

WHITEPAPER

# Effortless Order



# Hello,

Thank you for your interest in this white paper. We worked hard in order to provide you with intelligent and detailed information about our company. No purchases are necessary, and please feel free to contact any team member with regards to questions concerning this white paper.

Best regards,

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# Summary / Introduction

The recent spike in popularity of crypto currency sees an increasing number of people buying and holding the tokens. Simultaneously, many investors have been dipping their toes into the business world of crypto, creating platforms and entire companies with crypto as the focal point. One such business model is ours, with the introduction of our ELO token world.

Our ELO token aims to solve the problems associated with third party-based platforms which act as the middle ground between merchants and consumers. These problems include transaction fees and/or commissions. Use of our token, and blockchain system reduces this drastically as it cuts the middleman out completely. Merchants and consumers will have a direct, secure line of communication when conducting business with each other.

ELO is projected to be a decentralized reward system in which tokens would be distributed to buyers as rewards for purchasing/ordering food deliveries from the company website.

In recent times, recent times being the pandemic, a mass surge was seen in the food delivery industry and waiter-less dining services. Demand for this type of dining was seen as a safer way for companies to remain in business, and for consumers to readily enjoy their favorite meals. This was not without the principle of 'cost-and-effect' making a cameo. Companies that offered food delivery services took advantage of the boom in business. They relished the fact that there was now a steady market base that was completely dependent on their services. Millions of people worldwide were terrified of leaving their homes, but these people still needed to eat. Commissions were implemented by the food delivery companies that drove up the cost of transactions up at the expense of the small businesses they delivered from, as well as the consumers they delivered to. Not to mention, these small businesses often had to multiply these costs across multiple platforms to ensure they were reaching the widest audience of consumers attainable. This is where ELO comes into play.



# The future of online food ordering

## WHO?

ELO crypto refers to a company with the simple name of Effortless Order. A descriptive name of how effortless the company makes ordering food. This company was put together by Kevin Smith and the system was created by Ajay Jain and his team at Networkalgo Solutions. ELO does more than serve as a cheaper alternative to big tech food delivery companies such as UberEats and Door Dash. ELO operates on a system that cuts the middleman out of many other service providers. The more users that operate on the system allows the company to grow and facilitate many more services.



## WHAT?

ELO is a decentralized system reward. The ELO token is intended to be the primary currency for payments when ordering food (effortlessly) through the system. Additional services are projected to be added to the system, which will increase the value of the token.

## WHEN?

The time is now! Though the pandemic is seemingly at the end of its reign of terror, NFT's (non-fungible tokens) are making their way to the spotlight. With the advent of driverless cars, and robotic drones, contactless/waiter-less food services will be in their prime.



## WHERE?

ELO is a crypto currency available on the system created by its developers. This system will be made available to small business owners, and consumers alike from across the globe (all from the comfort of the user's personal internet device). The software is free of charge for the setup and use by business owners. The system is designed in a way such that customers are not forced to use only the ELO token for payments, but rather are given the opportunity to make a choice. They may use either traditional third-party payments, if that is the method that makes them more comfortable, or they can use the more direct, more secure ELO token. The token can be redeemed in multiple ways, depending on deals offered by merchant. For example, a merchant may offer discounted rates on products/services if the customer opts to use the ELO token. The more times the customer uses tokens, the more they earn rewards. The more rewards that are earned, the higher the value of the tokens rise. Tokens are also quite easy to acquire. Other than by making purchase using the token, as explained above, tokens can be earned when the consumer or merchants engage in loyalty programs. Simultaneously, the merchants may redeem the tokens which they have earned on the system as well. Merchants may use these tokens when bidding for spots for advertisements, as well as to unlock a slew of premium features on the system.

