



# Zooblin

The world-first blockchain based e-commerce platform with cashback, donation, escrow, and profit share

## Whitepaper Ver 2.0

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# **Abstract**

## **Zooblin**

The world-first social influencer-base blockchain e-commerce platform with cashback and donation

Zooblin will be under Zoo Network that we are planning to build with other platforms, Zoodots, and others. We design and build Zooblin, the e-commerce platform to solve the current problems and issues that existing marketplaces have faced.

Zooblin charges only approximately 10% commission to sellers and at the same time, buyers will receive 2 to 5% cashback from the purchased amount in order to offer mutual benefits for sellers and buyers. The cashback feature keeps Zooblin's product prices the most competitive all the times.

And the innovative and social feature that Zooblin provides is 1% will be donated to charity and the donation transaction can be shared on Facebook with the information of the purchased item to enhance the marketing. And the shared link can be trackable and the additional purchase made by the shared link will be counted. Therefore, 1% will be granted to the person sharing the link in Zooblin Token, ZBN.

At the end of the fiscal year, all of the profits are proportionally distributed to token holders as many as they have.

Zooblin will have its own exchange working as the gateway between fiat currency and Zooblin token, ZBN.

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# 1. Executive Summary

The marketplace giants, such as Amazon, Alibaba, eBay, and etc, charges a relatively high commission to sellers. For example, when you sell a lipstick to a buyer at 30 USD per unit, the platform, Amazon, takes 15% as a closing fee on average. Moreover, you as a professional seller on Amazon need to pay \$39.99, a monthly service fee, plus a payment transaction fee if it is a credit card payment. All of these costs could be approximately 20% or higher. This causes a seller to add this portion on top of the retail price, and eventually, the product price becomes more expensive than what it should have been. Otherwise, the quality of the product would be downgraded. In addition to that, the amount of money that you need to spend to attract a potential buyer/user, also known as a marketing fee is a big portion of the expenses. One of the best strategies in promotional activities is a user spontaneously loves and shares the product that he/she purchases on social media. In this case, you would not have to pay a significant amount money to generate a traffic to your website. Furthermore, in the case of the international trade, international wire transfer fee could possibly be high as well. The last issue is that 20% of consumers who have purchased an item online at least once have experienced an empty delivery or a scam from their online purchase.

The original idea of Zooblin comes from these problems. Zooblin provides its solutions to the existing problems. Zooblin is the world-first social influencer-focus e-commerce platform with 2 to 5% cashback to customers, donate-n-share, a relatively lower platform commission, approximately 5% lower than others, and fees and a blockchain payment system to solve the above problems. The smart contract working as an escrow system will enable to provide secure user experiences to users. Moreover, it has a social sharing feature that a loyal customer is willing to share her/his purchase history with a good will, whose details would be described later.

There are several innovative features that Zooblin can offer.

- Cashback, 2 to 5% of the purchased amount
- Low platform commission, 5% lower than Amazon.com
- Profit share with token holders generated by the platform Zooblin
- Crypto payment under Smart Contract acting as an escrow system

- Relatively low payment transaction fee, 0.5%, replacing the credit card payment transaction fee
- Referral system by sharing on Facebook which significantly reduces marketing cost on Seller's side
- 1% of the purchased amount goes to charity
- Donation-and-share feature for a customer to share her/his goodwill with the product that she/he buys on Facebook
- Token gain for influencers by their activities
- Its own exchange to support the network and platform

With Zooblin's solutions, sellers pay approximately only 10%, which is 5% lower than the fees by Amazon. From the 10% platform commission, we cashback 2 to 5% to customers depending on the level of a member. From the 10%, we donate 1% to non-profit, non-governmental organization, such as UNICEF and Save the Children in order to support children in developing countries, and all donations are on behalf of the purchasers. The customer can share her/his donation on Facebook and the sharing post will also include the amount of the donation and the product information to enhance the viral marketing. This will eliminate the psychological barrier stopping a user to share their purchased item on the social network. Instead, now the user is passionate to share and becomes our loyal customer.

Zooblin also tracks the social sharing/referral link to compensates users/influencers and grant coins if the additional purchase occurs by sharing. With these features, average marketing costs will be reduced significantly. These will also attract new users to come into our marketplace and help sellers on promotion. For the safe and secure payment, we offer crypto payment system with the smart contract. Therefore, when a customer chooses a product and make a payment, the token(coin) won't be released until the item is successfully delivered to the designated address, which is the same function as an escrow account. To support and build up the marketplace, Zooblin will launch its own exchange to freely exchange coins to fiat currency and vice versa. Above all, Zooblin will share our annual profit at the end of fiscal year, similar to a dividend. The amount of profit share is proportional to the amount of the tokens that the token holders possess as of the end of the fiscal year. The main concept of this is to give back our profit to the ecosystem to strengthen the platform.

All of these innovative combined features have been designed for more than several months from our teams' professional experiences and will disrupt the E-commerce industry.

Zooblin's business plan starts from the first milestone of bringing K-beauty products/companies to global market<sup>1)</sup> since our teams can have resources in K-beauty cosmetics and international sales network. For instance, South East Asian users can buy the K-beauty products at a significantly lower price with the secure and transparent smart contract.

## **2. Background**

Capital liberalization started its movement right after the financial crisis also known as subprime mortgage crisis in 2008. The entire world has suffocated from the crisis, and the powerful countries may have overcome by now. However, the developing countries may still suffer. The centralized organizations' and the powerful countries' moral hazard are the biggest problems of the capitalism and it has a significantly bad impact on the market.

In case of the E-commerce industry, the main players, the market-dominating companies, Alibaba, Amazon, and eBay, generate more than 100 billion dollars of revenues and the profit comes from sellers and buyers. On average, the platform charges 15-20% of the retail price, which reduces the profit of the sellers or leads sellers to increase their prices. Sellers also need to compete with other sellers to provide the lowest retail price in the market.

E-commerce is very tricky. Hypothetically, the majority of sellers would not lower the retail price of an item if a platform lowers platform commission since they would want to sell the item at the same price or similar price at all the platforms that sellers use. With the platform's good faith to support sellers, the impact of our action is limited to the sellers, not buyers. Zooblin wants both of buyers and sellers to benefit from lowering commissions. Therefore, we have designed a still relatively lower platform fee for sellers and a "cashback" to customers. Yes, it is the answer. We lower our profit and distribute the amount to sellers and buyers. That's not the end of the story. At the end of fiscal year, all profits are distributed to token holders.

Often times, the sellers with the financial ability can survive, and the small business owners have difficult times to make a profit. The problem comes from how you attract customers, and it is all about your budget on marketing in the end. Social sharing and viral marketing are one of the key factors to succeed in marketing. And the presence in social networks can worth a lot. The problem that we have faced is people tend not to share any of their purchased items on Facebook because they feel ashamed to share their online activities although they love the item much. In fact, there are many people never make any post on Facebook. However, if there's a good intention of the activities, the situation can be much different. Users want to spread their words when they donate and it is the greatest thing to support minorities. Now, with Zooblin's 'donate-n-share' feature, users can share their donation with the information of their purchased item on Facebook. In addition, user's contribution to social sharing should be compensated. Over the last decade, innovation has been applied to most of the industries. However, there has never been any innovation of the E-commerce, and we believe that it's time to disrupt this industry.

