combined. According to Newzoo (2018), video games generate \$134.9 billion in 2018, and almost 50% of this come from mobile devices. Experts say that by 2021 the market can reach \$174 billion.

Mbits.io are positioning ourselves to be part of this growing market.

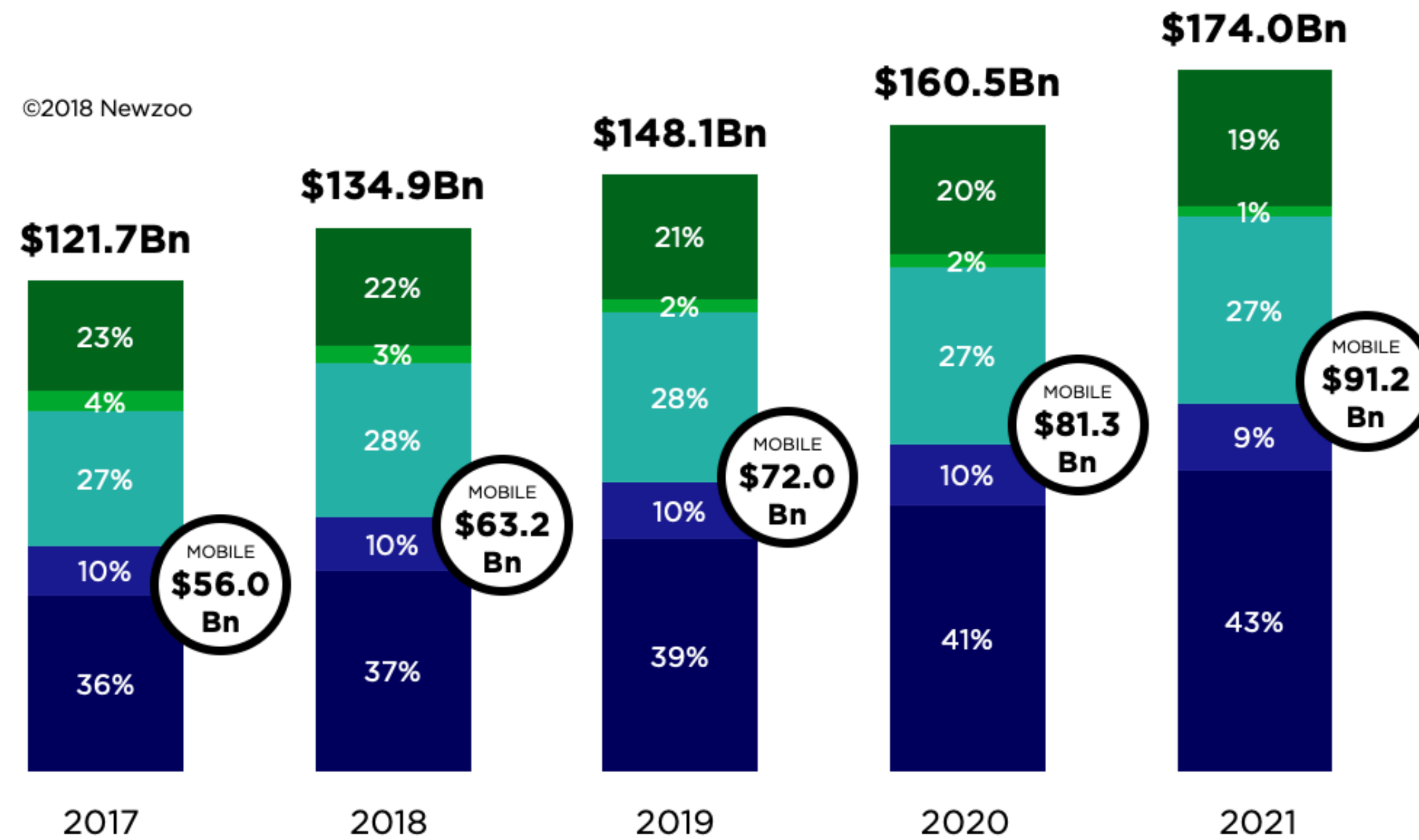




2017-2021 GLOBAL GAMES MARKET

FORECAST PER SEGMENT TOWARD 2021

©2018 Newzoo



+9.3%

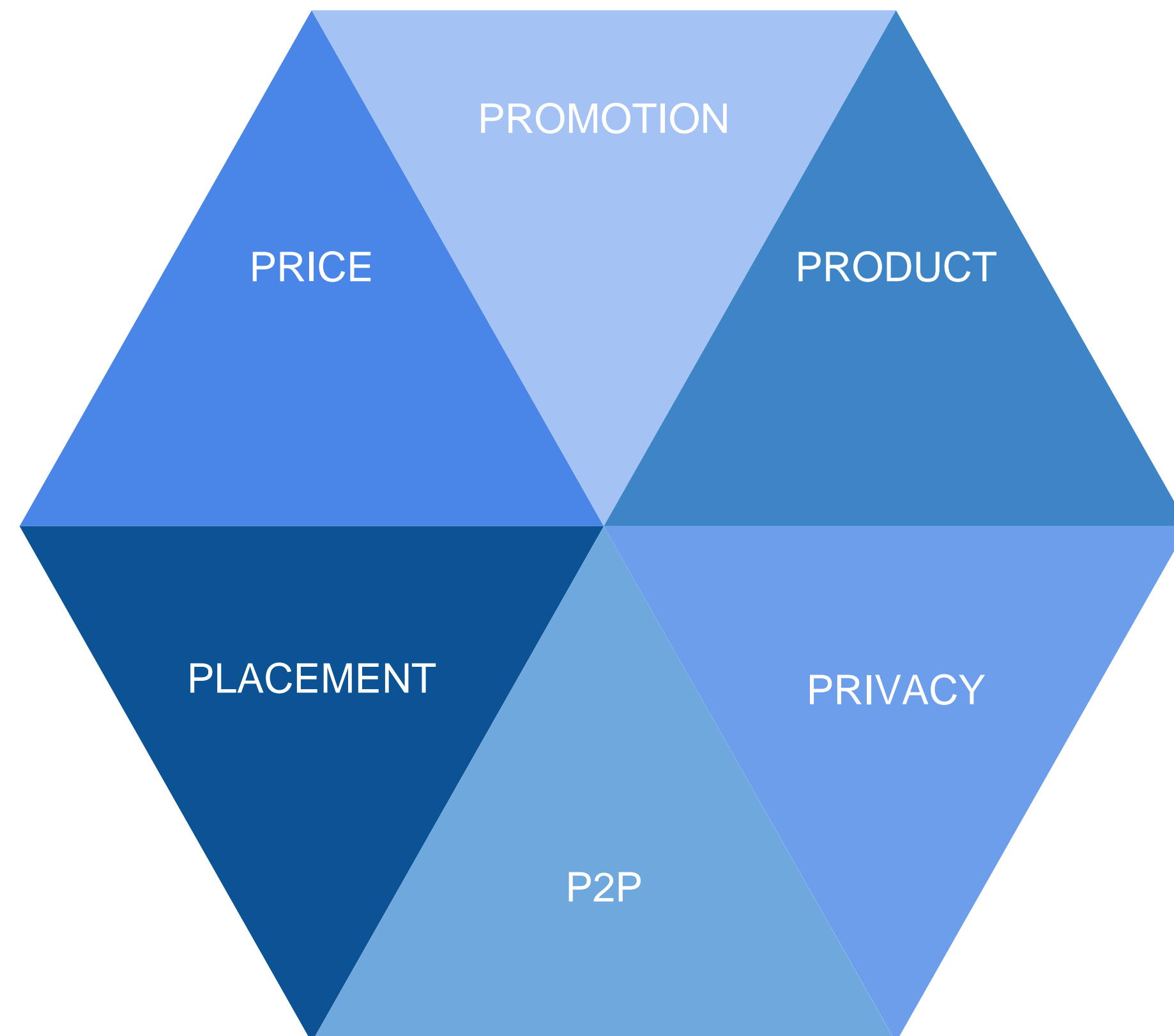
TOTAL MARKET CAGR
2017-2021

- Boxed/Downloaded PC
- Browser PC
- Console
- Tablet
- Smartphone

Source: ©Newzoo | October 2018 Quarterly Update | Global Games Market Report
newzoo.com/globalgamesreport

Solution overview

The massive adoption of all things digital has expanded the traditional Four P's of Marketing, and MBITS.IO is perfectly poised to provide a decentralized solution for the eCommerce market.