## WHY?

ELO's system will act as a medium in which small business owners can get their products out to a wide array of customers with no cost to them, the business owner. This minimizes the dependence on delivery giants in the industry and the astronomical service fees demanded. This also reduces the need for a personal app which can be costly for the small business owners to maintain, while potentially suffering from low user engagement. Also, with the current system of merchant and customers communicating through third party companies, issues often arise with payments and refunds. Customers that demand refunds for faulty products often are subject to the frustrating process of conversing with various representatives from the third-party company which is often a dead end. It leaves a sour taste in that customer's mouth about the merchant who probably was not even made aware of any issues. ELO's system offers a direct line of communication that allows complaints to be handled directly and efficiently. Additionally, with the third-party companies involved in the process, it is not uncommon for payments to merchants to be held, and not available to merchants for several weeks which in turn can bring about a cashflow issue. Merchants avoid this mayhem when they receive instant payments from our ELO crypto system.



# HOW?

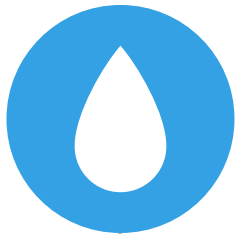
ELO crypto token will work alongside the standard centralized payment methods, however the goal is to make the ELO token the main method of payment, eliminating the need for a third party payment processor. With an uninterrupted link between the service providers and receivers, efficiency is boosted, and commissions and fees are either eliminated, or drastically reduced. This works because the removal of the middleman also means the removal of the fees that go with them. Therefore, users only enjoy the perks of lower rates when the token was used for the purchase. This is additionally beneficial when the merchants can drop their prices of goods and /or services since there's no longer any need to take into account payment fees to third-party companies. With the intentions of offering more services on the system, the token is expected to become more valuable, earning token holders money simply for possession. The more consumers that use the token to make orders allow more data to be collected, which will eventually manifest into more rewards to the consumers available for their reaping.



ELO's business model of cutting the middleman out boosts turnaround time, as well as it improves communication between the merchants and consumers. This model saves time, money, energy, and product. The direct line of communication enhances the customer service capabilities, which in turn enhances the entire experience for consumers using the system.

# How Does ELO Make Money?

ELO uses a unique marketing strategy to generate revenue. While some crypto currencies create revenue by collecting interest and other miscellaneous fees, ELO uses multiple sources to generate revenue, that include gas fees, commissions, NFT's (non-fungible tokens), and advertising. Additionally, ELO plans to offer services such as drone deliveries and autonomous cars as a bonus pool in which revenue can be collected. These many sources of revenue will serve to fund the business, its many projects, and charitable initiatives. Some of the ways ELO plans to give back to the community include:



**Clean water initiatives**, in which ELO plans to develop a program that will serve to bring clean drinkable water to developing nations and/or nations in need.



**Mentorships**, in that ELO will commence mentorship programs geared toward the small business owners, and young entrepreneurs where the focus would be on assisting in being able to grow their business successfully.



**organic food initiatives**, in which ELO will use their connections to restaurants globally for organic farmers in their programs to supply.



# Industry Challenges

With any new venture, there will be challenges waiting ahead. With this industry, we see things like technology being a main factor in the success of the product. With the rise in e-commerce, there have been many businesses modelled in the fashion of third party-service providers. The word many is subjective in this scenario, as this the business involved in that industry form what is known as an oligopoly. An oligopoly is defined as a market state in which the competition is limited, meaning that only a small number of businesses use that model. It is sort of like a monopoly, but with five (give or take) players, rather than only one.

With a monopoly, that single dictator makes the rules for the industry. With the oligopoly on the other hand, the few players involved are the ones with all the power. When there is demand for their services or products, they begin driving prices up, hurting both the merchants and the consumers in the process. Our ELO crypto token system aims to dent or even break the power those oligopolies have over various industries.

Another challenge plaguing our industry would be that of the constantly questioned credibility of cryptocurrency. Crypto currency is believed by many to be fraudulent due to it being a decentralized currency, with no backing from a central bank. This causes skepticism by many to get involved as they fear being scammed. Unfortunately, these are not blind fears as reports of people falling victim to scams involving cryptocurrency are not unheard of. As a matter of fact, the scamming has set into place guidelines and regulations for when dealing with crypto. An example would be that complete transparency when it comes to the value of blockchains.