A blockchain based e-commerce platform with the above features can be a solution to the problems described above. With the current economic situation that SMEs suffer and conglomerates dominate the market, SMEs should not suffer from paying unnecessarily high fees, and customers' influence, social presence, and contributions should be appreciated/recognized. The platform's profit is made from all of the participants' effort and contribution. And it would be ideal that the profit goes back to participants and individuals who contribute to the platform.

### **3. Vision**

Blockchain technology is considered a technology that can change the world in the future. The use of blockchain technology will become a part of our daily life. Now, it is an early stage of its technological cycle. Many technologies have launched so far, and some of them have succeeded, and the rest of them have shown failures already.

The trend of technology nowadays is sharing economy. Airbnb's valuation is now much higher than hotel chain groups without possessing any hotel. The reason for its success is anyone becomes a participant of the platform and performs to make a profit. Likewise, distributing profit of a platform motivates users to participate in a marketplace, and it would be a key for our platform to scale up from the early stage.

According to the research<sup>2)</sup>, the successful strategy of the IT giants is to become a monopoly. The rich get richer, and the poor get poorer. Capitalism liberalization was motivated by this inequality of the society.

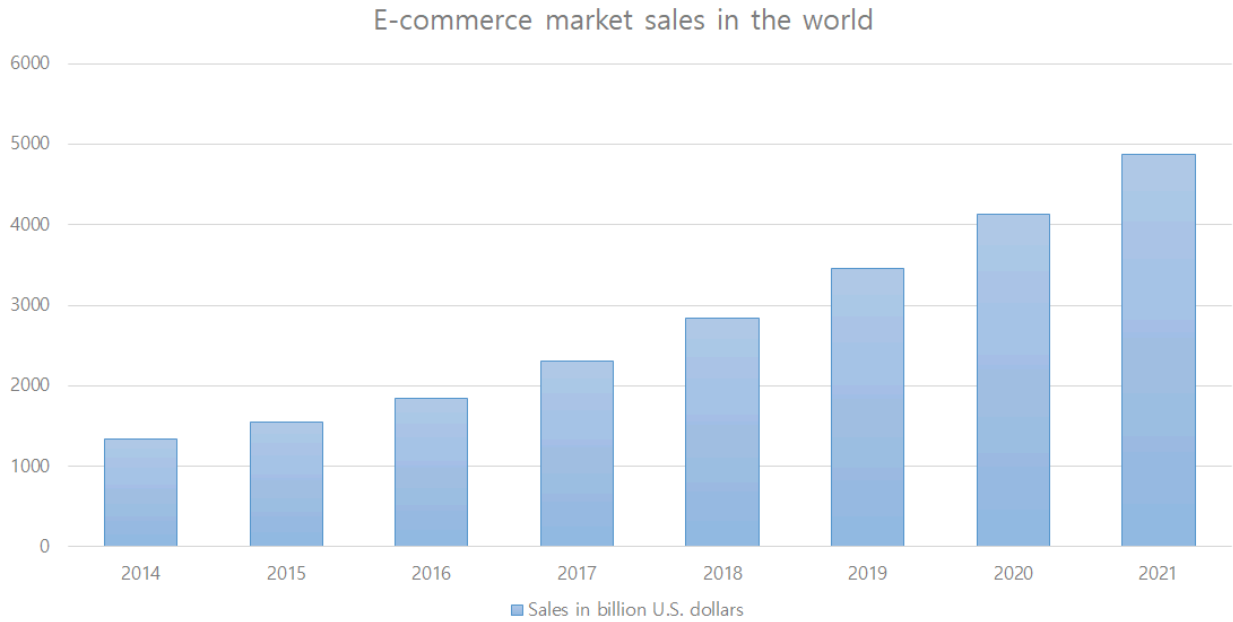
Zooblin is designed for compensating every single participant/activity that Zooblin benefits from. All of the benefits should go back to where it comes from.

Zooblin's vision is to provide a better solution designed for SMEs and users with social presence. Profit sharing is to build up a transparent and sustainable ecosystem.

Capitalism works the best when each part of the players participates fairly.



## 4. Market



<Figure 1. E-commerce market sales in the world<sup>3)</sup>>

According to the cumulative data from Statista regarding E-commerce market sales in the world, the global e-commerce market has been growing rapidly with the compound annual growth rate (CAGR) 20% approximately.

According to the Business.com, the top 10 largest E-commerce markets in the world are below:

1. China : Annual online sales : \$672 billion
2. United States : Annual online sales : \$340 billion
3. United Kingdom : Annual online sales : \$99 billion
4. Japan : Annual online sales : \$79 billion
5. German : Annual online sales : \$73 billion
6. France : Annual online sales : \$43 billion
7. South Korea : Annual online sales : \$37 billion
8. Canada : Annual online sales : \$30 billion
9. Russia : Annual online sales : \$20 billion

10. Brazil : Annual online sales : \$19 billion

As Nielsen's Connected Commerce Report said, 57% of E-commerce buyers have a purchase history from an overseas retailer in the past six months.<sup>4)</sup>

Online shopping is taking off in Southeast Asia, which is our first target market. Thailand sales over the internet are growing more than 100%. The portion of online shopping in Southeast Asia is still less than 2%, the data for Indonesia, Malaysia, Thailand, Philippines, and Vietnam. Compared to the portion of online sales in China and South Korea, 16% and 18% respectively, the Southeast Asian market has more room to grow than other regions of the world. Therefore, it could grow to 5 to 10 percent of overall retail purchase over the next five years.<sup>5)</sup>

### **Southeast Asia's credit card payment and cryptocurrency payment system**

Southeast Asia's credit card and debit card penetration is relatively low, which leads the market a mobile-first economy. The SEA's credit card penetration rate is less than 10%, except for the rate of Singapore and Malaysia.<sup>6)</sup>

Consumers are ready to use next step of payment system, crypto payment system. The methodology of crypto-payment, charge-and-pay, is very common in Southeast Asia.

### **K-beauty is rocketing worldwide**

South Korea's beauty market is the country's largest industry and is a major export area. In the past five years, exports have grown from \$1 billion in 2012 to \$2.64 billion in 2017.

The presence of K-beauty in Asia and other countries is significant. Zooblin's first targeted market is Southeast Asia, where the K-beauty has captured the appeal of consumers.

Zooblin's first goal in market presence with a conservative view is 0.1 % in Asian beauty market, \$120 million, which is expected to reach by end of 2020.

In conclusion, the K-Beauty, E-commerce, Crypto Payment is all growing in the SEA.

## **5. Zoo Network & Zooblin**

### **5.1. Zoo Network**

Zoo Network consists of Zooblin and other platform/projects as planned. The simplest and easiest explanation of Zoo Network is the word, 'zoo', a place where various live animals are kept in each space. It is the new ecosystem under a blockchain network. Zoo Network will issue limitless tokens called Zoo Network Token(ZNT) and periodically announce the official conversion ratios between Zoo Network Token, ZNT, and its network tokens including the Zooblin ZBN, Zoodots Token.