✓ LOW FEES

By removing intermediaries, which add costs, we can offer lower fees so SMB's have the opportunity to thrive, And the ability to start absolutely from scratch

✓ TRUE P2P

MBITS platform participants directly interact with one another. Sellers retain the power of customer relationship management.

✓ EASY TO USE

Whether sellers are brand new or eCommerce veterans, MBITS provides an all-in-one solution for product placement, promotion, and pricing.

✓ COMPETITIVE EDGE

MBITS sellers have control over their own advertising approach and our ML/DL algorithms assist with advertising decision-making.

✓ MAINTAIN DATA PRIVACY

All participants choose whether or not to share their data/products with one another.

✓ ECOMMERCE COMMUNITY

Advertisers and marketing gurus are welcomed as a part of the MBITS platform where they can sell their services directly to sellers and help boost customer brand awareness.

The Problems MBITS Solves

Despite the revolutionary potential of many fully decentralized marketplaces, they still lack the simplicity and scalability to reach the masses. The onboarding and upkeep are still too complicated for the average user, store owners, and merchants. This greatly inhibits using the current platforms to their full potential.

➤ COMPLICATED SYSTEMS

Many service providers claim they have a good system, but it's more complicated than it appears to the average person.

➤ OVERWHELMING TECHNOLOGY

Many people that want to start their own eCommerce business and has tried other services tend to give up due to the overwhelming technical stuff.

➤ NOT READY TO MASS SCALE

The services and payment solutions other sites offer are not yet ready to mass scale on decentralized marketplaces.

➤ FRUSTRATING PLATFORM MANAGEMENT

It takes too much time and frustration setting up and managing other platforms for the average person.

➤ RISK OF CAPITAL

Some of the biggest challenges running an eCommerce business have been the risk of capital needed for inventory. This makes it almost impossible for the average person to start a business without massive capital and a lot of computer knowledge.

➤ TOO MUCH WORK TO ADMINISTER

Administrating to products and customers can be overwhelming with other platforms.

The MBITS Solution

MBITS.io aims to open the world to the 4th Industrial revolution in a simplified manner for our users.

By leveraging blockchain technology, machine learning, and eventually AI to drive the platform, we streamline numerous tasks for those within the eCommerce industry, so entrepreneurs can focus on meeting the needs of their customers and generating ROI.

➤ SHOWCASE PRODUCTS

Making it easy for merchants to showcase and sell their products on a global scale.

➤ GREAT PRODUCTS

A new way for store owners to interact and sell products from big brands by acquiring great products without needing to negotiate with big brands on their own.

➤ VALUE STORED IN SMART CONTRACTS

All contracts are deployed as smart contracts and they are tied to the MBITS token stored on the blockchain. This ensures that all platform users benefit from this, safeguarding the value of the token and the platform as a whole.

➤ SCALABILITY

Scalability to millions of users, making it possible for users to connect with thousands/ or millions of merchants, brands, and advertising agencies.

➤ HYBRID SOLUTION

A hybrid solution set to bringing our technology to the masses

➤ LEVERAGING THE BLOCKCHAIN

Coupling users, store owners, merchants, and advertising agencies on our blockchain-based platform.

➤ ADVERTISEMENT PLATFORM

MBITS is a platform with built-in advertisement, making it easy for merchants to promote/advertise their products throughout the world. The spending on advertising worldwide has been increasing steadily and is now expected to reach almost 557 billion U.S. dollars.

➤ CONSENSUS ON THE BLOCKCHAIN

As MBITS evolves, our platform will adapt to user preferences. This can be decided by token holder consensus mechanisms.

Real World Assets

Our tokens are tied to real world assets, likewise are agreements and contracts also tied to the tokens. Let's say the system automatically signs an agreement/contract with a big known brand or company, and this agreement/contract has a value of \$20,000,000. Then this has a positive impact on the token giving it real substance. Likewise, are all user, customers and vendors registrations/agreements also tied to the token. All of this is giving value back to the tokens.

Every time a product is sold on the platform, the value of this transaction is also handled with smart contracts tied to the token*. When we expand into new industries the token will be tied to new companies/industries in many different ways giving value back to the tokenholders.

*Sins we only need to record/verify the contract/agreements, we are not affected by Network speeds when doing transactions. The speed limitations on the blockchain don't affect us in this way. The contract is sent to the blockchain and when it's signed and recorded on the blockchain you get a notification.

To speed up the process on every day transactions that are tied to the contract/agreements, we sign the transactions with an off-chain approach. Everyone participating in the transaction signs the Balance Sheet with their private keys (costumer, seller/vendor and merchants and/or supplier, factory, warehouses) in a Multi-signature address. Then everyone has a signed "copy" of the Balance Sheet, and only the latest signed Balance Sheet can unlock the transaction. This make sure no one can hold the money hostage sins the newest signed Balance Sheet can always be used

to release the funds if the criteria in that agreement is met.

When the transactions are set out to life this will be recorded on all the smart contracts participating in the transaction and recorded and verified on the blockchain.

If some of the criteria is not met, or someone tries to change them without consensus, the transaction will be invalidated, and the funds will be transferred back from the Multi-signature address ("escrow").

We are also looking into:

- How our systems affect energy consumption of the blockchain, and how this can be minimized.
- How we can speed up processes to write on the blockchain.
- Looking into how future technology like Quantum blockchain and quantum web, to use quantum entanglement as quantum cryptography can affect our connection and security writing to the blockchains.

We are taking Mbits to many different fields, as we gradually are building a base and foundation on everything we do. There are reasons why we take these different steps to drive the development of our platform. The basic idea is that our research benefits everyone participating on the platform, sins all the value we create goes back to all participants, small or large. Everyone participating will get tokens... Everyone holding a token will benefit from all the research we do, sins its tied directly into the token.

That's why it's important for us to build the system so everyone rich or poor can participate by starting from scratch with only their bare hands and their own labor and virtue of themselves for free.

That's why this is the smartest way to build the system... If we look at how the world's biggest companies have built their empires... they also have retail, products, code as their fundament to be able to endeavor into other fields.

That's why we build upon the same approach but empower the people, companies and entities participating by tying all the value back to our tokens, so everyone is an owner and benefit on everything we do and create.

If we are going to be able to mass scale this down to ordinary people and SMBs, we need to build systems that is simple to use and understand. We cant have systems that only the blockchain community/sphere understands, and that only apply to techy people, VC's, investor, blockchain enthusiasts and so on... we need to bring it down to earth, if not it will not be able to mass scale.

