ELYSIAN

A decentralized platform to build Ecommerce websites

on the blockchain

elycoin.io

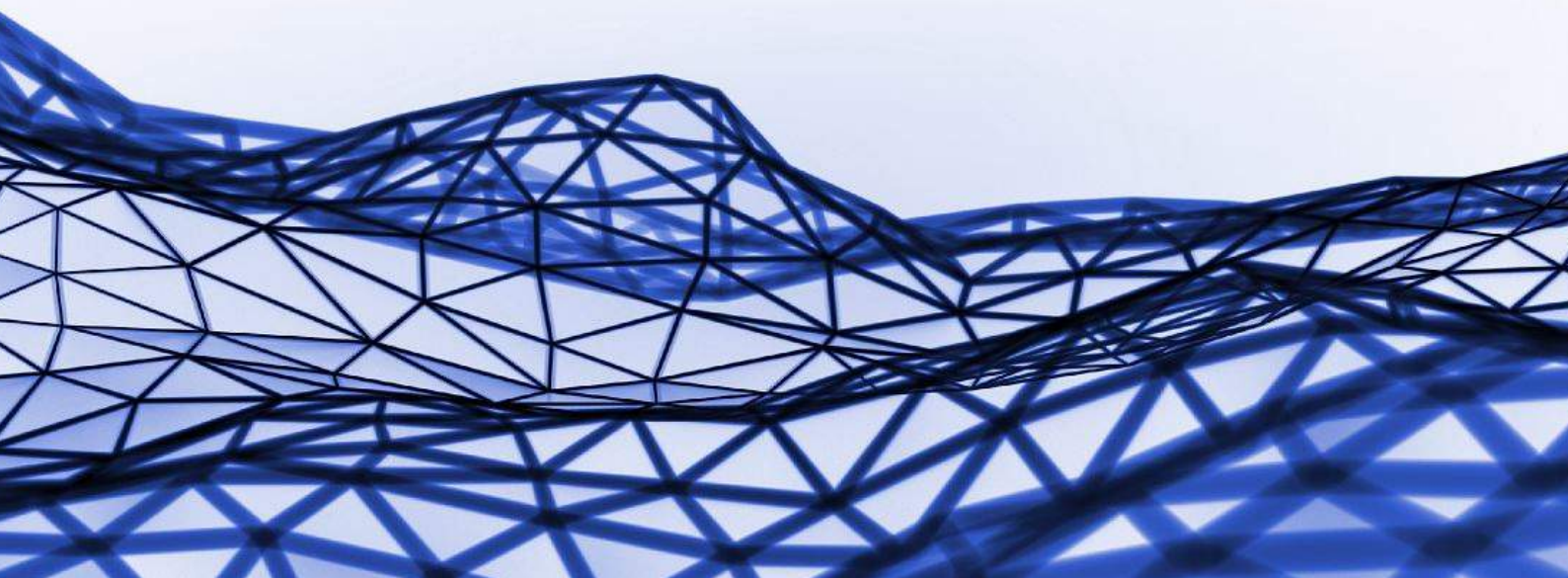## Version 1.0.6

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ABSTRACT

Elysian is an innovative new decentralized platform that will use the Ethereum blockchain to secure customer data, facilitate Ecommerce transactions, and drastically change user experience. The integration of smart contracts and blockchain technology will ultimately provide a higher level of security in the realm of Ecommerce. The interoperability of the platform will serve as the basis for future scalability and sustainable growth.

Extensive analysis into competing businesses exposes a lack of unprecedented user experience. The current status quo is not healthily sustainable as advancements in technology become more commonplace.

The implementation of Artificial Intelligence and Virtual Reality into the Ecommerce industry will provide efficient website navigation, revolutionary product visualization, and unparalleled consumer convenience. The extrapolated Ecommerce revenue projections indicate a lucrative future if companies can adapt to necessary market transformations.

The integration of the Elysian token into the platform as a method of access to transactions provides entry into our ecosystem. Consumers will be incentivized to become incorporated into the Elysian community and play a vital role in the growth of the company.

