



COPICO

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WHITEPAPER



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INTRODUCTION OF ECOMMERCE

WHAT IS ECOMMERCE - AN OVERVIEW

We can trace the origin of commerce from the pre historic era, earlier it was goods for goods, which was called barter system, but the invention of money changed the way commerce around the globe. Since then it has been a constant evolution.

Introduction of internet has added a remarkably great new dimension to the traditional commerce. In its simplest form ecommerce is the buying and selling of products and services by businesses or consumers over the World Wide Web. E-commerce changed the face of business, whether in B2B or B2C, locally or globally. Prior to the evolution of e-commerce, success in trading is hinge on strategic location of the business. Now, it is a global marketplace, even a small retailer from a small town or a village can afford a nationwide presence if not global with the help of e-commerce.

People use the term "ecommerce" or "online shopping" to describe the process of searching for and selecting products in online catalogues and then "checking out" using a credit card and encrypted payment processing. Internet sales are increasing rapidly as consumers take advantage of,

Lower prices offered by vendors operating with less margin than a bricks and mortar store

Greater convenience of having a product delivered rather than the cost of time and transport and parking of going to a store

Sourcing product more cheaply from overseas vendors

Great variety and inventory offered by online stores

Comparison engines that compare and recommend product

Auction sites, where they did for goods

BENEFITS OF E-COMMERCE

- E-commerce can provide the following benefits over non-electronic commerce:
- Reduced costs by reducing labor, reduced paper work, reduced errors in keying in data, reduce post costs
- Reduced time - Shorter lead times for payment and return on investment in advertising, faster delivery of product
- Flexibility with efficiency - The ability to handle complex situations, product ranges and customer profiles without the situation becoming unmanageable.
- Improve relationships with trading partners - Improved communication between trading partners leads to enhanced long-term relationships.
- Lock in Customers - The closer you are to your customer and the more you work with them to change from normal business practices to best practice e-commerce the harder it is for a competitor to upset your customer relationship.
- New Markets - The Internet has the potential to expand your business into wider geographical locations.



ABOUT CROSS BORDER ECOMMERCE

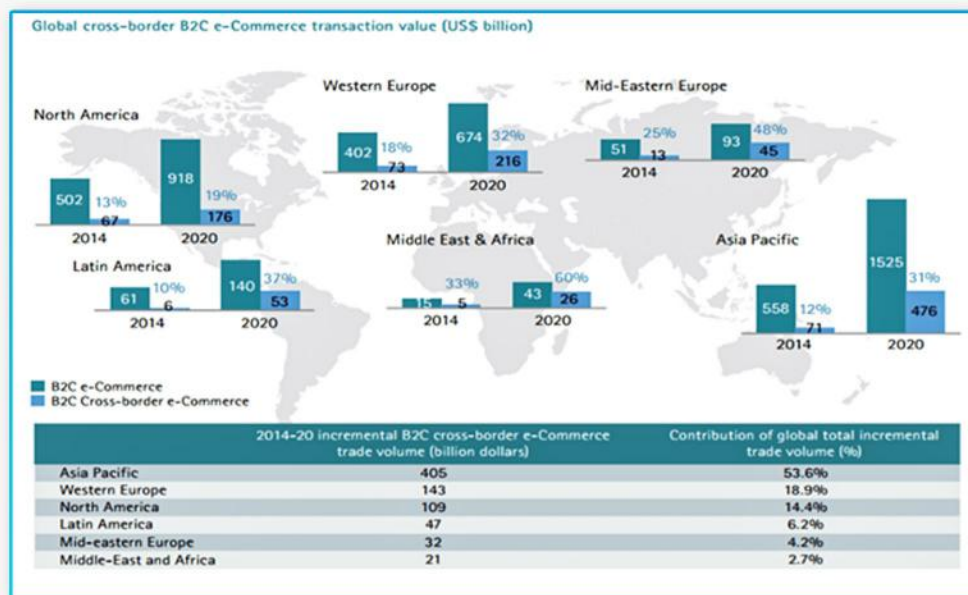
CROSS BORDER ECOMMERCE

The term cross-border ecommerce generally defines international online trade. It entails the sale or purchase of products via online shops across national borders. Buyer and seller are not located in the same country and are often not ruled by the same jurisdiction, use different currencies, and speak different languages. Online trade within the EU, with its single market and common currency in many member states, is even referred to as cross-border ecommerce as for example selling from Germany to China.