Ordinary people and SMBs usually don't have the resources to handle this, not human nor economic resources...

Mbits is building a platform that can mass scale to ordinary people and entrepreneurs, or those that want to become an entrepreneur and take part in this blockchain revolution.

PLATFORM USERS

✓ CUSTOMERS

Customers can purchase items just like they would through any ordinary eCommerce site. Users can also start their own store by adding shared products to their built-in storefront; every user can activate a merchant profile if they choose and earn commissions when these products are sold.

✓ VENDORS

Users can upgrade their account to become a vendor when they want to expand their business. This makes it possible for them to add their own brands and products. They can also decide to share their product with other users/stores and gain a greater market share through MBITS.io affiliates.

✓ ALREADY ESTABLISHED COMPANIES

Already established merchants can register and have their own store with us. They can add products and share their products with other stores. They can import their products from other platforms or move their whole business over to our platform. They can also link their own domain-name by utilizing our technologies. All hosting and back-end technologies can then be handled by us if wanted. Otherwise we can synch with their current fulfilment systems.

✓ BIG BRANDS, RETAILERS AND WAREHOUSES

Big brands, retail chains, and warehouses can register and synchronize their products with us. They can also decide to share all or a portion of their products making it possible for other stores on the platform to sell their products. All sales are synchronized back to the brands, retail chains, and warehouses making it simple for them to fulfill the orders.

✓ eCOMMERCE MERCHANTS

Merchants can sell their store to other people or companies. MBITS merchants can also create fresh stores and sell them to others. All transference of ownership rights for the given store occurs through Moretolike.com, then the ownership is recorded and stored via the MBITS.io smart contracts on the blockchain.

✓ OUR TOKEN OWNERS

People holding our MBITS tokens can trade these on regulated Security Token Exchanges.

MBITS BENEFITS

Customer recognition.

Having a strong brand is imperative for customer recognition. Consumers are far more likely to choose a brand that they recognize over something unfamiliar, even if they don't know a great deal about a brand initially. MBITS.io helps resolve the challenge of brand recognition.

Current eCommerce platforms have made it almost impossible for small businesses to launch without massive capital, complicated systems, and massive research. MBITS.io aims to change this and open up the world of business for everyone. When merchants choose to connect with us, they receive all the tools needed to run a successful business.

Competitive edge in the market.

On Mbits.io and our affiliated sites, merchants can build brand awareness with our built-in features. Merchants don't need to worry about unsold inventory or disposal of seasonal ending excess inventory. Content marketing is done in collaboration between MBITS.io, merchants, and other users, thereby ensuring that customer are consistently receiving new, interesting, and relevant information, offers, and deals. We provide smart connections with social media, algorithms for automated marketing, and digital ads that are all tied to smart contracts via the MBITS.io token.

Easy introduction of new products.

Users of Moretolike.com, which is interconnected with The Shopping Riot Technology, have access to a constant stream of new products; where we supply the inventory if wanted. This removes a layer of risk for our merchants. Merchants also have the ability to incorporate their own product line. Whether merchants have established brand recognition or are in the process of launching their brand, MBITS.io will provide the tools needed to expand brand awareness. With our technologies, merchants will be able to safely test new product lines without the added worry (and costs) of inventory issues.

Shareable products

Merchants can also share products with others and increase brand recognition by allowing other stores to sell those products. This can substantially increase sales. Peer-to-peer collaboration and direct exchange of assets are the new world order, and MBITS.io provides this through our decentralized platform.

We live in a sharing economy, and the *millennials embrace sharing more than any other generation has done before... And their kids again will grow up in an even more shareable world with the 4th industrial revolution.

(*Millennials, also known as Generation Y or Gen Y, with birth years start from late 80s and ending birth years from mid-1990s to early 2000s)

Customer loyalty and shared values

The recognition and elevation that a strong brand builds upon all lead to greater customer loyalty. Customers are attracted to brands that share their same values. Authentically conveying these values is one of the primary pillars for building robust brand recognition and loyalty. Emotional connections are important, but being a reliable merchant who fulfills their promises far outweighs trying to sell a false idea.

Enhanced credibility and ease of purchase

Brand credibility has a direct connection to the ease of purchase. We want to buy from companies we like, know, and trust. This is yet another important facet of building brand loyalty. The MBITS.io platform provides all of the tools for establishing true brand credibility and customer resource management -- both of which are vital for operating a successful eCommerce business.

Big brands

Big brands increase the likelihood of reaching millions of additional consumers through the MBITS.io platform. We make it easy to synchronize existing products and quickly fulfill orders. Furthermore, existing brand names will have a greater ability for collaborative marketing, whereby other like-minded merchants and companies can help to further mutually generate income and customer loyalty.

MBITS Competitors

What and Who are Our Competitors?

There are more than 4 million eCommerce websites in the world (NOT including China); and giants such as Amazon, Shopify, eBay, Alibaba Group, etc. have an iron grip on the market. One of our biggest obstacles is to develop new ideas and to do things in a slightly different way than the current eCommerce platforms. For example, an unmet customer need can be solved with new disruptive technologies, but getting to that point isn't a simple task. We need to think outside the box. The challenge is how we can be more creative and come up with these "better ideas." This is the primary goal of MBITS.

Potentially Billions of New eCommerce customers

The population and new emerging markets are rising. The most dramatic ("positive") change in our global economy is about to occur in the coming years. Three to five billion new consumers, who have never heard of Amazon, eBay or Alibaba, or have never purchased anything, never uploaded anything, and never invented or sold anything are about to come online and provide a mega-surge to the global economy. While most of these individuals are currently children or located in developing countries, and their income is low, the aggregated potential of this population represents tens of trillions of new dollars flowing into the global economy, and no one is talking about it. Many of these individuals want to make their own

living via eCommerce, but they need a smarter and more efficient way to enter the market. MBITS.io, in conjunction with our affiliated technologies, aims to give people the opportunity to participate in the 4th Industrial Revolution.

Blockchain-based eCommerce is still in its early stages – much like the internet was in 1997. Now we have the opportunity to make the right decisions and be a leader in helping others increase their individual market share within the global economy. Technological innovation is no longer the sole domain of the massive tech companies.

A question that always comes up is: “What and who are your competitors”

Let me come with an example and some thoughts around this issue;

Snapchat launched, but we already had many picture apps. On Facebook you could share pictures, and on many other apps and sites you could do the same. When Snapchat came the only thing you could do was to share pictures for a set of seconds with some text. That was the whole idea... Then they built a whole industry round this.

There are billions of people around the world creating things every day. And its these people we want to give the opportunity to thrive within our platforms.

Snapchat managed to create something even with competition from the largest tech giants. The clue is to never give up. We are set to build tools that will facilitate entrepreneurship for our users. And when we hit that nerve we have a billion-dollar business!

The simplest things can suddenly become a big hit.