THE ECOMMERCE MARKET

Business to consumer (B2C) Ecommerce is a massive global market which, in 2017, surpassed $2 trillion in sales and is expected to have an annual growth rate of 9.9%. [1] [2] Indeed, the most current estimation is that global Ecommerce sales will exceed $4 trillion by 2021. [3]

The continual increase in Ecommerce sales is supported by several factors including:

Global Retail Ecommerce Sales (in USD billions) and Ecommerce Share of Total Retail Sales [4]
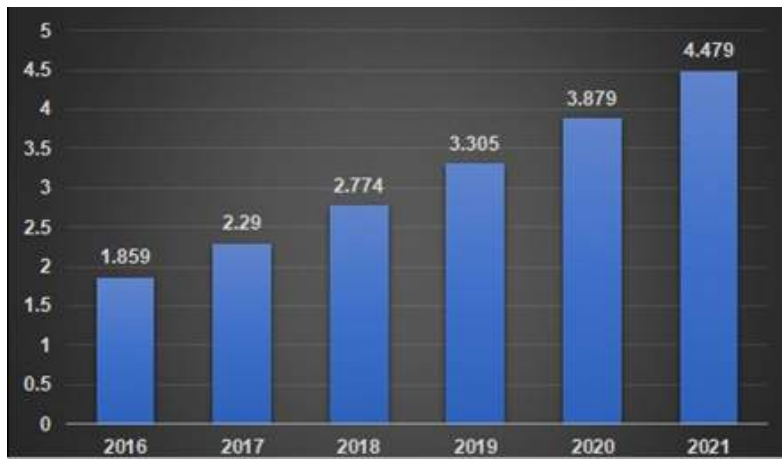
Key Takeaways:

- The number of worldwide digital buyers is projected to exceed 2 billion by 2021. [5]

- Within the next four years, Ecommerce will encompass just over 15% of the total global retail sales market. [6]

- China will continue to maintain its number one position as the most significant Ecommerce market comprising 83%[7] of the online shopping penetration and 15.9% of total retail sales worldwide.[8]

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Given the enormous population existent within China, their dominance within Ecommerce is not surprising. Yet, this does not mean that Chinese consumers are wholly purchasing from Chinese retailers: 56% of global consumers, including Chinese respondents, who were surveyed by PWC revealed that they use Amazon as their Ecommerce retailer. [9] This phenomenon is not limited to China, as 57% of consumers in each international region, e.g., Latin America, North America, Europe, Africa, and East-Asia, enact purchases from non-domestic retailers.

Despite the steady upward trajectory of mobile phone usage, a majority of consumers still prefer to make online purchases through a PC or a laptop.[10] Chinese consumers, in particular, utilize mobile Ecommerce systems at a higher rate than their global counterparts; this is due to a broader acceptance of mobile third-party payment systems that maintain the flexibility of both online and in-person payment availability.
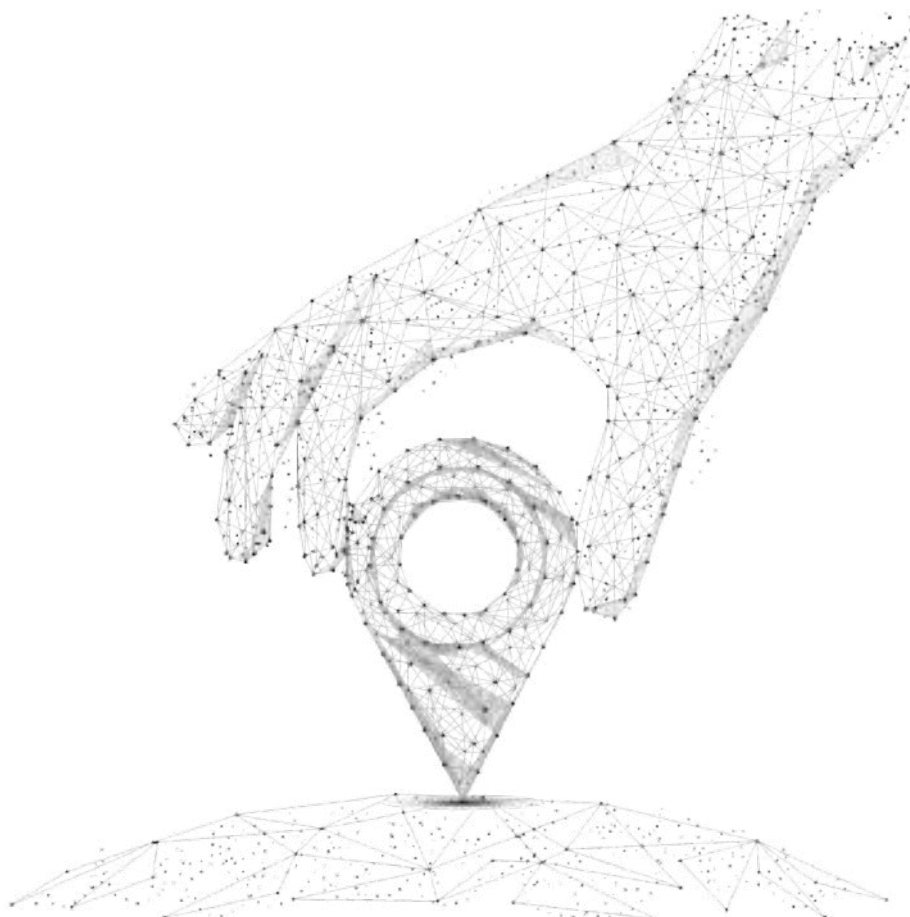
ECOMMERCE PLATFORM ECONOMICS

As the market continues to steadily grow, statistical evidence shows that platforms such as Shopify and Woocommerce are thriving.