Cross-border ecommerce can refer to online trade between a business (retailer or brand) and a consumer (B2C), between two businesses, often brands or wholesalers (B2B), or between two private persons (C2C), e.g. via marketplace platforms such as Amazon or eBay.

HOW BIG IS THE SIZE OF THE OPPORTUNITY?

By 2020, over 2 billion e-shoppers, or 60 percent of target global population¹, would be transacting 13.5 percent of their overall retail consumptions online, equivalent to a market value of US\$3.4 trillion (Global B2C GMV, growing at CAGR of 13.5 percent from 2014 to 2020) according to Accenture.





ABOUT CROSS BORDER ECOMMERCE

Current e-commerce industry is being dominated globally by some key players like Amazon, Alibaba, Ebay etc. Besides these giants there are many Medium and small scale merchants who operate their e-commerce sites within their own geographical boundaries. These players, with their presence, have been catering to a small cluster of customers to the best of their ability; however e-commerce is notoriously vulnerable to a long list of risks. E-commerce merchants often spend equal amounts of time and resources dealing with risk management issues, as they are on serving their customers.

In addition to traditional risks there are Transactional and Data risks involved in e-commerce. Culprits are always in search of way to evade the e-merchant's data protection mechanisms and steal the stored information. Also the chances of fraud likely to be high in e-commerce transactions since e-merchants cannot verify the legitimacy of the card or the card holder or the transaction as all this information is in the hands of a third party.

Furthermore, the payment methods offered using national currencies have expense rates and limited inflow due to the traction associated with credit cards, wire transfers, and the banking system. The payment issues are even vexing in cross border transactions.



ABOUT BLOCKCHAIN AND WORKING MODEL

THE BLOCKCHAIN REVOLUTION

Bitcoin is part of the blockchain revolution that is shaping various industries. Blockchain is the name of the technology powering Bitcoin. It refers to a distributed transaction ledger containing computers on a network storing all transactions.

That makes it nearly impossible to fake transactions that have already been distributed through the network. Blockchain eliminates the need for an intermediary. Transactions are secure though they are partly anonymous.

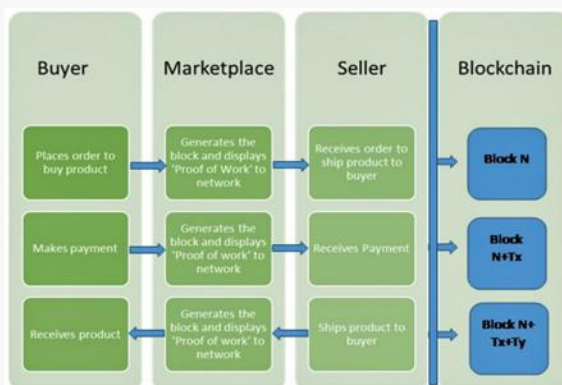
THE BLOCKCHAIN ECOMMERCE MODEL

Blockchain technology can streamline online exchanges and reduce corruption, mistakes, fraud, and tax evasion. This is possible because blockchain technology is at its least the most reliable online tracking system yet developed. With a timestamp server, a chain of timestamps is created that publishes the hash of the transaction and proves the data must have existed at a particular time. The proof-of-work system involves scanning for value and ensuring that it cannot be changed. In the ecommerce marketplace, individuals are able to register products and buy them directly from the sellers.

Now imagine this:

All the three entities- the buyer, seller, and marketplace – are on the blockchain network. Each action carried out by the buyer or seller generates a block and 'proof of work' in the marketplace. The buyer first places an order. The marketplace generates a block and displays the 'proof of work', whereby the seller receives the order to ship the product.

The buyer then makes payment resulting in the marketplace again generating a block and 'proof of work'. The seller receives payment and then ships the product to the customer which again generates a block and 'proof of work' in the marketplace. The customer receives the product. That's how the cycle is complete in blockchain. It's perfectly described in the following illustration:





ABOUT BLOCKCHAIN AND WORKING MODEL

Each action by the buyer or seller generates a block and 'proof of work' in the marketplace, based on which the other entity acts. It's a direct connection between buyer and seller through the online marketplace with no other mediating entity involved. Bitcoin, being digital currency, perfectly works in this blockchain model.

Block N will have transactions- Buyer placed order with seller for product and Seller received order from buyer for product. So the seller cannot dispute at a later date that the buyer ordered another product and similarly the buyer cannot dispute later regarding his choice of product.

Block N+Tx will have transactions - Buyer transferred amount to seller for product and Seller received amount for product from buyer. So the seller cannot dispute at a later date that amount was not paid.