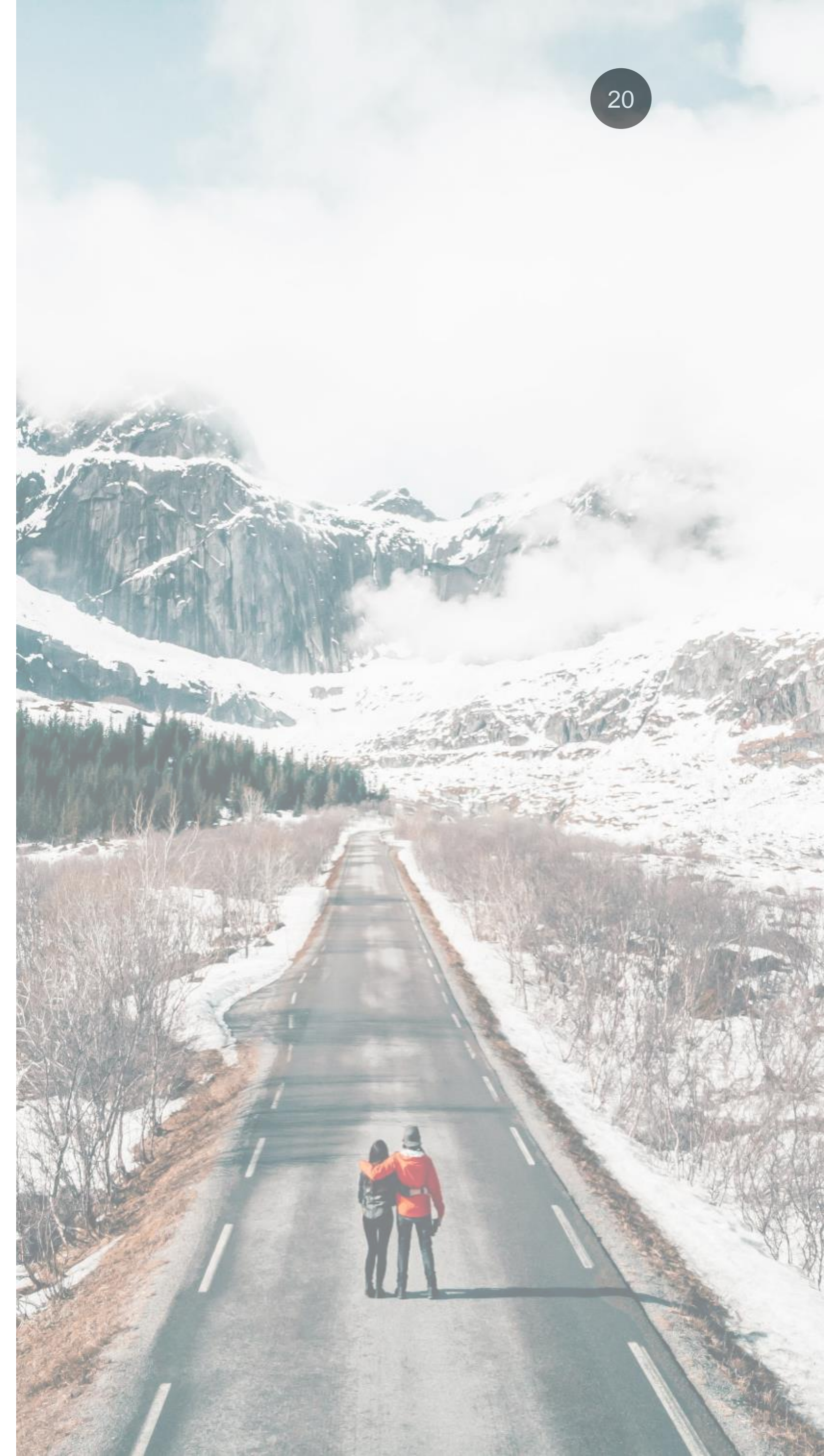
With help from our community, together WE are going to create something great that will benefits everyone in the future.

The world needs new entrepreneurs and new companies.

Diversity and spread of knowledge are important when it comes to new technology. All new technology can't be centralized on a set few. If so, this can stag the development in the long run.

Blockchain can be a catalyst spreading knowledge with decentralization.

Mbits will strive to make this a reality for our users, investors and token holders.



Technical Specifications



Ethereum Layer

We utilize the Ethereum Blockchain for the creation of our MBITS.io tokens and our self-executing smart contracts.



The Shoppingriot.com Layer

This layer ties the back and front-end eCommerce systems together. This technology can also be used independently, and not only by our front-end systems, but for other companies as well. The system is interlinked with MBITS.io, the Ethereum blockchain, and our product synchronization technology.



IPFS Layer

We plan to use IPFS with the blockchain protocol by deploying the decentralized peer-to-peer properties of IPFS with different parts of our systems and encrypt it with asymmetric encryption (GPG).



Moretolike.com Layer

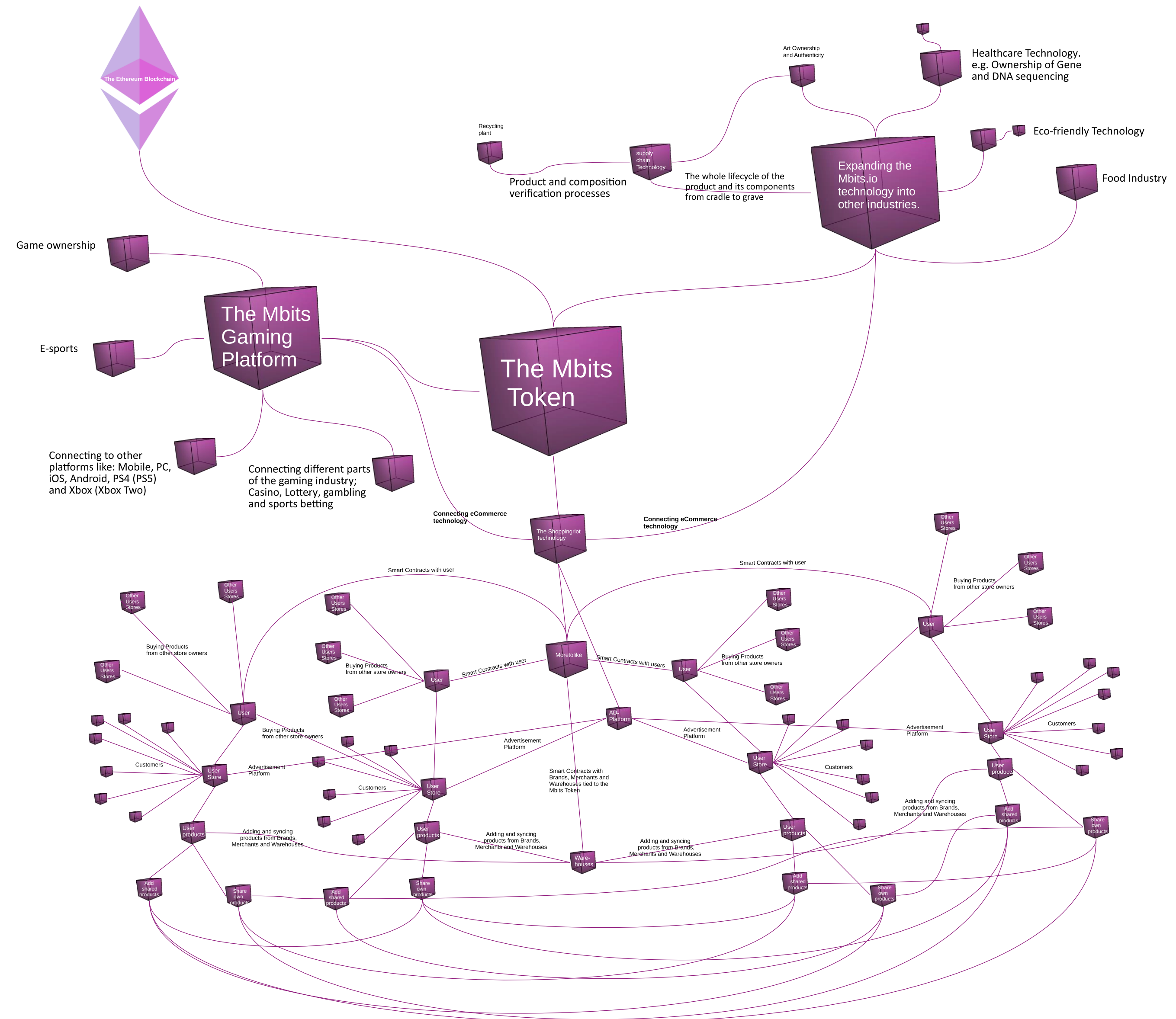
This is our front-end platform that handles the end user and customer experience. It is interconnected with Shoppingriot.com, MBITS.io, the Ethereum layer, IPFS and other proprietary technologies.