- Shopify experienced a growth in revenue from $130.383 million in Q4 of 2016 to $222.814 million in Q4 of 2017.[11] A decent percentage of this can be attributed to the rise of mobile commerce. Progressively, more businesses are transitioning to the use of platforms such as Shopify because of their simplicity and convenience.
- Woocommerce, despite still being fairly new to the industry, has quickly become a dominant force, powering over 380,000 online stores.[12] Although it is different from Shopify, its easy setup, flexibility, and customization are lucrative to clients.

A significant amount of the growth in the industry can be attributed to the rapid adoption of Ecommerce in Asia. The progressive increase in Ecommerce revenue and platform adoption in Asia is at a higher rate than any other part of the world. Further extrapolation shows that Asia will continue to thrive as the principal continent in terms of Ecommerce market revenue, exemplifying the importance of targeting this market in the initial stages of the company. Proper market penetration into Asia solidifies growth, consequently causing a snowball effect; other parts of the world will follow suit accordingly.

The current status quo is sufficient for these businesses to subsist without being threatened by competition, but this is only temporary. These platform companies are well-positioned in the market for factors such as number of clients, ease of use, reputation, and scalability, but there are several aspects that can be improved. None of the aforementioned companies operate on the blockchain, and the user experience is not overly impressive, despite its effectiveness. In addition, the scalability has room for growth and there are no unprecedented technological implementations. For these reasons, combined with the fact that there are very few companies like these in the cryptocurrency market, the progression of this niche moving forward into the future exposes vulnerabilities.

THE RISE OF CRYPTOCURRENCIES

While the cryptocurrency market is establishing itself in the world of speculative trading, it has not yet been widely accepted as a viable transaction method for goods and services. Undoubtedly, one of the most common questions beginners ask is, "How can I use my cryptocurrency aside from trading on an exchange?" Until now, few retailers and distributors, including the major Ecommerce giants, have offered a practical solution. As a result, consumers in the cryptocurrency market are stuck in limbo with no solution, unless they want to go through the additional effort and pay the increasing fees of converting to fiat money. This is precisely why the Elysian Ecommerce platform is needed, to provide consumers with the freedom to utilize their cryptocurrency in any manner they choose.

Global Cryptocurrency Market Cap Trajectory [13]

