A Decentralized Business Model Beyond the Existing Internet Economy

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Keywords: The huge commercial profits contained in decentralized business trust and decentralized business channels, as well as low-cost business reach (DAO), are the biggest gold mines that blockchain technology can explore. Only by delving deeper can all blockchain technologies so far be grounded, rooted, and sprouted

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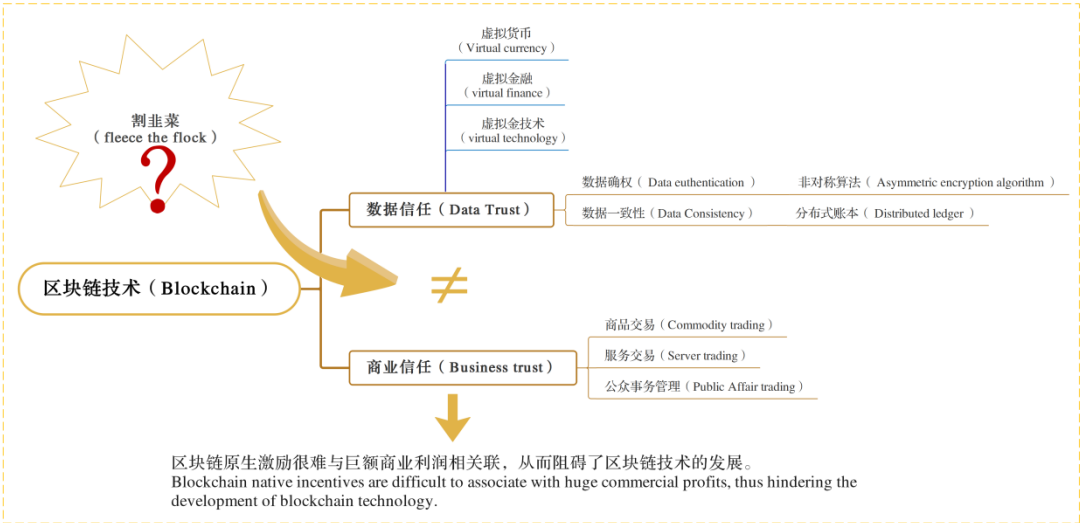
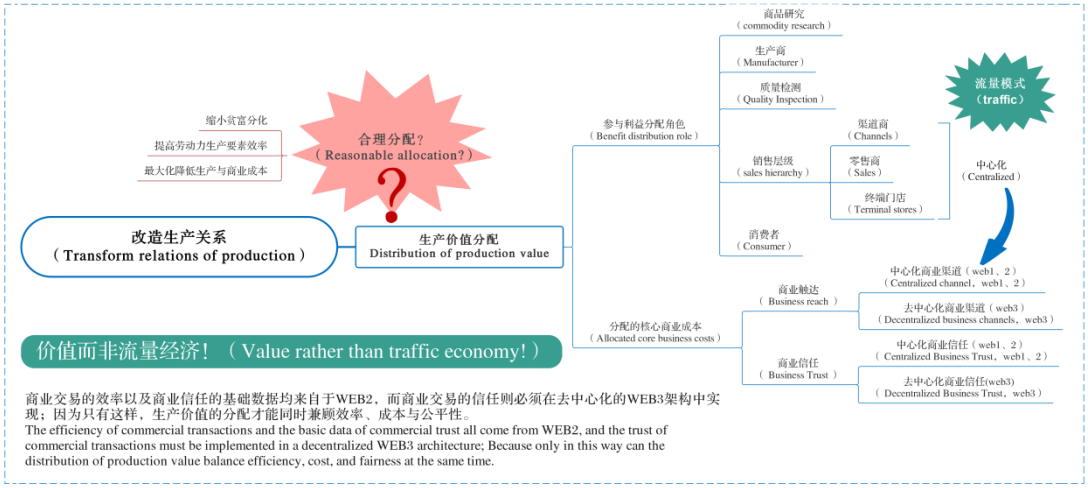
Blockchain technology has always been criticized by the public as suspected of cutting leeks? The main reason is that the pursuit of data trust and commercial trust spans an insurmountable mountain, which makes it difficult for the native incentives of blockchain technology to be associated with huge commercial profits, thereby hindering the development of blockchain technology.



The data trust described here refers to the authentication and consistency of data, corresponding to asymmetric algorithms and distributed ledgers. And commercial trust includes the trust relationship between goods, services, and social public affairs management, etc.