The main purpose of having all of the Zoo Network tokens under a single umbrella is to powers the network and each platform. In fact, the basic unit, Zoo Network Token, determines the value of all the other units on Zoo Network.

Zoo Network Token is not a fiat currency. However, it is performing as a close-to-fiat currency to stabilize each token prices. Zoo Network Token is tradable and convertible to Ethereum.

Each project of Zoo Network is a 50 mil USD to 500 mil USD project when it comes to the size of fundraising. Imagine that Zoo Network has 10 projects, and the entire value of Zoo Network projects is a billion dollar project, and it would make us do our business much easier because of the cooperation, collaboration, network, resource, financial ability, and even listing on a major exchange.

### **5.2. Zooblin and its token(ZBN)**

Zooblin is a social influencer based e-commerce platform with cashback to customers, a low fee structure and profit sharing to participants, using its own token called ZBN (Zooblin Token). ZBN is an ERC20 based token using Ethereum's network. It also can carry smart contract on a decentralized application called DApp. With the largest network of Ethereum among all blockchain network, the ZBN's network is secure, safe, and fast.

Zooblin will apply the blockchain technology into e-commerce industry. And to support Zooblin's ecosystem, an exchange for Zooblin would be launched as well.

Users will buy Zooblin from the exchange and the item's price in ZBN on Zooblin platform would be determined by a market price at the exchange.

For example, the current price of 5 ZBN on the exchange is 1 USD and a user is attempting to purchase a lipstick at its fiat currency price of 30 USD, the user will pay 150 ZBN, 5 ZBN per USD x 30 USD, instead of the fiat currency.

The beginner level of a member will get 2% cashback of the purchase in ZBN. Therefore, the user will receive 3 ZBN on the user's account which can be used in our platform in the future.

The exchange would be operated by Zooblin, and token holders can freely convert ZBN to fiat currency and vice versa. Although Zooblin has its own exchange, our team is planning to list ZBN on the major exchange using our connections. The detailed schedule will be in the Roadmap section.

During the ICO and pre-sale, 50% of initial supply coins, 300,000,000 ZBN, would be available for crowdsale at 1 ZBN = 0.0001 ETH. And the initial supply would be 600,000,000 ZBN.

## 5.3. Problems & Solutions

As stated the Executive Summary of the whitepaper, the problems of the existing marketplaces, Alibaba, Amazon, E-bay and etc, have are below.<sup>7) 8)</sup>

- 1) The platform takes all profit
- 2) Expensive registration fee + Listing fee
- 3) Commission/Closing fees are too high
- 4) Fake/empty deliveries
- 5) Transaction fees in payment are expensive
- 6) Contribution by customers can never be counted/appreciated
- 7) No social sharing occurs
- 8) No social activity exists

### 1) The platform takes all profit

The pursuit of profit is the most significant part of capitalism, and it is the motivation of business activities. However, the platform provider becomes too greedy in terms of generating profit. Analyzing the Amazon's annual report, its annual sales are \$177.8 billion dollars and its net income is \$4.1 billion dollars.

Zooblin is designed to provide 5% lower commission fees than Amazon. At the same time, Zooblin cashbacks 2 to 5% of the retail price to customers. Sellers would have more profit when selling on Zooblin. Buyers receive additional 2 to 5% cashback in Zooblin token, ZBN.

### 2) Expensive registration fee + Listing fee

Zooblin has no registration fees / listing fees for sellers to create an account on Zooblin. The reason why we have set up free registration fees is because paying something even before a revenue would be a burden for SMEs. We let business owners/prospective sellers freely come to our platform.

### 3) Commission/Closing fees are too high <sup>9)</sup>

- Fee comparison chart

Categories	Zooblin	Amazon*
	Fees	Referral fee percentages
Baby Products (excluding Baby Apparel)	10%	15%
Books <sup>4</sup>	10%	15%
Camera and Photo	7%	8%
Cell Phone Devices	7%	8%
Consumer Electronics	7%	8%
DVD <sup>4</sup>	10%	15%
Electronics Accessories	10%	15% for the portion of the total sales price up to \$100; and 8% for any portion of the total sales price greater than \$100
Furniture & Decor	10%	15%
Home & Garden (including Pet Supplies)	10%	15%
Kitchen	10%	15%
Major Appliances	10%	15% for the portion of the total sales price up to \$300; and 8% for any portion of the total sales price greater than \$300
Music <sup>4</sup>	10%	15%
Musical Instruments	10%	15%
Office Products	10%	15%
Outdoors	10%	15%
Personal Computers	7%	6%
Software & Computer/Video Games <sup>4</sup>	10%	15%
Sports (excluding Sports Collectibles)	10%	15%
Tools & Home Improvement	10	15%, except 12% for base equipment power tools

Toys & Games	<b>10%</b>	15%
Unlocked Cell Phones	<b>7%</b>	8%
Video & DVD <sup>4</sup>	<b>7%</b>	15%
Video Game Consoles <sup>4</sup>	<b>7%</b>	8%
Everything Else	<b>10%</b>	15%
3D Printed Products	<b>7%</b>	12%
Automotive & Powersports	<b>7%</b>	12%, except 10% for tires and wheels products
Beauty	<b>10%</b>	15%
Clothing & Accessories	<b>10%</b>	15%
Collectible Books	<b>10%</b>	15%
Gift Cards	<b>15%</b>	20%
Grocery & Gourmet Food	<b>10%</b>	15%
Health & Personal Care (including Personal Care Appliances)	<b>10%</b>	15%
Industrial & Scientific (including Food Service and Janitorial & Sanitation)	<b>7%</b>	12%
Jewelry	<b>15%</b>	20%
Luggage & Travel Accessories	<b>10%</b>	15%
Shoes, Handbags & Sunglasses	<b>10%</b>	15%
Watches	<b>11%</b>	16% for the portion of the total sales price up to \$1,500; and 3% for any portion of the total sales price greater than \$1,500

- More complicated fee structures apply to sell on Amazon, so they can be greater, but our fees are fixed.

4) Fake/empty deliveries : No escrow payment

Fake/empty deliveries and online scams are the biggest issues in Chinese and Southeast Asian market. The easiest solution to preventing the scam is to release the payment to a seller when the transaction is successfully complete. In other words, it is the escrow system. Amazon, Alibaba, and eBay do not provide the escrow payment with users because the fee of using escrow can be high.

5) Transaction fees in payment are expensive

- Fee comparison chart

<b>Zooblin</b> (Domestic and Int'l transactions)	Amazon (Domestic transactions)		
<b>Total Transaction Fee</b>	<b>Cross-Border Processing Fee</b>	<b>Authorization Fee</b>	<b>Total Transaction Fee</b>
<b>0.5%</b>	2.9%	\$0.30	2.9% + \$0.30

Amazon, eBay, and others charge approximately 3% when using a credit card. And international credit card can even be higher. With using crypto payment, all these fees can be much lower.

