

In a world where **crypto** is  
revolutionising **money**,  
**ChainCart** is revolutionising  
**shopping**





- **Gamification of Shopping:** ChainCart' redefines the shopping experience with its unique gamification layer. Our 'lucky barcode' feature transforms the usually mundane and thankless task of every shopping into a gamified quest, where scanning items can unlock exclusive rewards and discounts, elevating the user experience from dull to exhilarating.
- **Smart Contracts for Transparency:** "At the heart of 'ChainCart' are smart contracts, ensuring every promotion and transaction is transparent and tamper-proof. This not only builds trust with users but also enables brands to engage with their audience in a direct and secure manner. However, most importantly, this revolutionizes how promotional offers are managed and redeemed.

A photograph of a person from the waist down, wearing a grey apron over a dark shirt and jeans, pushing a green shopping cart. They are in a supermarket aisle filled with various packaged food products on shelves. The background is slightly blurred.

**Target audience:  
Global South, in  
particular Africa**



# Target Audience

**Rapid Adoption of Stablecoins:** USDC stablecoins are increasingly adopted in the Global South as a stable and secure alternative to local currencies, especially vital in areas with political instability. This shift towards digital currencies is essential for regions where traditional banking systems are either underdeveloped or unreliable.

**Mobile Money Surge:** Sub-Saharan Africa has witnessed a significant surge in mobile money accounts, with over 500 million accounts reported by the end of 2020, according to GSMA. This demonstrates a robust foundation for digital financial solutions and a readiness to embrace technologies like 'ChainCart.'

**Opera's Strong Market Presence:** Opera browser's widespread use in key African markets such as Nigeria, Ghana, and South Africa provides a solid platform for 'ChainCart.' This is crucial for tapping into Africa's e-commerce potential, projected to grow exponentially with an expected user base surpassing half a billion by 2025, as highlighted by the United Nations Conference on Trade and Development (UNCTAD).

**Africa's Digital Economy Potential:** With mobile internet usage in Africa projected to become almost exclusively mobile by 2040, and a rapidly expanding e-commerce user base, Africa stands out as an ideal region for 'ChainCart's innovative shopping and payment solutions, leveraging stablecoins like USDC for enhanced stability and security in transactions.



Middle East and Africa | Aisle be there for you

# Africa's supermarket revolution

The rise of local chains reflects deeper trends on the continent



IMAGE: AFP

Nov 16th 2023 | RUAKA

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# Shopping today . . .



has changed due to the pandemic



is boring



has data privacy concerns



# Shopping has changed due to the pandemic



**Online Grocery Shopping Surge:** The pandemic sparked an online grocery shopping boom, with many using mobile apps for orders. IBM reports that this shift was accelerated by five years due to the pandemic.

**Mobile Payment Solutions Adoption:** Mobile payment usage in supermarkets rose to reduce contact. FIS survey shows that 45% of global respondents used a mobile wallet for in-store purchases, a trend boosted by the pandemic.

**In-store Navigation via Mobile Apps:** Supermarkets introduced apps for efficient aisle navigation to minimize in-store time and enhance shopping experiences. These apps offer real-time inventory, aisle info, and even AR features for social distancing.

**Mobile App Downloads Increase:** Grocery shopping and delivery apps saw a massive spike in downloads. According to data from the Nielsen U.S.



# Shopping is boring



## **Consumer Dissatisfaction with Retail Experiences:**

Despite a preference for physical stores, only 9% of consumers are happy with in-store and online shopping experiences. This shows that there is clearly room for improvement in product variety, information, and faster checkout (Source: IBM Study, 2024).

## **Revitalizing the In-Store Experience:**

Personalization, experiential retail, seamless checkout, and interactive technology can enhance in-store shopping (Source: Shopify, 2024). Experiential retail, including interactive demos and events, is crucial for engaging shopping (Source: Shopify, 2024).