This should be the biggest difficulty for blockchain technology to transform Relations of production, but only by breaking through this point can blockchain technology really enter the public's vision, transform the irrational distribution of production value in the existing economic society, narrow the gap between the rich and the poor, promote the continuous progress and improvement of productivity and labor factor efficiency, and maximize the reduction of commercial costs.



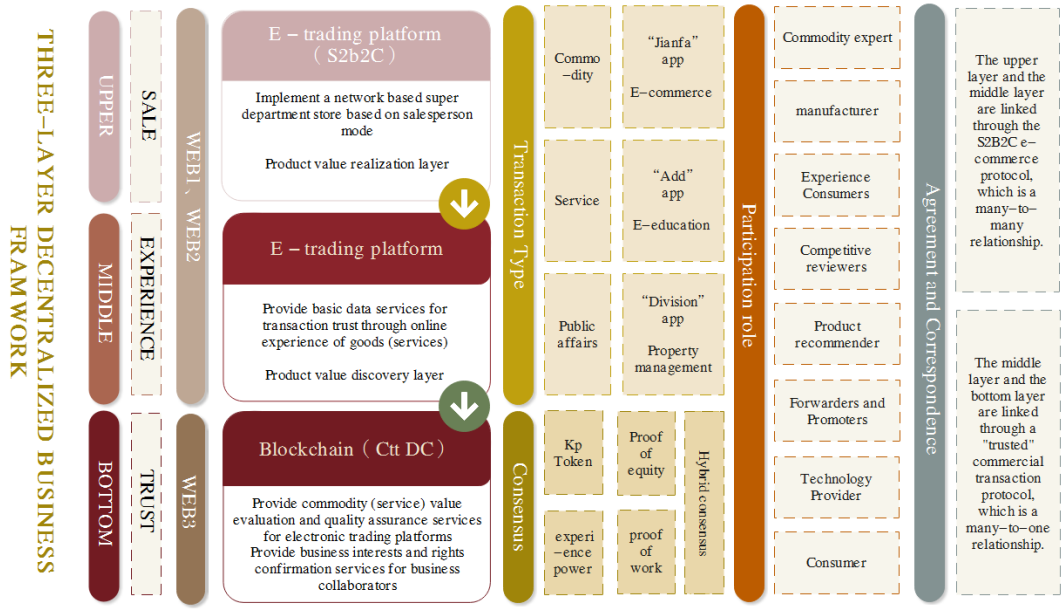
Obviously, to achieve this goal, it is not just a WEB3 concept that can be achieved, but it must be the deep integration of WEB1, 2, and WEB3 such as internet and artificial intelligence technologies.

The ultimate goal of integration is that the efficiency of commercial transactions and the basic data of commercial trust all come from WEB2, and the trust of commercial transactions must be implemented in a decentralized WEB3 architecture. Because only in this way can the distribution and realization of production value simultaneously balance efficiency, cost, and fairness.

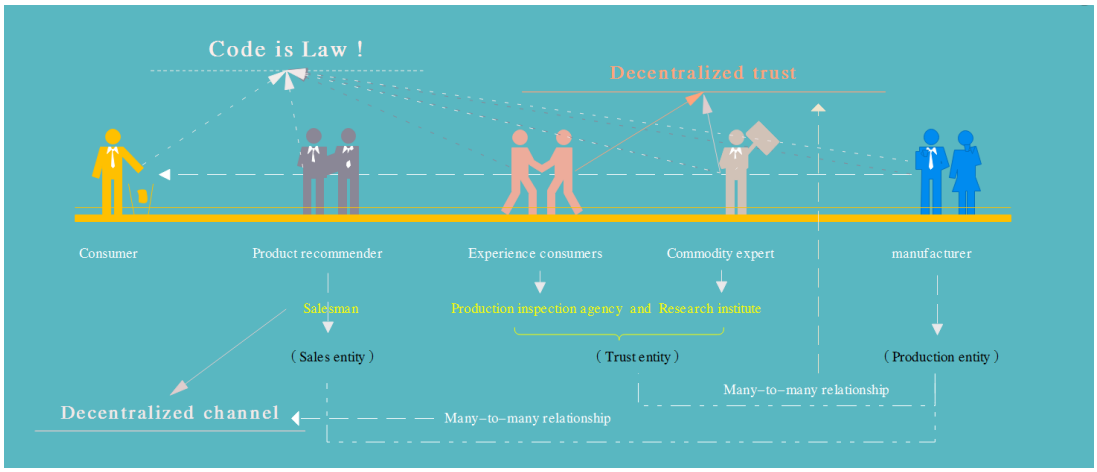
A distributed business collaboration system is a product that implements the above concepts, innovatively proposing a decentralized three-layer business framework and application scenarios, Truly realizing the ancient business proverb of "product itself is the best advertisement". This digital platform that utilizes modern science and technology, but fits the essence of business, and combines with traditional business culture, once implemented, will inevitably iterate and evolve the business model dominated by the West in the past century, with "brand, channel, and commercial advertising" as the typical characteristics.