6) Contribution by customers can never be counted/appreciated

Referral is an efficient way to spread the word. And this would reduce the marketing cost. No referral system gets popular in the market. When a user shares an item on Facebook, we generate a trackable link so that a purchase made from the link can be counted.

The referral award, 1% of the retail price, would be given to the person who shares the link when a buyer purchases an item from the referral link.

7) No social sharing occurs / 7) No social activity exists

1% of Zooblin commission is donated to charity. And a user can share his/her donation activity on Facebook with the information of the purchased item. In this case, people have a good will to spread their contribution to communities and will get rid of the psychological barrier of sharing their private information on Facebook.



As our mission states, we assist the children and mothers in developing countries for making the world more-sustainable.

## 5.4. Main features

### 1) Cashback to customers

Zooblin cashbacks a user based on the amount of payment made in order to offer the best price in the market when combining the retail price on Zooblin + cashback amount. And it varies by the level of membership.

- Benefits of the membership

- a) Bronze (Newly registered user) : 2% cashback from the retail price per transaction.
- b) Silver (\$1,000 purchase or more in the last 6 months) : 3%
- c) Gold (\$5,000 purchase or more in the last 6 months) : 4%
- d) Platinum (\$10,000 purchase or more in the last 6 months) : 5%
  - i) Sponsored products, gift, and vouchers are granted as a complimentary service

### 2) Free seller registration / membership fee

There's no actual fee charged for a seller until there's a payment made by a customer.

### 3) (Mainly) 10% platform commission : 5% lower platform commission than Amazon's fees

The details of the fees are described in section 5.2. In the future, we may lower the fee structure if needed to provide the most competitive rate in the market.

### 4) 1% of each transaction is donated to charity

Zooblin plans to distribute all profits to token holders to benefit our platform participants. In addition, we want to help communities and societies especially children and mothers in developing countries. The donation occurs automatically every time the payment is made. Our customer is proud of sharing their good faith with other people on Facebook. The premium

customers of Zooblin have become social influencers in spreading the word of assisting minorities.

5) Donate-and-share with an item on Facebook

When the donation happens, the user is capable of sharing it on Facebook, and the post includes the link and information of the item that the user bought. This would significantly reduce the marketing cost of Zooblin and each seller.

6) Crypto payment in Zooblin token, ZBN with 0.5% transaction fee

Zooblin's payment system is a crypto payment system payable in ZBN.

7) Smart contract acting as an escrow account.

Every purchase of an item is made under a smart contract. The smart contract releases the token when a customer confirms the successful delivery of the item to avoid any kind of online scam.

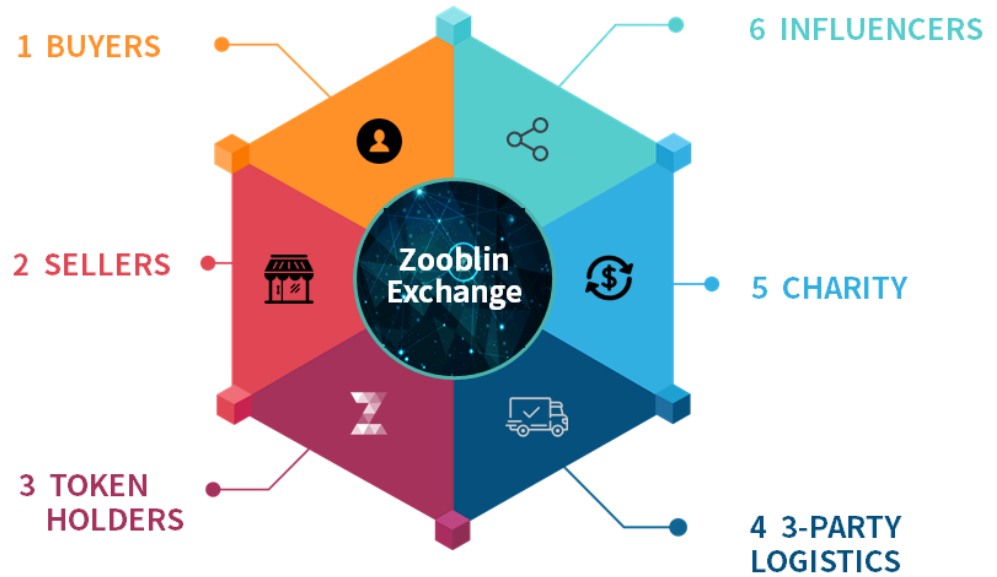
8) Zooblin's own exchange

Zooblin would launch its own exchange early next year. Users can freely convert coins to fiat currency and vice versa.

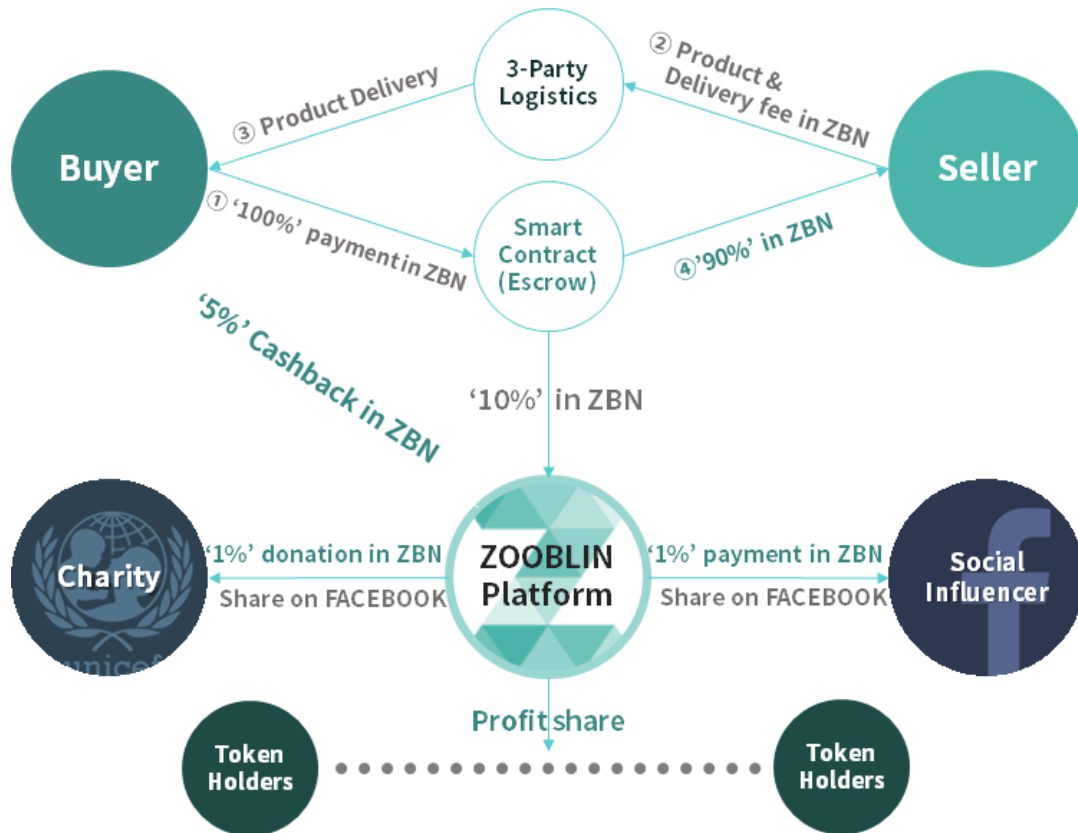
9) Best price guarantee in retail price

If, after a user purchased an item on Zooblin, the user finds the identical item on another marketplace at a lower price and within 24 hours of purchase, we promise to offer the user the same rate as the cheapest one with offering an additional 5% reward from the retail price.