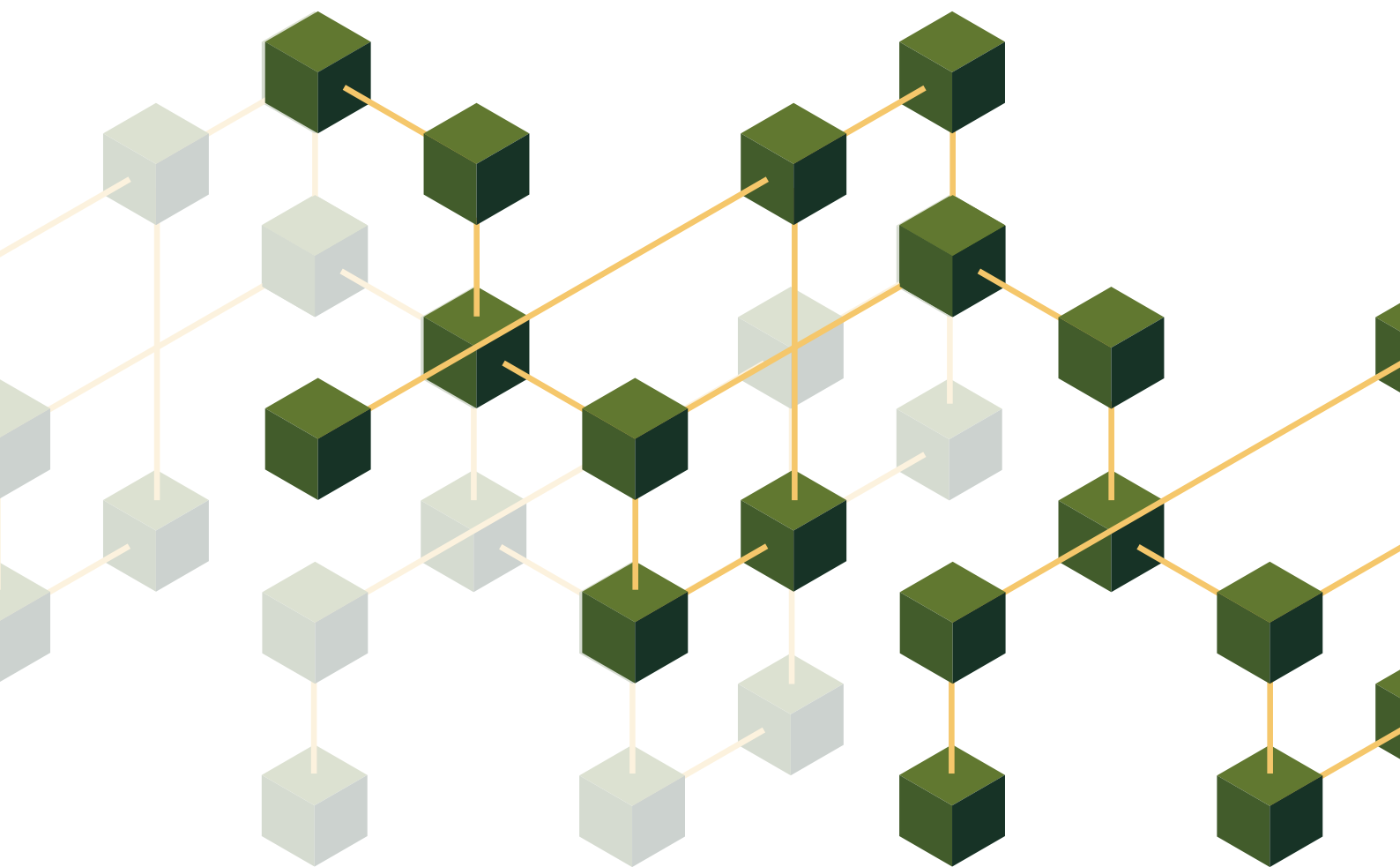
Our ELO token operates on a reward-based system. The software is programmed in a manner that has users purchase the tokens or them from completing certain actions in the software. They then redeem those token points for a desired product. It helps to think of the scenario as a video game. The gamer uses fiat money to purchase "game bucks" then uses the game buck to make other purchases within the game. Also, there are often challenges in those games that reward the players with "game bucks."





