

# Komerka

# **Komerka**

**An Ethereum-based protocol for digital rights to physical goods.**

**Go to market is consumer focused, taking on the siloed experiences of doing things with your stuff on the Internet.**

# **Problem**

**People have stuff, and they want to do things with it,  
but the experience is fragmented.**

**Sell: Amazon, eBay**

**Store: Omni, Clutter, CubeSmart**

**Rent: Omni, ShareGrid, Quiver, Quipmo**

**Collateralize: Borro, pawn shops**

# **Solution**

**A single source of truth for your good, which can be used for all kinds of things.**

**A digital token that represents “rights to” your good, which can be used on different apps and platforms.**

## **How Does it Work?**

**Our system relies on a network of real world custodians who receive physical goods and give digital tokens corresponding to them in return.**

**Custodians have programmatic incentives with respect to the goods that they create, which gives the owners of the goods confidence in their safe keeping.**

# Example

Alice has an old computer. She's not sure if she wants to sell it yet, but she wants it out of her house.

Alice goes to verifyAndStore.com which operates on the Komerka protocol. She writes a description of what she is sending, prints a shipping label, and sends it in.

Two days later, she gets a notice that her computer has been received. They've taken photos of it, weighed it, and checked that it turns on. She's charged a verification fee and is notified of what her ongoing storage costs will be. Most importantly, she receives a digital token that represents rights to her computer. Whoever holds this digital token has the right ask verifyAndStore.com to ship the good wherever they want. VerifyAndStore.com has staked \$1000 in the protocol guaranteeing their promise to ship the good.

Now Alice can use her token however she wants. Importantly, though, since it is scarce, she can only use it one place a time. She could use it as collateral for a loan at pawn.com. sellstuff.com, on receipt of her token, will list her item on eBay or Amazon and pay her after the sale. Or she can just hold her token and have her good stored.

# Competitive Advantage

Digital scarcity allows us to unify disparate online experiences. Why lock your good into one system when you can have access to all?

The key blocker to scale is the verification and storage network. Our system allows anyone to play this role and make money doing it. Consumers just trust based on incentives in the protocol, e.g. if you ask for shipment and don't get it, you get the \$100 this custodian staked.

It's also a play to aggregate the logistics actors. Our system is not just a distributed fulfilled by Amazon, Amazon could actually be storing things that are in our system. The protocol is agnostic.

## **What's Next?**

**Develop protocol and proof of concept web apps.**

**Proof of concept:**

- 1. A site that facilitates us receiving shipment of goods and giving NFT in return, charging storage.**
- 2. Follow on products:**
  - 1. A loans marketplace using Dharma protocol and these NFTs as collateral.**
  - 2. A site that allows you to give over your NFT and have us sell your good on some traditional online marketplace.**