In a distributed business environment, product sales will no longer rely on the traditional centralized multi-layer dealer system, but will need to platform a large number of physical salespeople

and sales guides, endowing them with higher sales efficiency and profitability. In a completely decentralized business trust and decentralized business channel environment, it will be achieved through the business reach of the DAO community. The typical feature of this model is that under the premise of solving the trust of low-cost business transactions, the cost of the middle layer is reduced to the greatest extent, without losing the efficiency of business access and discovery, and the business cost is actually the lowest.



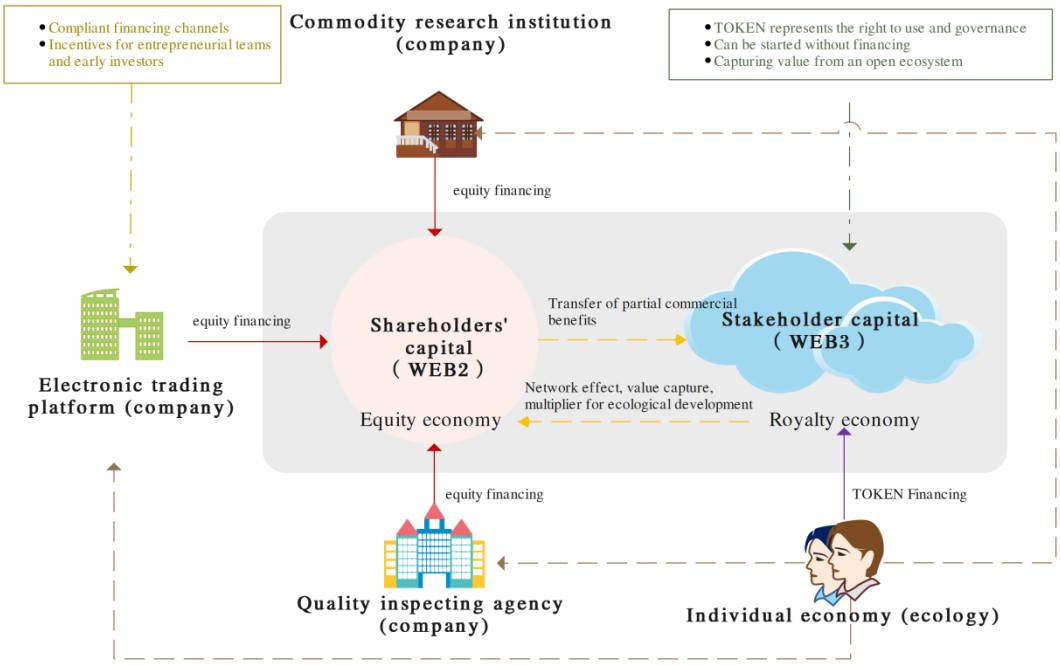
Especially important is that if this trust model proves feasible in commodity trading, its related technologies can be fully replicated in service fields such as education, healthcare, finance, and public affairs management; Therefore, the commercial value of a project has no ceiling. In a distributed business environment, all businesses can be redone.



As shown in the above figure, a distributed commercial collaboration system is a "distributed" commercial collaboration platform composed of producers, product experts, experiential consumers, product recommenders, and consumers. The trust of its traded products is decentralized, that is, the value evaluation and quality assurance of goods in a distributed business environment are not determined by the unilateral endorsement of a certain centralized commercial platform, a certain national certification agency, a certain expert, or a commercial advertisement, but are achieved through consensus competition among numerous product experts and experiential consumers in the blockchain.