## What is a blockchain?

This term has been repeated constantly throughout this white paper, however, there may be some readers who may not understand what a block chain is, and how it works. Simply put, the blockchain is the powerhouse of crypto currency. It uses transaction lists (that have been made available to the public) to make secure money transfers. Blockchains make the transfers without the involvement of a third party-institution such as banks. The encryption used for blockchains do not request any personal information between the parties of the transaction, which minimizes the risk of identity theft. This is one of the reasons cryptocurrencies have been considered secure, as the introduction of the blockchains combat the efforts of the scammers. It enhances transparency regarding the value of the product.



# Ecosystem

The ecosystem that ELO created shows a convey-belt-like process of how goods and services are transferred. Its design provides benefits for both the consumer- who has open access to a market with countless options - and the merchant - who can now offer their product to a wide audience, while now being able to handle complaints in a more efficient manner, due to the direct line of communication. The ecosystem allows users to customize their profile to show suggestions for things they would prefer. Additionally, ELO provides merchants the opportunity to advertise the business to the audience of their choosing, whether it be to attract a greater audience, or to show products to a niche group based on the customizations made in the consumer's profile.

Currently, with third-party service providing companies still involved, the system consists of the product leaving the merchant to begin a long journey through processors, wholesale, procurement, retail and then finally arriving to the customer. ELO cuts all those extra steps out and delivers the product straight from the merchant directly to the consumer. No unnecessary middleman, and this chain show exactly how far away the line of communication between the two parties - the consumer, and merchant- are from each other, and why it is being made a big deal to cut the middle processes out and have a more direct interaction between parties.



# How will the system be used?

There will be two main groups of users on the system:



They will both have different user experiences, as the system will be set up to accommodate both a buyer mode for consumers, and a sellers made for the merchant. The two settings will differ from each other on order to service the correct user more efficiently.

## Consumer:

The consumer will experience an interface that feels very much like they are shopping. As consumers navigate through the system, they will be asked to select items to add to their shopping carts, which will be checked out at the end of the shopping experience. There are also some small features that will enhance the customers' experience. Standard features such as:

- Order history
- Dietary information
- Nutritional requirements/intake tracking
- Reviews
- Chat box

Promotions, discounts, and other offers will be included within the different merchants' stores, available for the viewing by consumers.

To provide the most personal user experience, when consumers begin using our system, they will be prompted to share a few personal details, so that our servers can properly assess the customer and create an experience tailored towards those specific individuals. Special promotions may be available based on location, or demographics etc. The personal information of our users will never be used for anything other than creating the most personal experience for them. Customers are asked to share:

- Name
- Phone Number
- Address
- Demographics
- Allergies
- Preference (vegetarian, meat, poultry, fish, etc.)
- Review participation
- Delivery details.

Consumers will be given the option of if they would like to share certain data with the algorithm, in an attempt to improve the system for future users. The data collected will be encrypted and anonymous.

## Merchant:

The user interface developed for the merchant is very different to what is used by the consumer. The merchants have a more customizable interface; however, they are only granted that access to their stores alone. Merchants can upload, edit, or delete available products and/or services. They can also create discounts and promotions for their store, upload images and answer customer messages all from their interface.

Services and goods the merchants provide can also be tracked within the system. They also reply to reviews about their business, and the products or services they offer. The merchants' system is also designed for them to have access to advertising opportunities, to push their products to different target groups. The target groups are developed using an analysis of the data that consumers provided about their demographics and preferences, so that the ads they receive are more personalized. Merchants can track the performance of their ads and see if the audience, or any other factors need adjustments to generate the maximum amount of business possible.



# Why Choose ELO?

Since many e-commerce service and product providers use a third-party company when interacting with customers, they are subject to the high fees those third-party providers charge. These fees are passed along to the consumer, who also must pay fees of their own to the third-party companies that they choose to use. The business plan to remove the middleman means cheaper rates to the merchant, and the consumer, who no longer will have to pay third-party companies. ELO will collect a small commission for system maintenance, and nothing else.

ELO also gives merchants the ability to receive the payments for their goods and/or services immediately. This is beneficial especially to small businesses that may be dependent on revenue generated to fund pressing expenses. This reduces any potential cashflow problems.

The blockchain is a safe and secure method of conducting transactions as it does not use the personal information of either of the parties during transactions. The transparency factor required for crypto currency also adds to the security of blockchains.