## 5.5. Token Economy



<Figure 1. Zooblin Exchange Token Economy>



<Figure 2. Zooblin Platform Token Economy>

- Cashback rewards

Cashback in ZBN is granted to make the final price of the product the lowest possible in the market.

## 5.6. Business Model

(in USD)

OPERATIONAL PARAMETERS		2019	2020	2021	2022	2023
Leads	people	1,000,000	5,000,000	10,000,000	20,000,000	50,000,000
Users	people	11,050	78,300	200,200	507,600	1,567,500
Referral users	people	1,658	11,745	30,030	76,140	235,125
Viral users	people	1,105	11,745	40,040	152,280	517,275
Total users	people	13,813	101,790	270,270	736,020	2,319,900
Transactions	US\$	82,875	712,530	2,162,160	6,624,180	23,199,000
REVENUES		2019	2020	2021	2022	2023
<b>TRANSACTION AMOUNT</b>	US\$	<b>13,260,000</b>	<b>128,255,400</b>	<b>432,432,000</b>	<b>1,457,319,600</b>	<b>5,567,760,000</b>
<b>TOTAL REVENUES</b>	US\$	<b>1,326,000</b>	<b>12,825,540</b>	<b>43,243,200</b>	<b>145,731,960</b>	<b>556,776,000</b>
Cash back	US\$	397,800	3,847,662	12,972,960	43,719,588	167,032,800
Charity	US\$	132,600	1,282,554	4,324,320	14,573,196	55,677,600
Referral	US\$	99,450	961,916	3,243,240	10,929,897	41,758,200
<b>SALES</b>	US\$	<b>696,150</b>	<b>6,733,409</b>	<b>22,702,680</b>	<b>76,509,279</b>	<b>292,307,400</b>
<b>COST OF SALES</b>	US\$	<b>229,730</b>	<b>4,107,379</b>	<b>11,578,367</b>	<b>32,133,897</b>	<b>93,538,368</b>
Website costs	US\$	104,423	673,341	1,816,214	4,590,557	8,769,222
Hosting	US\$	34,808	269,336	681,080	1,530,186	2,923,074
Development	US\$	69,615	404,005	1,135,134	3,060,371	5,846,148
Support	US\$	55,692	471,339	1,362,161	4,590,557	17,538,444
Tech	US\$	13,923	202,002	681,080	2,295,278	8,769,222
Client	US\$	34,808	202,002	454,054	1,530,186	5,846,148
Sales return allowances	US\$	6,962	67,334	227,027	765,093	2,923,074
Warehousing	US\$	0	2,626,029	7,491,884	20,657,505	61,384,554
Rental	US\$	0	1,683,352	4,540,536	11,476,392	29,230,740
Handling	US\$	0	942,677	2,951,348	9,181,113	32,153,814
Delivery	US\$	69,615	336,670	908,107	2,295,278	5,846,148
Delivery allowances	US\$	69,615	336,670	908,107	2,295,278	5,846,148
<b>OPERATING PROFIT</b>	US\$	<b>466,421</b>	<b>2,626,029</b>	<b>11,124,313</b>	<b>44,375,382</b>	<b>198,769,032</b>
<b>SGA COSTS</b>	US\$	<b>886,892</b>	<b>2,512,303</b>	<b>4,505,646</b>	<b>11,123,711</b>	<b>32,348,989</b>
Staff	US\$	635,000	1,478,000	1,994,100	3,901,020	6,062,683
CEO	US\$	50,000	100,000	140,000	200,000	220,000
CMO	US\$	50,000	100,000	130,000	160,000	176,000
CSO	US\$	50,000	100,000	130,000	160,000	176,000
CFO	US\$	50,000	100,000	130,000	160,000	176,000
VP	US\$	0	88,000	193,600	425,920	702,768
Director	US\$	60,000	165,000	363,000	798,600	1,317,690
Manager	US\$	150,000	330,000	363,000	798,600	1,317,690
Junior manager	US\$	125,000	275,000	302,500	665,500	1,098,075
Assistant manager	US\$	100,000	220,000	242,000	532,400	878,460
Payrol taxes	US\$	95,250	221,700	299,115	585,153	909,402
Marketing and advertisement	US\$	110,000	550,000	1,100,000	2,200,000	5,500,000
Misc	US\$	46,642	262,603	1,112,431	4,437,538	19,876,903
<b>EBT</b>	US\$	<b>-420,472</b>	<b>113,726</b>	<b>6,618,667</b>	<b>33,251,671</b>	<b>166,420,043</b>
<b>NET INCOME TAX</b>	US\$	<b>0</b>	<b>17,059</b>	<b>992,800</b>	<b>4,987,751</b>	<b>24,963,007</b>
<b>NET INCOME</b>	US\$	<b>-420,472</b>	<b>96,667</b>	<b>5,625,867</b>	<b>28,263,920</b>	<b>141,457,037</b>

- The clear and original version of financial projection is available on the website. <http://www.zooblin.io>

ASSUMPTIONS

1 OPERATIONAL METRICS

		2019	2020	2021	2022	2023
CPC - Cost per click	US\$	0.11	0.11	0.11	0.11	0.11
C1 - Conversion to registration	%	1.30%	1.80%	2.20%	2.70%	3.30%
CAC - User acquisition cost	US\$	8.5	6.1	5.0	4.1	3.3
ATV - Average transaction value	US\$	160.0	180.0	200.0	220.0	240.0
Number of transaction per user	number/year	6.0	7.0	8.0	9.0	10.0
Retention rate	%	85%	87%	91%	94%	95%
Viral reach	%	10%	15%	20%	30%	33%
Referral reach	%	15%	15%	15%	15%	15%

2 BUSINESS MODEL

		2019	2020	2021	2022	2023
Total commission	%	10%	10%	10%	10%	10%
Cash back commission	%	3%	3%	3%	3%	3%
Charity commission	%	1%	1%	1%	1%	1%
Referral commission	%	5%	5%	5%	5%	5%

3 COSTS ASSUMPTIONS

		2019	2020	2021	2022	2023
Website costs						
Hosting	%	5%	4%	3%	2%	1%
Development	%	10%	6%	5%	4%	2%

		2019	2020	2021	2022	2023
Support						
Tech	%	2%	3%	3%	3%	3%
Client	%	5%	3%	2%	2%	2%
Sales return allowances	%	1%	1%	1%	1%	1%

		2019	2020	2021	2022	2023
Warehousing						
Rental	%	0%	25%	20%	15%	10%
Handling	%	0%	14%	13%	12%	11%