This flowchart is an example on how our system can be utilized.

In this example we only show four imagined users, and how other industries can connect to our technology.

This can be scaled to millions of users in the future.



WHY BLOCKCHAIN?

Blockchain offers encryption and validation

Everything that occurs on the blockchain is encrypted and it's possible to prove that the data has not been altered. Because of its distributed nature, file signatures across all the ledgers on all the nodes in the network can be verify that they haven't been changed. If someone does change a record, then the signature is rendered invalid. This potentially allows participants to use the blockchain ledger to verify that the data has been backed up and stored in the cloud with third-party vendors and it is completely unchanged even weeks, months, or years later. Blockchain offers reliable, independent data verification.

Blockchain is decentralized

Instead of uploading data to a cloud server or storing it in a single location, blockchain distributes ledgers across a network of computers. As such, it's a digital ledger of transactions that lacks a central control point. Each computer, or node, has a complete or partial copy of the

ledger, thus removing the single point of failure issue. It effectively cuts out the middle man and removes the need to engage a third-party to process transactions.

The birth of Web 3.0 and blockchain

The birth of blockchain spawned a movement which is in the process of disrupting the entire tech industry.

Blockchain and crypto enthusiasts are calling it the Web 3.0 and it's looking to make all traditional business models archaic. This is because, in short, the technology will facilitate the decentralization of the World Wide Web, thereby returning control and ownership back to the people. Blockchain can induce this to happen by giving people complete control over their own assets.

The near future

Over the next few years, the world will undergo major changes where new technology will impact how we work and how we create new jobs. Blockchain technology,

machine learning, and eventually Artificial intelligence (AI), are the systems of the future. For example, there are billions of people around the world who will need to be retrained for new, technologically advanced jobs. Increased use of robotics and self driving cars are a near future reality that will likely displace current workers.

Governance

By implementing a user-oriented governance system, our goal is to empower people across the world to easily and securely manage their organizations. We will provide the tools for anyone to become an entrepreneur and run their own organization while also maintaining control over their own assets. Mbits.io aim to connect people and businesses across borders.

The InterPlanetary File System and MBITS.io

We are working on implementing the InterPlanetary File System (IPFS) to store data in a decentralized way. IPFS makes it possible for us to distribute high volumes of data with high efficiency. It's a P2P protocol where each node stores a collection of hashed files. A client who wants to retrieve any of those files needs to call the hash of the file it wants. IPFS then combs through the nodes and supplies the client with the requested file. Summarily, IPFS is a decentralized way of storing and referring to files that gives participants more control and allows for much richer programmatic interactions. This helps to maintain a fluid and swift transaction speed.

Asymmetric Encryption

We will use Asymmetric Encryption to secure files before uploading them to IPFS. Asymmetric encryption allows us to encrypt a file with the public key of the intended recipient so that only they can decrypt it when they retrieve it with IPFS. A malicious party that retrieves the file from IPFS can't do anything with it since its encrypted. They

would need a supercomputer to break this encryption.

IPFS on the blockchain

When IPFS is coupled with the blockchain, we keep the simplicity of data that's required on the blockchain but get the file storage and decentralized peer-to-peer properties of IPFS! It's the best of both worlds. Since we also added security with asymmetric encryption (*GPG), we have a very elegant way of "storing", encrypting, and sharing large data and files on the blockchain. GnuPG or GPG is a hybrid-encryption software program because it uses a combination of conventional symmetric-key cryptography for speed, and public-key cryptography for ease of secure key exchange, typically by using the recipient's public key to encrypt a session key which is only used once. GnuPG encrypts messages using asymmetric key pairs individually generated by GnuPG users.

EU's General Data Protection Regulation (GDPR)

We will constantly work to ensure that our blockchain technology is compliant with EU's General Data Protection

Regulation (GDPR). At first glance this can seem difficult to accomplish with the blockchain due to its immutability. To ensure "the right to be forgotten" so users can delete or remove personal data, we will use pseudonymization and anonymization. This allows us to replace a name with a relatively anonymous label.

What is pseudonymization?

Pseudonymization enhances privacy by replacing most identifying fields within a data record by one or more artificial identifiers, or pseudonyms. There can be a single pseudonym for a collection of replaced fields or a pseudonym per replaced field. We can reference the data on the blockchain with a hash or token.

An Integrated Network



Mbits.io is our main blockchain entity powered by the technical standard on the Ethereum blockchain, where all underlying assets/entities are handled, making sure that all values are stored in smart contracts tied to the mbits.io token.

Mbits.io – a research and science based platform, with focus on the future of blockchain. Leveraging Artificial intelligence, blockchain technology and machine learning...

Bringing ordinary people and businesses closer to new technology faster in a manageable way.

We aim to contribute to the 4th industrial revolution in a positive way with our technology



The Shopping riot technology is our ecommerce and retail technology tied to our Mbits.io blockchain technology. All of our retail and eCommerce related research rests in The ShoppingRiot component.

This technology is utilized on Moretolike.com. We aim to release our API so other businesses can use our technology and partake of the benefits of our blockchain technology. Here participants will find user friendly tools for eCommerce businesses as tied to the blockchain.

moretolike.com

Moretolike.com is one of our front-end platforms that will empower people around the world, making it possible for the average person to take part in this technology!

People will be able to start their own business with us, regardless if their rich or poor, everyone can participate by starting from scratch with only their bare hands and their own labor and virtue of themselves for free.

This is made possible with our Mbits Blockchain technology.

Go-to-Market Strategy

In the world of digital marketing, there are numerous channels for cultivating the MBITS.io community. In addition to generating this detailed paper, we plan to distribute high-quality content and continuously listen to and respond to investors and MBITS.io platform participants through several different social paths.

> MBITS.io WEBSITE

The MBITS.io website is a cornerstone of our digital marketing strategy as we will incorporate blogs and videos within our responsive and streamlined landing page. Our dual goal is to advertise and inform through a beautifully designed UI/UX.

> SOCIAL MEDIA INFLUENCERS

Word of mouth is now primarily communicated via social media. Although certain social media channels do not allow ICO advertising, MBITS.io isn't merely an ICO. Thus, we will cultivate relationships with influencers in both the blockchain and eCommerce industries to create a viral marketing campaign.

> REDDIT

Reddit has more than 1 billion unique monthly users, thus representing a massive marketing potential. MBITS.io will create an MBITS account and generate regular weekly postings about the eCommerce, blockchain, cryptocurrency, and technology industries.

> TELEGRAM

Telegram is a popular medium of communication for the ICO community. 200 million monthly active users log on to Telegram to engage in real time discussion. Numerous ICO channels currently exist to update ICO participants and platform users. MBITS.io will launch a Telegram channel to engage our platform users in ongoing dialogue regarding the evolution of MBITS.io and its related technologies.