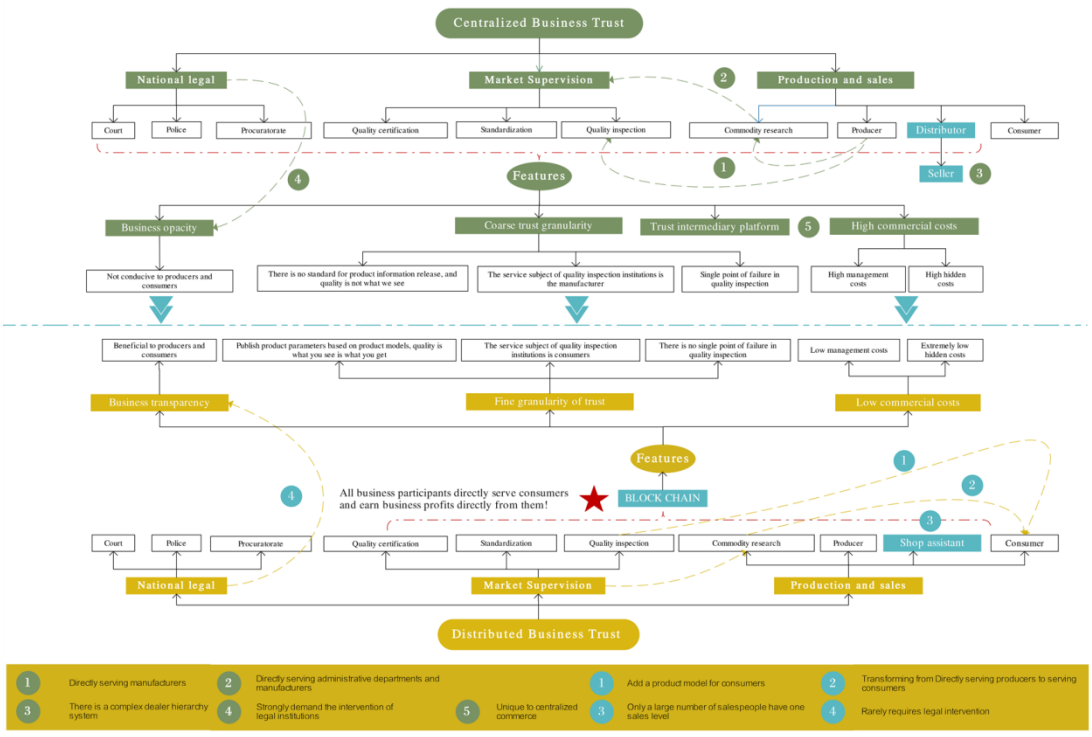
In fact, distributed business collaboration systems are completely decentralized trust and decentralized channels, and their commercial reach mainly relies on the ecological autonomy of the DAO community (which can be understood as being recorded through blockchain and confirmed word-of-mouth transmission), rather than necessarily having commercial advertising and market traffic. The ultimate goal of project construction is to provide a low-cost and free product sales channel and value realization platform for "trusted" product manufacturers.

In summary, distributed business collaboration systems will no longer adopt the thinking mode of internet traffic, but mainly focus on delivering business value. Its economic model and financing methods are fundamentally different from traditional commercial platforms.



In the distributed business environment, the Electronic trading platform is still composed of equity capital and can be financed in compliance, but it needs to transfer part of the commercial interests to the stakeholders representing WEB3, as the value basis of TOKEN in the WEB3 economy. The distributed business collaboration system is a deep integration of traditional shareholder capital (equity) and stakeholder capital (usage rights). Only in this way can we create a business ecosystem and market that exceeds the scale of the existing internet economy (see figure below).

Similarly, the market management mechanism of distributed commerce is also different from that of Traditional economy. The project will maximize the use of blockchain technology to replace artificial administration, and ultimately realize the "code is law" in the commercial field. Once realized, this business system focusing on value transmission will certainly become the most important part of the next generation of value Internet, and the Proof of work and voucher carried by its core business consensus will most likely become a new, de facto "world currency" with the trust value of underlying business transactions.



The trust management system of distributed commerce does not conflict with existing commerce. The structure and roles of distributed commerce are completely the same as those of existing trust systems, with the only difference being the addition of a blockchain technology layer (as shown in the figure below), which is used to monitor online product research, quality inspection agencies, producers, and sellers through blockchain technology. As a result, two changes occurred:

Firstly, the product research department has been renamed as a product expert, providing consumers with a product quality model based on product standards (a digital twin technology of product dynamic modeling and product quality). Producers publish product information based on this, and the revenue is that for each product sold, the product expert can share a portion of the commercial profit.