		2019	2020	2021	2022	2023
Delivery						
Delivery allowances	%	10%	5%	4%	3%	2%

		2019	2020	2021	2022	2023
Staff						
CEO	people	1	1	1	1	1
CMO	people	1	1	1	1	1
CSO	people	1	1	1	1	1
CFO	people	1	1	1	1	1
VP	people	0	2	4	8	12
Director	people	2	5	10	20	30
Manager	people	5	10	10	20	30
Junior manager	people	5	10	10	20	30
Assistant manager	people	5	10	10	20	30

		2019	2020	2021	2022	2023
Staff salaries						
CEO	US\$	50,000.0	100,000.0	140,000.0	200,000.0	220,000.0
CMO	US\$	50,000.0	100,000.0	130,000.0	160,000.0	175,000.0
CSO	US\$	50,000.0	100,000.0	130,000.0	160,000.0	175,000.0
CFO	US\$	50,000.0	100,000.0	130,000.0	160,000.0	175,000.0
VP	US\$	40,000.0	44,000.0	48,400.0	53,240.0	58,564.0
Director	US\$	30,000.0	33,000.0	36,300.0	39,930.0	43,923.0
Manager	US\$	30,000.0	33,000.0	36,300.0	39,930.0	43,923.0
Junior manager	US\$	25,000.0	27,500.0	30,250.0	33,275.0	36,602.5
Assistant manager	US\$	20,000.0	22,000.0	24,200.0	26,620.0	29,282.0

		2019	2020	2021	2022	2023
Payroll taxes	%	15%	15%	15%	15%	15%

		2019	2020	2021	2022	2023
Marketing						
Email	%	12%	10%	7%	5%	5%
Direct	%	45%	35%	30%	25%	20%
Social	%	32%	25%	20%	20%	20%
Search	%	5%	12%	20%	25%	30%
Partnering	%	2%	5%	6%	5%	5%
Offline	%	1%	3%	5%	4%	4%
Influencers	%	2%	5%	8%	10%	11%
Events	%	1%	5%	4%	6%	5%

		2019	2020	2021	2022	2023
Misc	%	10%	10%	10%	10%	10%

		2019	2020	2021	2022	2023
Income tax	%	15%	15%	15%	15%	15%

4 ICO

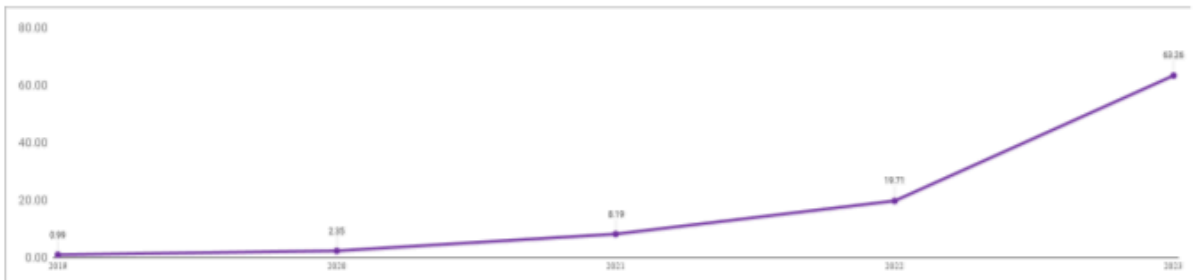
		2018	2019	
Initial investments	US\$	50,000.0		
pre-ICO	US\$	950,000.0		
ICO soft cap	US\$		15,000,000.0	
ICO hard cap	US\$		30,000,000.0	
			soft	hard
Investments		2018	2019	2019
ICO support	%	200,000.0	700,000.0	700,000.0
IR	%	100,000.0	300,000.0	300,000.0
R&D	%	500,000.0	1,200,000.0	1,200,000.0
Customer acquisition	%	100,000.0	400,000.0	5,000,000.0
Partners deals	%	100,000.0	400,000.0	1,000,000.0
		1,000,000.0	3,000,000.0	8,200,000.0

## 5.7. Token Price Prediction

### PRICE FORECAST

BASIC SCENARIO		2019	2020	2021	2022	2023
<b>BUSINESS METRICS</b>						
Referral Reach	%	15%	15%	15%	15%	15%
Viral Reach	%	10%	15%	20%	30%	33%
Net comission	%	6%	6%	6%	6%	6%
<b>TRANSACTION AMOUNT</b>						
COMMISSION MARGIN	US\$	13,280,000	128,255,400	432,432,000	1,457,319,600	5,567,760,000
	%	5%	5%	5%	5%	5%
<b>ZBN METRICS</b>						
Total amount of ZBN	tokens	600,000,000	600,000,000	600,000,000	600,000,000	600,000,000
Reserve Fund	tokens	120,000,000	120,000,000	120,000,000	120,000,000	120,000,000
<b>ZBN ON EXCHANGE AND TRANSACTIONS</b>						
	tokens	480,000,000	480,000,000	480,000,000	480,000,000	480,000,000
<b>TRADERS</b>						
Traders share in ZBN	%	95%	75%	55%	37%	25%
Traders amount	tokens	456,000,000	360,000,000	264,000,000	177,600,000	120,000,000
<b>TRANSACTIONS</b>						
Initial token holders	%	90%	50%	30%	20%	10%
Sellers	%	5%	25%	35%	40%	45%
New buyers	%	5%	25%	35%	40%	45%
<b>TOTAL TRANSACTIONS</b>						
AVERAGE P/S RATIO FOR E-COMMERCE	US\$	13,280,000	128,255,400	432,432,000	1,457,319,600	5,567,760,000
REMAINING ZBN	tokens	24,000,000	120,000,000	216,000,000	302,400,000	360,000,000
<b>ZBN PRICE PREDICTION</b>						
ZBN PRICE	US\$	0.99	2.35	8.19	19.71	63.26
<b>FINAL ZBN STRUCTURE</b>						
Reserve Fund	tokens	600,000,000	600,000,000	600,000,000	600,000,000	600,000,000
Traders	tokens	120,000,000	120,000,000	120,000,000	120,000,000	120,000,000
Initial Token Holders	tokens	456,000,000	360,000,000	264,000,000	177,600,000	120,000,000
Sellers	tokens	21,600,000	60,000,000	64,800,000	60,480,000	36,000,000
New Buyers	tokens	1,200,000	30,000,000	75,600,000	120,960,000	162,000,000
	tokens	1,200,000	30,000,000	75,600,000	120,960,000	162,000,000
<b>FINAL ZBN STRUCTURE</b>						
Reserve Fund	tokens	100.0%	100.0%	100.0%	100.0%	100.0%
Traders	tokens	20.0%	20.0%	20.0%	20.0%	20.0%
Initial Token Holders	tokens	76.0%	60.0%	44.0%	29.6%	20.0%
Sellers	tokens	3.6%	10.0%	10.8%	10.1%	6.0%
New Buyers	tokens	0.2%	5.0%	12.6%	20.2%	27.0%
	tokens	0.2%	5.0%	12.6%	20.2%	27.0%

### PRICE CHART



- The clear and original version of financial projection is available on the website. <http://www.zooblin.io>