> MEDIUM

Millions of bloggers and readers use Medium as a method for content marketing and gaining the most recent information about the hottest topics in the world of technology. MBITS.io will create authentic and compelling content on a bi-weekly basis to help generate brand awareness.

> PRESS RELEASES

As MBITS.io evolves, press releases will be a vital method for announcing the latest platform developments. As such, we will construct press releases for distribution through several of the most popular digital ICO publications.

Income Streams

Every time a transaction happens on our platform, a given value of Mbits.io tokens will automatically be bought from the exchange and deposited to the buyer and seller's wallet. This is a form of a loyalty program that will increase the demand for the Mbits.io token and also boost the value for everyone using the platform. The tokens cannot be liquidated, and all assets exchanged via Mbits.io shall be tied to the token, thereby safeguarding all the token holders.

PLATFORM REVENUES

Payment fees, Listing fees,
Cross platform integration, Game
Platform, Ad revenue
Up-sale of smart-contracts, AI and
machine learning services.

The Mbits.io tokens are tied to all form
of product and game related sales

MEMBERSHIPS/USERS

Recurring memberships
Sale by free membership/ ordinary users.
The value of the Token can increase when
members/users grow and they start buying and selling

REVENUE
SET1

REVENUE
SET3

Mbits.io Tokens

REVENUE
SET2

REVENUE
SET4

SALE OF STORES AND DIGITAL ASSETS

Stores and any kinds of digital assets can be
sold. All transfers of ownership will be done
through our platforms. And all ownership is
recorded and stored within the Mbits.io smart
contracts on the blockchain.

SECURITY TOKENS

By issuing security tokens, investors can share in the
prosperity of the Mbits.io platform. The increasing value of
the company can, in turn, increase the demand of tokens.

*This is only an overview. There will be more income streams in the future.
These mechanisms will be released in an later stage.*

Tokenomics

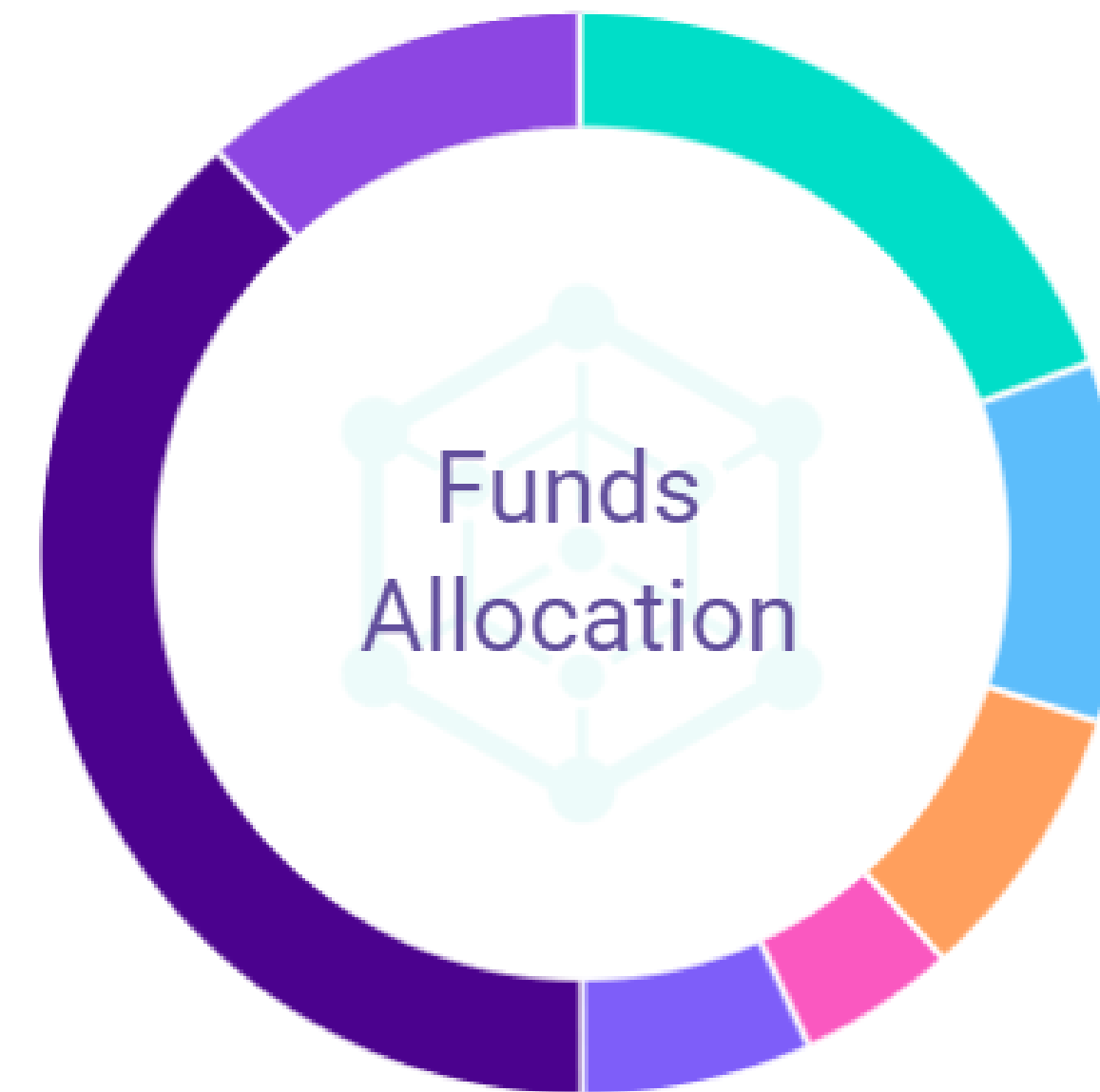
The tokenomics, allocation and financial setup will be determined in an later stage after thorough review

We are working on getting our platform compliant with regulations, making it possible for both institutional and private investors to invest in our projects in a legal way.

To participate in our Offering,
go to our website for more information.

[LEARN MORE](#)

The tokenomics, allocation and financial setup
will be determined in an later stage after
thorough review



SMART CONTRACTS AND TOKENS

Every contract will be stored in the blockchain. All our smart contracts will be fueled by the MBITS-Ethereum based token.

If, for example stores, brands, warehouses or retail chains decide to participate as a vendor-merchant on the platform, then these contracts will be stored in smart contracts tied to the MBITS.io token.

When millions of users, vendors and brands are tied to the token, this will substantially increase the value of the MBITS.io token, as we associate real assets with the MBITS.io token this will

ensure the value for everyone holding an MBITS.io token. The same approach will apply to all users, stores, brands, warehouses and retail chains big or small joining us.

The MBITS equity and utility tokens are tied to real-world assets. Likewise, the P2P agreements and contracts are also tied to the tokens.

To illustrate, if a big brand establishes an agreement with the MBITS.io platform, and this contract has a value of \$20,000,000, then this has the potential to add tremendous value to both the equity and utility tokens.

When products are sold through the MBITS platform, the value of this transaction is also handled with smart contracts tied to the token. When we expand into new industries, the token will be tied to new companies and industries in many different ways giving value back to the token-holders.



MBITS.IO

Investors

As an investor, you probably are wondering what to invest in next, what technology, in what industry, etc. You are interested in the increasing value of the company, and how to estimate your exit strategy.