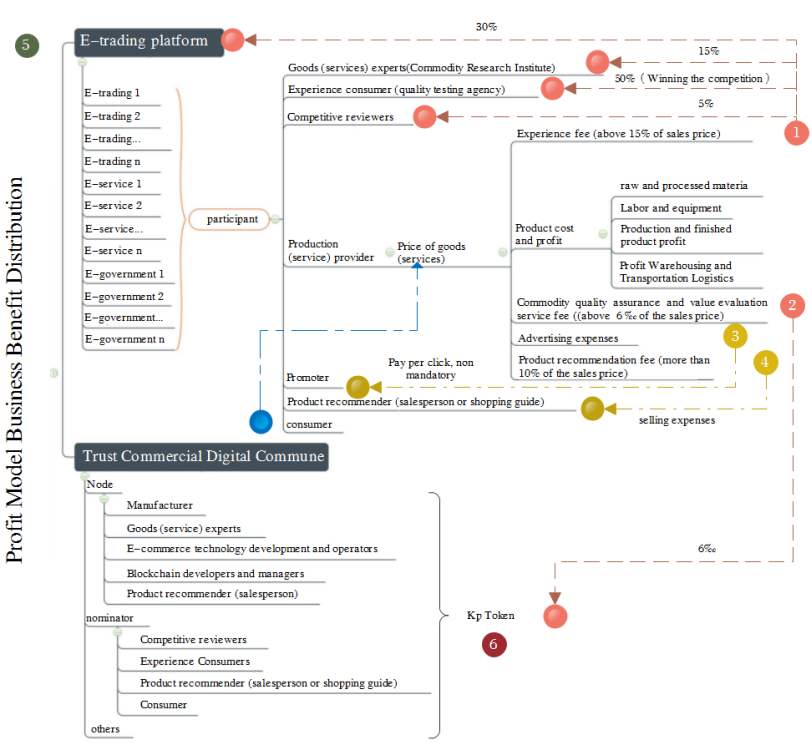
Secondly, quality testing institutions have transformed into experiential consumers, conducting quality testing by purchasing actual products and issuing testing reports to consumers. The driving force is that experience consumers who win the competition can receive a share of the total network experience fee, which is highly profitable, especially for the top competition winners. Please refer to "Profit Model and Business Benefit Distribution" for details.

From the above figure, it can be seen that in a distributed business environment, product research and testing institutions directly serve consumers and can obtain economic benefits far greater than the existing economic model from consumers. The essence of a distributed business collaboration system is a one-stop sales platform where commodity research and quality inspection institutions, together with salespeople, jointly supervise whether manufacturers comply with product standards and regulatory regulations in a decentralized manner.

The profit model of distributed commerce and the distribution of commercial benefits are shown in the figure below, in which the Electronic trading platform must pay a service fee of 6 ‰ of the sales of the trusted commercial digital community (Ctt DC blockchain) as the basic cost of transaction trust, which is the value basis of WEB3 TOKEN. In a distributed business environment, manufacturers no longer have to invest in brand building, channel leasing, and commercial advertising expenses. All manufacturers can share the underlying commercial trust and channels of distributed commerce, as well as a large number of product experts, experiential consumers, salespeople, product reposters, and consumer resources. The early stage of the project adopts a profit model of sales sharing; After the later operation matures, various commercial platforms charge manufacturers, product experts, experiential consumers, and product recommenders a certain annual service fee in the form of membership based on their services.

Every time the system completes an order, it accumulates a distributable experience fee. If the total sales volume within a consensus cycle is 20 million and the average experience fee is 15%, then the total distributable funds within this consensus cycle are 3 million. 10%, or 300000 yuan, can be allocated to corresponding product experts; 50%, or 1.5 million yuan, will be allocated to experience consumers who have won the top competition; The remaining 40%, or 1.2 million yuan, will be allocated to e-commerce platforms. In addition, six thousandths of the total sales of goods (20 million yuan) in a distributed business environment, or 120000 yuan, need to be paid to participants in a "trusted" commercial digital community.

You can imagine that when the annual sales revenue of the distributed commercial collaboration system reaches trillion yuan, the total available experience fees for allocation will be 150 billion yuan, of which 10%, 15 billion yuan, will be allocated to corresponding product experts; 50%, 75 billion yuan will be allocated to experience consumers who have won the competition, and the remaining 40%, 60 billion yuan, will be allocated to e-commerce platforms. In addition, six thousandths of the total sales, or 6 billion yuan, are shared by participants in the "trustworthy" commercial digital community.