Block N+Tx+Ty will have transactions - Seller has shipped product to buyer and buyer has received product from Seller. The buyer cannot dispute that product was not received and seller cannot dispute that product has been shipped without actually shipping it as a prior block N+Tx has transaction of payment received.

The Blockchain above is tracking 3 transactions in a chronological sequence. However the transactions can be captured at a more granular level such as buyer logging into Ecommerce marketplace, buyer choosing products, buyer checking out; etc. Since only the transactions are stored

How does the above model of operation of an Ecommerce marketplace enhance the experience of the 3 entities?

The Buyer is ensured a genuine product received for the amount paid. The monetary leg of the transaction is secure. The buyer pays the seller in crypto currency. The buyer can be issued discount vouchers that solely belong to it and no other node in the network can lay claim to the voucher. The buyer can directly exchange vouchers with another buyer. Buyers can transfer loyalty points to other buyers. All this can be done instantly without the need for the Ecommerce vendor to verify. This enhances the experience of the buyer as the transaction on the Ecommerce marketplace is fast, safe and convenient.

The Seller is ensured about receipt of money for the product delivered. It does not have to pay the marketplace vendor a fixed commission for every sale of product. Based on the node that generates a block the crypto currency/loyalty points can be paid by the seller to the node. This way the seller can ensure more clientele by paying in loyalty points to the nodes.

The Ecommerce marketplace charges the seller for product listing on the website and mines crypto currency by creating a block and 'Proof of Work'. The Ecommerce vendor does not have to build a secure IT infrastructure to safeguard buyer and seller data. Nor does the Ecommerce marketplace have to tie up with a payment services provider and share commission for every transaction. The Ecommerce marketplace vendor can give genuine discounts by sharing the reduction in cost of operations with the buyer.



ABOUT BLOCKCHAIN AND WORKING MODEL

BLOCKCHAIN AND E-COMMERCE - KEY ADVANTAGES

Low cost

Probably the most significant benefit of blockchain in commerce is cost reduction. Today, business transactions run through a complex network of vendors, including credit card networks, banks and payment processors. Blockchain removes all the unnecessary middlemen allowing for cheap, quick and reliable peer-to-peer transactions.

Regular costs can add up to additional 7% for every online purchase. These costs are passed on the buyer most of the time. People have already shown that they are becoming increasingly aware of the extra cost by switching and supporting banking alternatives such as the unicorn TransferWise or Revolut. Minimizing supplementary charges is a significant advantage, especially in retail industry, where competitors tend to bleed each other out.

Speed

A large number of stakeholders make e-commerce transactions unnecessarily complicated. The involved parties' slowdown the process by series of bureaucratic steps, creating additional friction. Payment billing and processing used to take up to a week, but blockchain makes it happen almost in real-time. Its decentralized approach disentangles the processing to a simple interaction between buyer and merchant. There is no need for central authorization entities, so the money can travel almost instantly and without resistance.

Security

Commerce security in blockchain derives from its immutable nature and decentralized structure. It prevents fraudulent transactions simply by removing the ability to alter the data. So even if the customer encounters falsified goods, it can be tracked and recorded. Such implication could prevent future business with untrustworthy sellers.

Accessibility

According to the latest Global Findex report, 2 billion people and 160 million small businesses still don't have formal access to banking. While these are mostly poor people, 37% of the world's population is still an astounding number of unbanked people. Due to its digital nature, blockchain is easy to integrate. It may be too early to claim that blockchain will end poverty, but its digital solutions are easy and less costly to implement and has lots of potential to empower the excluded people to become the participants in the global economy.

Future is now

While most of the population is still skeptical about their future, many bright minds are sweating day and night to bring the best possible solutions to the public. Blockchain offers all of what our current commerce system does, except that it is cheaper and faster. Making commerce and finances more transparent is a huge step towards democratizing the economy and capturing the power from the authorities by bringing it back to the people.



COPICO PRODUCTS

COPICO APPLICATION BUILDER (CBUILDER)

Cbuilder is an amateur-friendly development platform for designing e-commerce stores. Any user can create their own online store with simple steps using our platform and is fully customizable. Cbuilder is equipped with tools for launching a site within minutes, we offer hosting services and domain name services as well. And with Copico as medium of exchange for these services we can create a healthy constant demand for our token. Users can create their store, manage catalogues, manage inventory, share promotions in a hassle free environment and you don't need to have development or software knowledge for this. In addition to this, if you are a designer or a developer with decent knowledge and want to upgrade your store further you can always have access to CSS and HTML files.