# Shopping has data privacy concerns



## Preference for Anonymity in Transactions

A survey by KPMG found that 54% of consumers said they are more concerned about privacy than they were a year ago, and many would prefer to make purchases anonymously if they could, highlighting significant concern over privacy in retail transactions.





The solution:

# ChainCart

# Technical Key Features

Celo mini pay integration/ wallet integration

Easy scan and pay

Gamified Incentives

Can be deployed on multiple chains



# Shopping with ChainCart is...



mobile first



private



fun/gamified



# Shopping with ChainCart is mobile first



- We prioritizes mobile browser accessibility, specifically designed for Opera Mini, ensuring users can seamlessly use their smartphones to scan product barcodes and manage shopping activities without the need to download a separate app.
- The user interface and features, such as barcode scanning and mobile-optimized payment systems, cater specifically to the convenience and immediacy that mobile users demand, making shopping more efficient and engaging directly from their phones.



# Shopping with ChainCart is private



- By leveraging Web3 technologies and deploying on multiple chains, ChainCart ensures user data privacy and sovereignty, eliminating the need for supermarkets to collect extensive personal information while still providing a personalized shopping experience.
- LET'S GET TECHNICAL!

# Shopping with ChainCart is private



Mobile first



# Shopping with ChainCart is fun!



- ChainCart revives the shopping experience through its "lucky barcodes" feature, where customers can scan items to get the chance to win them for free or unlock special offers. Similar to the excitement generated when finding toys in cereal boxes or winning prizes as children. This unique feature transforms every shopping trip an adventurous side quest.
- The potential for integrating fun features, such as thematic animations or exclusive holiday promotions, within ChainCart, alongside community-driven initiatives like voting for new features or special events encouraging user engagement and creating a vibrant, interactive community atmosphere.



# Competitors



**Amazon Go:** "Amazon Go" offers checkout-free shopping through advanced technology in physical stores; **BUT**, "**ChainCart**" elevates this concept combining checkout-free convenience with blockchain security and gamification.



**"Jumia":** dominates Africa's e-commerce with a vast product range and local presence; **BUT**, "**ChainCart**" differentiates itself by offering an online, checkout-free shopping experience enriched with blockchain security and USDC stability, directly appealing to Africa's rapidly growing, tech-savvy, mobile-first consumer base."





## Future Work

- Potential Features
- Monetisation
- Roadmap

# Potential Features we plan to implement



Feature special holiday and event editions and collaborations for "lucky scan" winners, enriching the community and engagement.



Implement features like shopping lists, budget trackers, and nutritional information tailored to household needs.



Offer customizable NFT artwork for user profiles and receipt backgrounds, adding a personal touch to the digital shopping experience.



Integrate a token-based rewards system that increases in value with the number of products purchased, incentivizing bulk buying.



# Plans for monetisation

## Maintenance Fees with Stores

Provides a steady revenue source from vendors using the platform, encouraging them to keep their listings updated and active. It also aligns the interests of the platform with the success of the stores, as better-maintained stores are likely to drive more sales.

## Commissions from Wallet Transactions:

Earning a commission from each transaction that goes through the integrated wallets incentivizes the platform to increase transaction volume and value. It directly benefits from the financial activity on the platform, aligning revenue with the platform's core e-commerce activities.

## Premium Subscriptions for Users:

A subscription model for users who seek additional benefits (such as discounts, early access to deals, or exclusive content) can generate a significant and predictable revenue stream. It also allows for the personalization of the shopping experience, increasing user engagement and loyalty.



## Q2 2024

### Finalize Prototype:

Complete the development of the 'ChainCart' prototype.

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## Q4 2024

Officially launch 'ChainCart', focusing on user acquisition and optimizing performance.

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### Roadmap

## Q3 2024

Refine app based on feedback, develop partnerships, and integrate secure wallet transactions.

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## Q1 2025

Expand brand partnerships, explore geographic expansion, and introduce new features based on user insights.

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**“A user in Web3 expects to be rewarded and aligned with a product. They aren't at arms length anymore. They want to be part of,”**



Amanda Cassatt - CMS OF CONSENSYS