To achieve the functions and objectives stated in the distributed commercial operating system, blockchain technology is needed to solve the authenticity and effectiveness issues of transaction targets, that is, whether the product parameters provided by the manufacturer are true, complete, and trustworthy, and whether the provided product content meets production standards and regulations; Secondly, we need a fair and just method to reach a consensus on the value of goods, which needs to indicate who are the participants in the consensus? What is the logic of business trust? Thirdly, we need to have a simple, convenient and feasible arbitration mechanism to resolve the evaluation of ambiguity in commodity value evaluation. Finally, we need to establish a business platform suitable for this trust model, which facilitates manufacturers to quickly realize product value. In response to these needs, we have the following technological innovations:

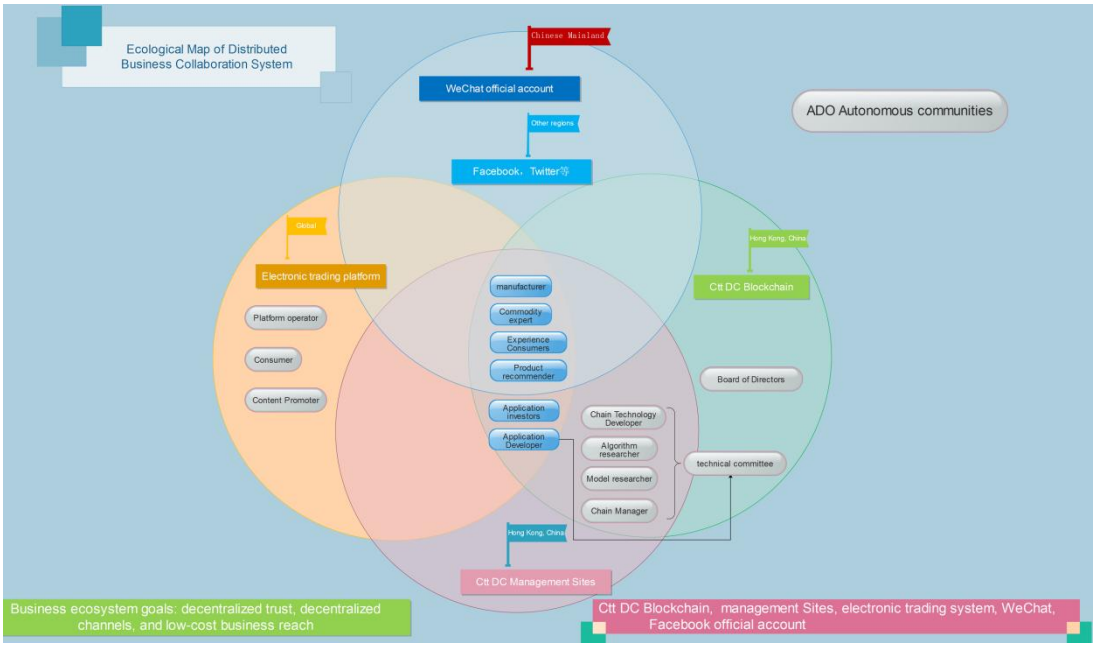
1) The dynamic modeling technology of products based on product standards and the digital twin technology of product quality; And product experience and competitive review technology.

2) The mixed consensus mechanism of Proof of work and nominee equity proof based on "experience goods".

3) An adaptive voting system based on "experiential computing power".

4) Implemented a "trusted" product protocol and an e-commerce platform based on the S2b2C (salesperson) model.

The technical architecture of distributed commerce consists of two parts: centralized programs and distributed programs. We still implement commodity transactions in centralized programs, and blockchain does not participate in commodity transaction settlement, but is only a machine for commodity trust and value transmission. We always believe that commodity trading is the most efficient in a centralized platform, while transaction trust is the most fair, reliable, and cost-effective in a distributed program. Once implemented, this commercial platform that balances efficiency, cost, and fairness is highly likely to be the ultimate form of commercial development in human economic and social development.



Ladies and gentlemen! The huge commercial profits contained in decentralized business trust and decentralized business channels, as well as low-cost business reach (DAO), are the biggest gold mines that blockchain technology can explore. Only by delving deeper can all blockchain technologies so far be grounded, rooted, and sprouted. Let's join hands, whether it's L1 and L2 layer blockchain architecture providers, technical supporters such as DEFI, NFT, DAO, Smart Contract, Decentralized Exchange, or product experts, experiential consumers, and product recommenders in the business chain, to jointly develop the greatest golden mountain of the 21st century.

Thank you all for listening. The future has arrived, let's wait and see!

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