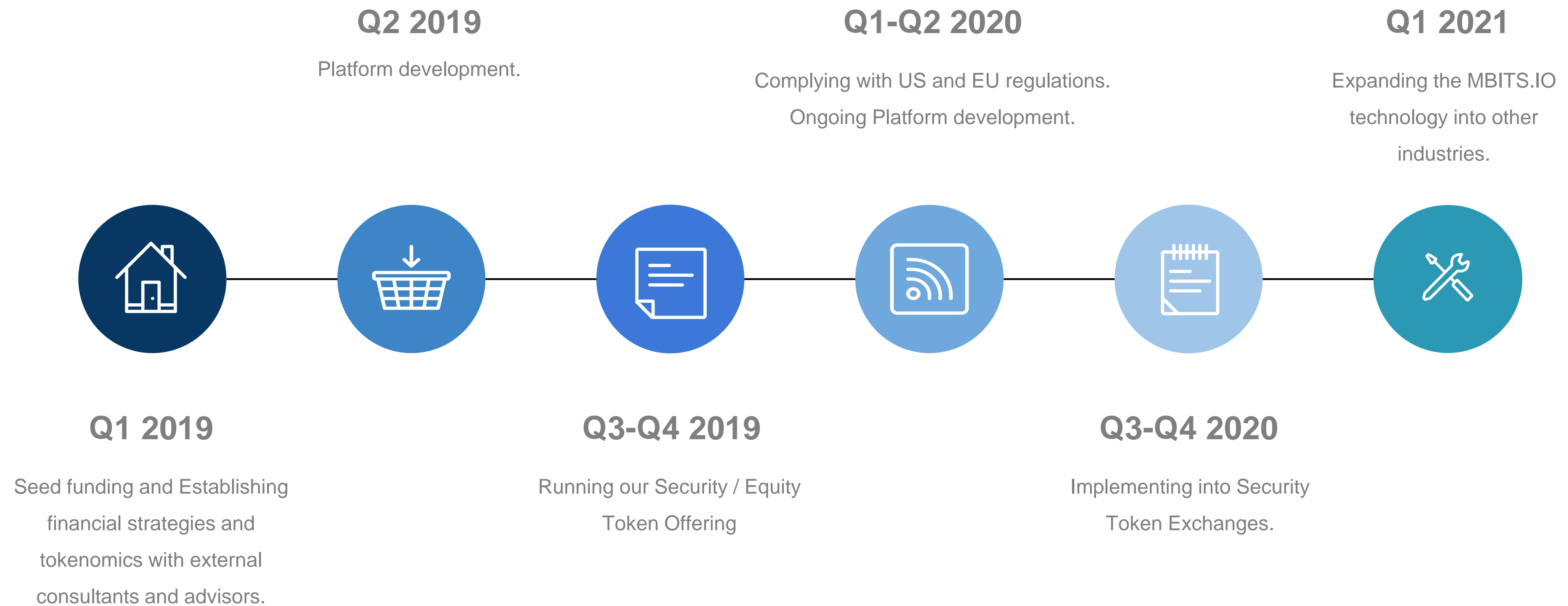
Our objective is to list our security token on Regulated exchanges so exits can be made there. As there will be many users and token holders, there will be safety in the numbers of participants.

The trend is moving towards new technology that provides both social and environmental benefits, i.e., impact investing. If you choose to invest in MBITS.io you, can rest assured that you are investing in a company with a set of core values that support the continued progression of humankind.



Simplified Roadmap

For a more updated and detailed roadmap with milestones, follow our website



Meet Our Team

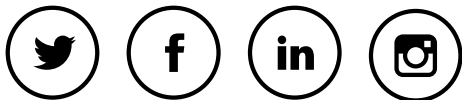


KENT-INGE BÅRDSENG

CEO and Founder

MBITS.IO creator and founder of the project. Bringing imaginative things to life. Serial entrepreneur. Experience in the retail and fashion industry, and negotiating with many of the worlds biggest brands and businesses. Experience with Practical management work as member of boards. Has experience in project management for blockchain, smart contracts, and eCommerce.

Business Academy Diploma in Computer Science and Project Management



MARTINE STEEN (CBDO)

Chief Business Development Officer and Head of Marketing

Has experience with business management as a Board Member, and has a versatile background from some of Scandinavia's largest vendors for retail brands.

Master's Degree in International Business, Hult International Business School in London/New York City

Bachelor's Degree in Marketing Management, BI Norwegian Business School



EIRIK LØHRE (CFO)

Chief Financial Officer and Head of Corporate Finance

Has extensive experience with some of Scandinavia's largest financial institutions. Has helped many big companies with IPOs getting listed on stock exchanges.

Bachelor of Science (BSc) in Finance, BI Norwegian Business School



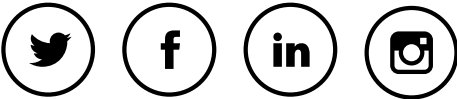
ARILD HAUGENE (CA & CWO)

Chief Architect and Web Officer

Experience as a co-founder and owner of one of the biggest eCommerce companies in its niche, located in Norway, Sweden and Denmark. Arild is also one of the co-creators of the internet game «Bahss». The unique with this game was that you could play against other payers over the internet. This was one of the first games utilizing this in the early days of internet.

Arild was also one of the creators of the internet business 3xBars, an early token based system.

University of Hadmark, Web Development, Information Technology, and Distributed Multimedia



Meet Our Team



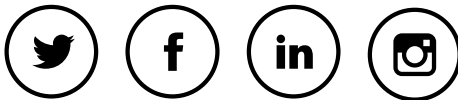
HAAKON A. BERGBY

Chief Technology Officer and head of
The Mbits.io Gaming Platform

Specialist in game technology. Handling thousands of uses including
procurement and technological implementation.

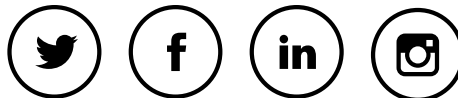
University of (HiST), Norway

Business Academy Diploma in Computer Science and Project Management



Economy Advisor and Social Business

Bachelor of Science -public accountant/Auditor and Bachelor's
Degree in Early Childhood Education

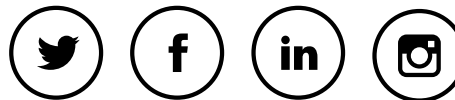


ALFONSO VALDES

Advisor and Developer, Server Architecture

Skilled in designing highly resilient and scalable SaaS applications.
Strong expertise in multiple Linux environments and open source
solutions.

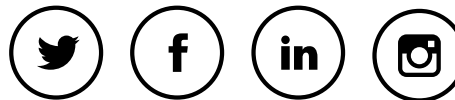
CCNA, CEH and Red Hat Certified Technician.
Bachelor's Degree in Computer Science, University of Tecnológico de
Monterrey



VIGGO BÅRDSENG

Advisor in Retail, Vendor and Brand Negotiator

Lifelong experience in retail, organizational
management, and as a vendor and brand negotiator.