# 5.8. Competitive Analysis

Category	Features	Amazon	Ebay	Alibaba	ZOUBLIN
BUYERS	CASHBACK	X	X	X	<input type="radio"/>
	DONATION (Contribution)	X	X	X	<input type="radio"/>
	ESCROW (Secure)	X	X	X	<input type="radio"/>
SELLERS	FEES	High	High	High	5% Lower than Amazon
	MARKETING	Average	Average	Average	Social Sharing

## 6. Roadmap

Period	Roadmap	Note
2017 July	The initial team was formed	
2017 Aug	The idea of Zooblin was created	
2017 Sep - Dec	Whitepaper v1.0 was structured	
2018 Feb	The company was established	Registered in Estonia Business Reg. No. 14418231
2018 Jan - Mar	Whitepaper v2.0 was structured	
2018 Jun 1 - Jul 15	Pre-sale	1 ZBN = 0.0001 ETH (Hard cap : 2,000 ETH)
2018 Jul	R&D starts	
2018 Aug	ICO 1st sale(150,000,000 ZBN)	
2018 Sep	ICO 2nd sale(80,000,000 ZBN)	
2018 Oct	ICO 3rd sale(50,000,000 ZBN)	Soft cap : 15,000 ETH Hard cap : 30,000 ETH
2018 Dec	Alpha version test	
2019 Jan	Zooblin exchange launch	
2019 Mar	Beta service launch	
2019 May	Official launch	
2019 Jun - Aug	Token listing on one of the major exchanges	



## 7. Token Sale

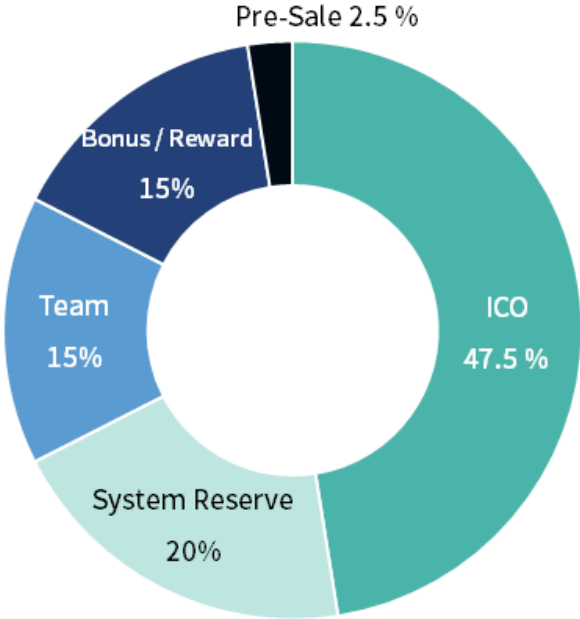
Zooblin is offering prospective users of the platform to pre-purchase its own tokens through Pre-Sale and ICO period.

Zooblin Token, ZBN will be distributed proportionally to the amount paid in ETH by each participant right after Pre-Sale and ICO period ends.

Category		Note
Name of the token	ZOOBLIN TOKEN	
Token symbol	ZBN	
Token price	1 ZBN = 0.0001 ETH	10,000 ZBN = 1 ETH
Initial supply	600,000,000 ZBN (60,000 ETH)	
Number of tokens available to the public	300,000,000 ZBN (30,000 ETH)	
Payment method for Pre-sale and ICO	ETH	
The minimum amount for Pre-sale and ICO	1.0 ETH	
Hard cap of Pre-sale	2,000 ETH	Soft cap : 1,500 ETH
Hard cap of ICO	30,000 ETH	Soft cap : 15,000 ETH
Token bonus for Pre-sale	Bonus + 30%	(20,000,000 ZBN)
Token bonus for the 1st sale	Bonus + 15%	(150,000,000 ZBN)
Token bonus for the 2nd sale	Bonus + 10%	(80,000,000 ZBN)
Token bonus for the 3rd sale	Bonus + 5%	(50,000,000 ZBN)

- Any unsold tokens will be burned after ICO period.
- Token sale ends if the hard cap is reached.

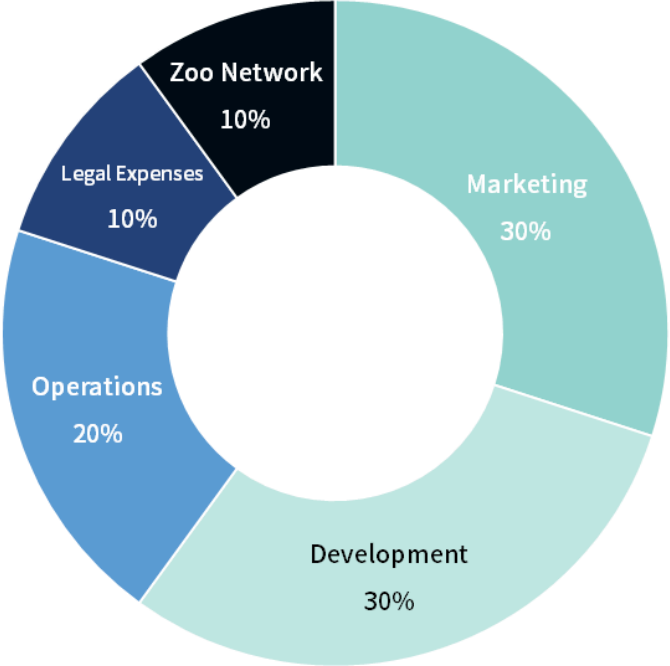
# 7.1. Distribution of Tokens



■ ICO ■ System Reserve ■ Team ■ Bonus / Reward ■ Pre-Sale

Category	Percentage	Note
ICO	47.5%	
Pre-ICO	2.5%	
Bonus / Reward	15%	
Team	15%	
System Reserve	20%	
Total	100%	

## 7.2. Allocation of Funds



■ Marketing ■ Development ■ Operations ■ Legal Expenses ■ Zoo Network

Category	Percentage	Note
Marketing	30%	
Development	30%	
Operations	20%	
Legal expenses	10%	
Zoo Network	10%	
Total	100%	

## 8. Team

### **Scarlett Ha | CEO, Co-founder**

Scarlett is a young talented CEO with her passion and experience in social network. She is an accelerating specialist at Global Entrepreneurs Foundation, a non-profit startup accelerator. She is an influencer in the social network, and has researched about the e-commerce market for many years. Her expertise is in global expansion, beauty, and e-commerce.

### **David Kang | COO, Co-founder**

David Kang is an experienced CEO and international strategist with his expertise in the blockchain, angel investment, business model, global expansion, marketing, design, development, and etc. He is currently the CEO of Lexington Investment Group INC, a US-headquartered boutique private equity. He is an influencer in blockchain community as well.

### **Vladimir Mun | CFO**

Vladimir Mun, a Russian nationality, is an experienced financial expert with the experiences in investment banking, M&A, fundraising, accelerating, startups, and financial institutions. His previous experiences were for European and Russian financial institutions. He has resource and network in Europe, Russia, and CIS countries.