Traditionally, the third-party companies charge high commission fees to merchants as they control a very in-demand market. Additionally, merchants and consumers are charged fees by payment processors and point of sale systems such as those set by banks. These fees are drastically cut by our ELO crypto token, which will only require a small commission to facilitate software maintenance, while payment processing fees will be cut out from the system completely.





# The Token

ELO crypto token will be the focus of our system. Our main goal is to get users to switch over from the use of fiat money, by reaping the rewards and benefits that our ELO crypto token offers.

The token can be used directly to make purchases from the merchants using our software. It can also be a reward earned by users that can later be redeemed. Users earn tokens through contributions such as writing reviews and displaying loyalty.

The merchants' incentive for use of our token would be that they have no processing fees to pay when accepting payments. This alone can result in huge savings for the merchant. Merchants can also use the token to receive discounts on features of our software. The token may also be redeemed for advertising assistance for the merchant, allowing them to advertise to a targeted market, the market most likely to purchase their products resulting in maximum profits.

Consumers will be incentivized to invite people they know onto the system. The more people on the system then the more valuable our token becomes, resulting in more rewards becoming available to users. This is how we will boost our ecosystem this way. The system rewards users whenever they make payments with the token as another incentive to cease use of fiat money, and transition fully to our token. The ecosystem collects data from users but uses encryptions to maintain anonymity. The data collected consists of the user's general location, demographics, order history, and things of that nature, so that they receive personalized ads and promotions. The data also allows analysts to track what kinds of goods and services are demanding in which areas, which will in turn be beneficial for prospective merchants to know where best to set up shop.

We encourage customers' feedback on our system so that we will know where best to improve. We include a section on the platform where reviews and ratings can be left for products and services provided to consumers. The merchants will be able to reply to these reviews and use them to improve their products and/or services.





# Our Business Model

How does our token make money for our company? A series of revenue streams will be implemented into our system that will earn the company money.

One of our streams of revenue will include the small commission of 3 to 6% that merchants will be required to pay per order that ELO sends to their restaurant via our customer base. Any orders that generate from the restaurant's customer base will not have to pay commission on orders.

## Merchant Service Fees

Elo will be partnering up with 3rd party merchant service providers where we will become a reseller of these services. Currently our software is programmed to accept payments from stripe, first data, heartland. As a reseller ELO will be able to make a commission of each financial transaction processed from our system.

Another revenue stream would be through NFT's. NFT's or non-fungible tokens are units of data that are stored on blockchains that cannot be changed. These assets will be available for sale from our ELO crypto token's blockchain.

Our company will also be receiving revenue through advertisements. Merchants are required to make payments for any advertisements displayed through our software.

Our business model will explore services such as drone deliveries, and autonomous vehicles as another capital venture. Merchants may pay for this service where we deliver products to customers completely remotely.

We intend to continue to develop our system so that we may expand what services we can offer to generate more revenue.

Using the encrypted, anonymous data gathered from users on our platforms, we can project where the best locations for certain products and/or services will be, and corner the market to capitalize on profit before the market becomes saturated. In doing so we will be able to grow our business and expand into more diverse markets.



# Market Analysis

As explained earlier upon market analysis, we found that cryptos operate as an oligopoly. The oligopoly is essentially a lock-in market that is controlled by a handful of companies constantly changing the terms of the market in a manner that benefits them mostly, and often at the expense of all other parties involved. There are more cons than pros when this happens. Some of the cons are:

- The few companies will hold too much power. If these are the companies setting the rules, they will make regulations that favor themselves.
- Some people will need to live without a product or service that has become too expensive due to the high fees and general greed of oligopolies.
- The barriers to entry for competition are extremely high, meaning any company that ventures into that industry will find it somewhat difficult to become successful. Many companies may not even get as far as opening their doors.
- This means that options are limited when it comes to your merchant of choice.

## Our Mission

We aspire to break the barriers to entry of those oligopolies so that consumers and merchants are the main profiteers in many markets. We hope to use our token to break the dependence on third party merchants. We aim to have our users increase the value of the ELO crypto token while reaping the rewards of its redemption. It is our goal to expand our product across several markets so that the influence of Big Tech may lose its integrity.