DEVELOPERS



KARAN VEER SINGH

Web Designer (Senior)

Bachelor of Computer Application



SUSHIL TIWARI

Web Developer

Master of Computer Application, Uttar Pradesh
Technical University Allahabad (India)



REGHVENDRA CHAUDHARY

Web and UI Developer

Master of Computer Application, Uttar Pradesh
Technical University Lucknow(India)



PANKAJ MISHRA

Web Developer (Senior)

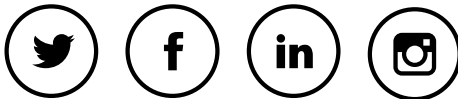
Master of Computer Application, Indira Gandhi National
Open University(India)





ADVISOR-ATTORNEY
LEGAL - LAW FIRM

SKILLS



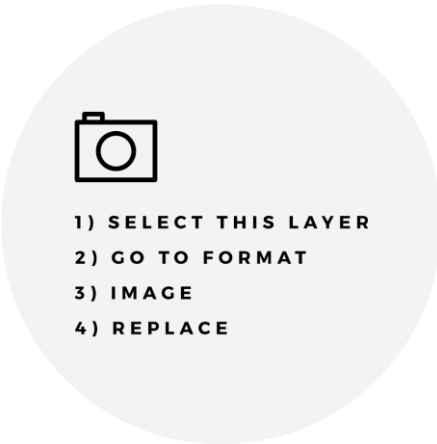
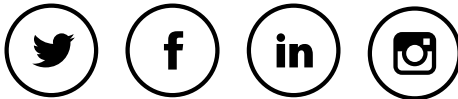
ADVISOR
LEGAL

SKILLS



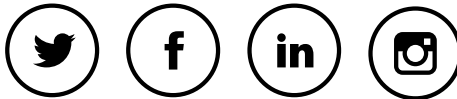
DEVELOPER
Developer

SKILLS



DEVELOPER
Developer

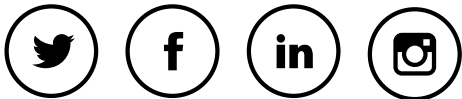
SKILLS





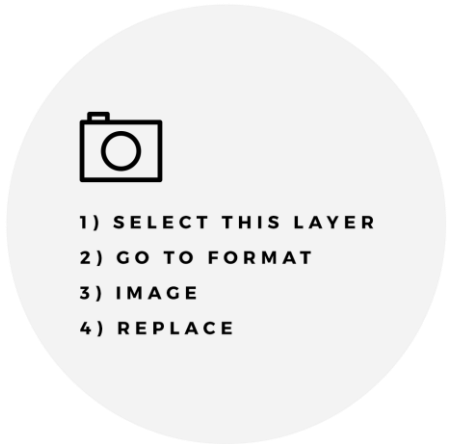
ADVISOR- BLOCKCHAIN
DEV & LEGAL

SKILLS



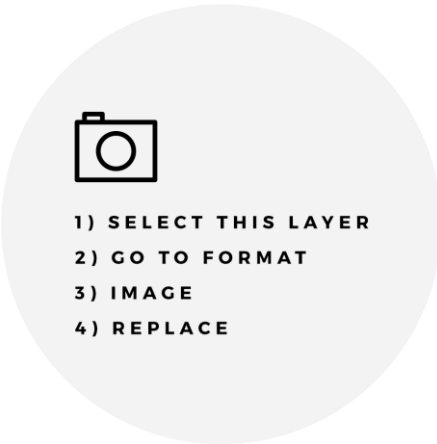
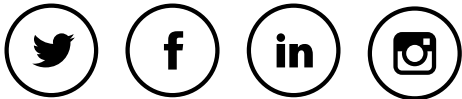
ADVISOR- BLOCKCHAIN
DEV & LEGAL

SKILLS



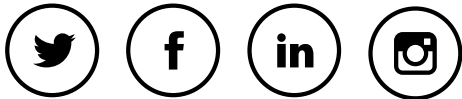
ADVISOR- BLOCKCHAIN
Developer

SKILLS



ADVISOR- BLOCKCHAIN
Developer

SKILLS



LEGAL NOTIFICATION

Acknowledgment of Advice

The information provided on this paper does not constitute investment advice, financial advice, trading advice or any other sort of advice and you should not treat any of this paper's content as such. MBITS.io offers no advice on how you should buy, sell, or distribute tokens. Just as with any type of currency, MBITS.io does suggest that users conduct their own due diligence and consult your financial advisory before making any decision, whether it be exchange or purchase of currency.

Availability and Accuracy of Information

MBITS.io will strive to ensure the accuracy of the information listed on this paper. However, with a growing market fit for new regulations, it is difficult to keep up with all the legal issues concerning the blockchain market. We encourage users to conduct their own legal research and to base your decisions off what you find. MBITS.io will tirelessly keep up with the legal issues as well, but will not be held responsible for information unavailable or inaccurate to users on this paper.

Price Risk

The prices can be highly volatile. It is common for prices to increase or decrease by over 100% in a single day. Although this could mean huge potential profits, this also could mean huge potential losses. Anyone looking to purchase or exchange Tokens should consult a fully qualified independent professional financial adviser.

Risks of Regulation

No regulatory authority has examined or approved of the information in this paper as of yet. No action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction, and the publication, distribution or dissemination of this paper to you does not imply that the applicable laws, regulatory requirements or rules have been complied with. Although an exciting market with tremendous upside, the Token market has not yet been regulated to the extent, this will likely be down the line. The MBITS.io legal team is working rigorously to keep up with new case law and/or statutory guidelines (whether federal or at a state level) that implicate the services and products that Mbits.io offers.

You agree and acknowledge that MBITS.io tokens you purchase or acquire are not to be construed, interpreted, classified or treated as currency.

Our Tokens are strictly Security Tokens.

We aim to comply with US, EU and international regulations when all the processes for this is done. Mbits.io does not guarantee that we will be compliant with our system as described in this paper. Information in this document is subject to change or update without notice and should not be construed as a commitment by MBITS.io

Predictions/Announcements

All statements made about future circumstances by, or attributable to, MBITS.io, or its affiliates, or persons acting on behalf of MBITS.io or its affiliates, are expressly qualified in their entirety by such factors. Given that risks and uncertainties that may cause the actual future results, performance, or achievements of MBITS.io to be materially different from that expected, expressed, or implied by the statements made about future circumstances in this paper, undue reliance must not be placed on these statements.

MBITS.io, nor its affiliates, represents, warrants or undertakes that the actual future results, performance or achievements of Mbits.io will be as discussed in those statements made about future circumstances. The actual results, performance, or achievements of Mbits.io may differ materially from those anticipated in these statements.

Nothing contained in this paper is or may be relied upon as a promise, representation, or undertaking as to the future performance or policies of MBITS.io, or its affiliates. Furthermore, MBITS.io disclaims any responsibility to update any of those forward-looking statements or publicly announce any revisions to those statements made about future circumstances to reflect future developments, events or circumstances, even if new information becomes available or other events occur in the future.

Disclaimer

The information in this document is subject to change or update without notice and should not be construed as a commitment by MBITS.io.

This document is for informational purposes only. This paper is provided “as is”, with no representations and warranties, express or implied, including, but not limited to: (i) warranties of merchant ability, fitness for a particular purpose, (ii) that the contents of this paper are free from error or suitable for any purpose; and (iii) that such contents will not infringe third-party rights. MBITS.io disclaims all warranties. In no event will MBITS.io, or its affiliates, be liable to any person or entity for any damages, losses, liabilities, costs or expenses of any kind, whether direct or indirect, consequential, compensatory, incidental, actual, exemplary, punitive or special for the use of, reference to, or reliance on this paper or any of the content contained herein, including, without limitation, any loss of business, revenues, profits, data, use, goodwill or other intangible losses. If you are in any doubt as to the action you should take with regards to MBITS.io, or any of its services; you should consult your legal, financial, tax, or another professional advisor.

Let's do Something amazing together!

Let's change the outlook for the world

You don't need to come to Scandinavia to speak
to us, but we would really appreciate it...

You don't need to climb the peak alone... we have
already done it for you...

Read more, sign up or contact us if you want to be
part of this journey ☺

[LEARN MORE](#)