More importantly Cbuilder uses the revolutionary blockchain technology to build the platform which enables features like transparency in operations, Safe and quick transfer of money, it reduces transaction costs, operating costs and the use of crypto currencies as payments opens more cross boarder markets as the payment and transaction process get simplified with the use of blockchain. So the decentralization enabled through blockchain and globalization through the use of crypto currencies can act as competitive advantages for the platform.

Overall Cbuilder is a blockchain based sophisticated open-source application builder for non-geeks.

COPICO E-MARKETPLACE (CMARKET)

Copico is developing a crypto based cross boarder e-market place which allows customers to buy and sell goods using crypto currencies as mode of payments. Our e-market place is going to work on a unique business model which makes wholesale trading much simpler; also the inclusion of crypto currencies as a mode of payment offers a tightly secured, safe and easier transaction mechanism for those sellers who want to do business on a global scale.

AUTOMATED NEGOTIATION SYSTEM

CMARKET, our e-market place is not just an ordinary market with an ecommerce platform accepting crypto currency; it stands out of the crowd with its unique features. Cmarket is mainly focused on bringing on a platform which is new in the ecommerce industry.

Negotiation form an integral part of day to day business transaction and the same is the case when we are shopping. This is essential particularly in B2B transactions or wholesale trades. The current e-commerce platforms offers very little or relatively no scope of bargain/negotiation.

Cmarket has the feature of automated negotiation system. The automated negotiation has economical outcomes, because it has lower transaction costs, enabling higher volumes and new types of transactions in the electronic business domain. Through its automation, the negotiation mechanism becomes available to autonomous systems, improving the performance of these systems, when negotiation is used for agent coordination and cooperation, instead of existing interaction mechanisms.



COPICO PRODUCTS

A sample of how the Copico automated negotiation system works is detailed here with an example:
A buyer by name john want to purchase a laptop and his budget is 5000\$, He checks for a laptop in our platform and finds a laptop for 5200\$.He can choose the product and enter his bargain price of 5000\$ and this message is transferred to the database.

From the seller end he inputs a set of minimum and maximum price that he is comfortable to achieve his level of selling satisfaction. Only when both the price matches the deal will be successful. The negotiation price won't remain the same all the time and it fluctuated between the minimum and maximum price set by the seller. All these transactions are recorded on a blockchain so that there will be no chance of fraud or tamper of data. All these transactions are done at a high speed for the buyer satisfaction.

Although the real time implementation will be slight different from the one explained here, the idea is the same.



OTHERS

MARKETING AND STRATEGY

Network effect

Our strategy is focused on creating a network effect, network effect also known as the network externality or demand-side economies of scale, states that a good or service becomes more valuable when more people use it. Precisely, more the usage of the product or the service, more is its value. The network effect works in a particular manner and is a powerful tool to certain growing businesses.

Network effect becomes significant after only when the service has a certain percentage of subscribers on board. This certain percentage is called critical mass. Once this critical point has been achieved the value obtained from the good or service is greater than or equal to the price paid for the good or service. This works in a positive loop. As the value increases by the number of users of a good or service, more users would want to purchase it, and hence more users would be added to that good or service further increasing the value of it and adding even more users. It can scale very rapidly.

Since we are coming with an innovative approach, I think it won't be difficult for us to enter the market, but creating a initial client base or critical mass is our prime criteria, then all other things will follow suit. Our first focus will be the existing crowd in the crypto community, educating them would be useful to get some initial adopters to the platform. We are also in talks with vendors from multiple countries, explaining them about our system, attracting them towards it. Once the platform is fully developed we will plan extensive marketing campaigns to educate and attract more users.

Legal

General information

The Copico coin does not have the legal qualification of a security, since it does not give any rights to dividends or interests. The sale of Copico coin is final and non-refundable. Copico coins are not shares and do not give any right to participate to the general meeting of COPICO. The purchaser of Copico is aware that national securities laws, which ensure that investors are sold investments that include all the proper disclosures and are subject to regulatory scrutiny for the investors' protection, are not applicable. Anyone purchasing Copico coin expressly acknowledges and represents that she/he has carefully reviewed this white paper and fully understands the risks, costs and benefits associated with the purchase of Copico coins

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OTHERS

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CONTACT INFORMATION AND MEDIA



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<https://twitter.com/teamcopico>



<https://bitcointalk.org/index.php?topic=2186812.0>



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