### **Steve Lee | CSO**

Based in USA and Seoul, Lee Joo-hyung (Steve Lee) is a highly accomplished serial entrepreneur with 28+ years of experience in startups, and multinational corporations in the US, and Korea. He began his career with Samsung Electronics US-HQ in New Jersey. He has been involved in companies from the ground up and successfully exited from 2 of his start-ups in the USA and Korea respectively, including an M&A on the third company in Korea. With a record of delivering top and bottom line performance in various businesses,

he is currently the Chairman at Lexington Investment Group INC, a Boutique Private Equity which specializes in Fintech, Blockchain, and Real Estate. He is also a member of Board in various Fintech Companies in APAC.

### **Jason Han | CTO**

Jason Han is a highly experienced developer with the experiences of developing many e-commerce platforms and crypto exchanges.

### **Chris Kim | Core Developer**

Chris is an experienced and skilled developer with his experience in developing cryptocurrency exchange and various applications including an e-commerce site.

### **Jennifer Lee | Front-end Developer**

Jennifer is an experienced front-end developer with her experience in developing cryptocurrency exchange and various website and apps

### **Raina Ko | Director of Business Development**

Raina Ko is an experienced expert in business development and project management in startups and SMEs.

### **Svetlana Li | Marketing Lead**

Svetlana, a Russian nationality, has many years of experiences in marketing and has been working with many Korean and Russian companies.

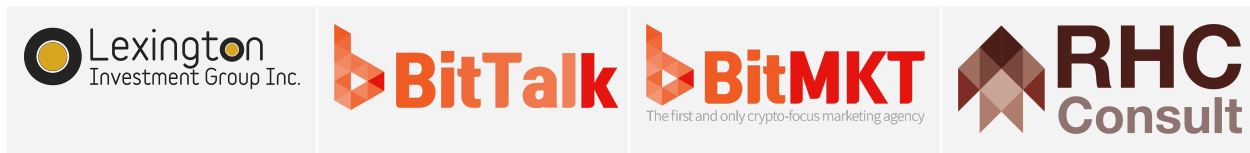
### **Veronika Mun | Manager**

Veronika, a Russian nationality, has years of experience in beauty and its retail market in Russia. She has the network in distribution channels in Russian and CIS countries.

### **Danny Kim | UI/UX Designer**

Danny is an experienced UI/UX designer with various projects, including a cryptocurrency exchange project, many different mobile applications, and websites.

## 9. Advisors and Partners



## 10. Bounty Program

Zooblin has set up the Bounty Program to spread our words with followers of Zooblin. The Bounty Program will end at any time that reaches the cap. You can stay tuned by following our facebook page, twitter, and website. Bounty Program participants can be our potential participants of Zooblin Platform. Therefore, we encourage everyone to participate in our Bounty Program.

Zooblin Bounty Program has the requirements that participants have to meet. Please understand that we have the right to reject the award if you have not followed the instructions properly. All awards can be distributed after ICO ends

- Twitter : <https://twitter.com/zooblin1> (CAP is 1,000,000 ZBN)
  1. Follow the Zooblin Account.
  2. Retweet 1 tweet.
  3. Complete the application. <https://goo.gl/forms/u2oouHhWzVuIGWk72>
  4. Earn 50 ZBN if all criteria have met.

Conditions :

- You should have more than 50 followers.
  - Do not unfollow or delete the tweet until the ICO ends.
  - If you have more than 1,000 followers, you will be awarded 100 ZBN.
- 
- Facebook : <https://www.facebook.com/zooblintoken/> (CAP is 1,000,000 ZBN)
    1. Like & Follow the Zooblin Facebook page.
    2. Share 1 post.
    3. Complete the application. <https://goo.gl/forms/oSNJ8VnMz6zKtMuf2>
    4. Earn 50 ZBN if all criteria have met.

Conditions :

- You should have more than 50 friends.
  - Do not unfollow or delete the post until the ICO ends.
  - If you have more than 1,000 friends, you will be awarded 200 ZBN.
- 
- Website : <http://www.zooblin.io> (CAP is 1,000,000 ZBN)
    1. Subscribe to the Zooblin website.
    2. No application required
    3. Earn 50 ZBN after ICO ends.

Conditions :

- You should continue 'subscribing' until ICO ends.



## 11. Conclusion

Zooblin believes that Zooblin platform can disrupt the e-commerce industry with the innovative features. The current marketplace giants' penetrations seem very high. It would be very difficult if a single company attempts to change the world. And that is why there has been no innovation for the two decades.

The blockchain technology is a revolutionary way to disrupt the market because countless number participants of the network/platform can have an impact on the market. During the promotion of Pre-Sale and ICO for Zooblin, we will attract sufficient numbers of participants of Zooblin in the future in many different ways, bounty program, token buyers, and followers.

The power of 'profit share', 'donation and share', 'cashback', and 'low seller fees' are the keys to increase our market share within one or two years.

We strive to give benefits to all active participants of Zooblin including buyers, sellers, token holders, token traders, third party logistics companies, social influencers, and etc.

## 12. References

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- 3) Retail e-commerce sales worldwide from 2014 to 2021 (in billion U.S. dollars)  
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- 8) Pros and cons of running a marketplace model business  
<http://blog.paylane.com/pros-cons-marketplace-model-business/>
- 9) Selling on Amazon Fee Schedule  
[https://sellercentral.amazon.com/gp/help/external/200336920/ref=asus\\_soa\\_p\\_fees?id=NSGoogle](https://sellercentral.amazon.com/gp/help/external/200336920/ref=asus_soa_p_fees?id=NSGoogle)

## 13. Disclaimer

PLEASE READ THIS DISCLAIMER SECTION CAREFULLY. YOU ACKNOWLEDGE THAT YOU HAVE READ, UNDERSTAND, AND AGREE WITH THE TERMS AND CONDITIONS. YOU COMPREHEND AND ACCEPT THE LIABILITY OF THE WHITEPAPER OF ZOUBLIN AND THE INFORMATION ON THE ZOUBLIN.IO.

This whitepaper aims to provide precise information of Zooblin. All of the contents above are for information purposes only. This whitepaper should not be in any form of investment advice, suggestion, or legal advice. It is YOUR RESPONSIBILITY to do your own research and analysis before making any decision on your investment. You should independently take financial and legal advice from a professional and verify any information on this whitepaper although we strive to ensure the accuracy of the information listed here and the website.

If you decide to invest/purchase Zooblin Token, you should check if your country has any regulation in buying & trading cryptocurrencies & ICOs.

Zooblin does not guarantee or accept any legal liability of the information listed on the whitepaper and the site. Zooblin also does not provide any opinion or advice to buy and sell Zooblin Token.

The price of Zooblin and other cryptocurrencies are extremely volatile, which means the investment on Zooblin may grant you a potentially huge profit. At the same time, the investment may lead you a potentially huge loss. We STRONGLY recommend you not to invest all your money on Zooblin.

The English version of this Whitepaper is the official whitepaper about the Zooblin Token. We strongly encourage to read carefully the English version when you read the whitepaper in other languages.

Zooblin is registered in Estonia as named Bittalk. Business registration number is 14418231.