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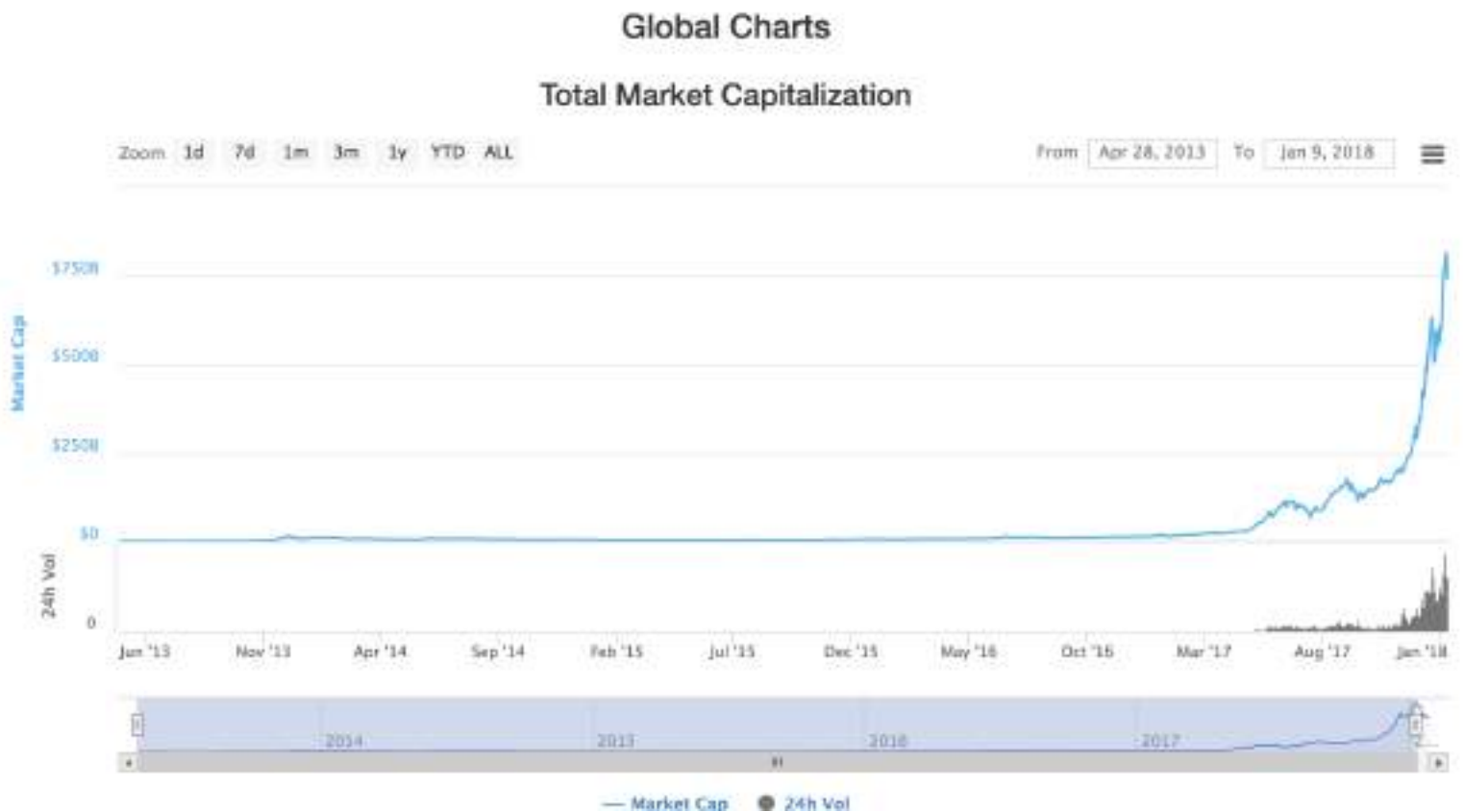
As it stands now, in the absence of an Ecommerce company that accepts cryptocurrency in exchange for products and services, people are still required to transact using fiat currency. The original design of the Bitcoin cryptocurrency was to bypass centralized monetary systems and enact true, peer-to-peer transactions. Nowhere in Satoshi's landmark white paper did it state that Bitcoin was to be a purely speculative investment; yet, that is precisely what it has become.
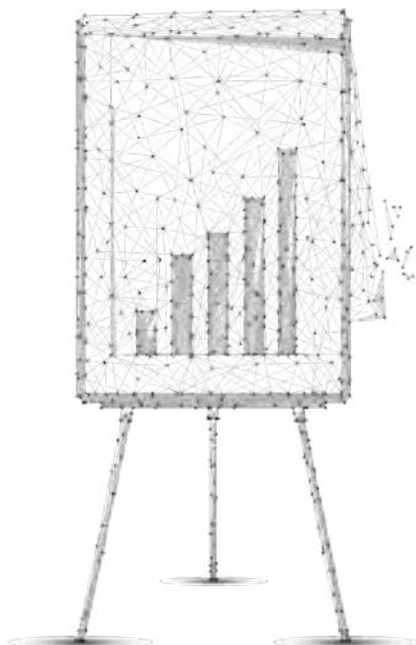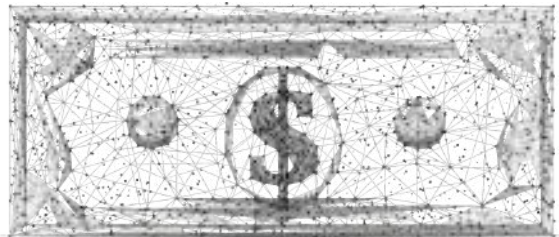
While the volatility is a positive for speculative investors, it is also causing more hesitancy on the part of consumers to use it as a reliable fiat currency alternative. Unfortunately, the cryptocurrency craze has attracted too many ICO startups whose intentions are focused solely on watching their valuation being pushed to the pinnacle by the speculators. Often, there is no other utility outside of their cryptocurrency merely being a way to inflate their bank accounts.

SECURITY – PROBLEM

One of the more pressing concerns in the Ecommerce industry is the lack of trustworthy cyber security, primarily in the form of identity theft. Thieves can use the information they've acquired to fraudulently perform tasks in your name, such as filing taxes, purchasing items in your name, and credit applications. Moreover, victims of identity theft are usually left oblivious to the situation until a further date, when they receive some sort of abnormal occurrence, usually in the form of a financial consequence.

In order for the market to continue to experience sustainable growth, the level of trust between consumers and businesses must improve, and this starts with security. In 2017, a data breach at Equifax left the personal information of 143 million American consumers vulnerable for hackers to access.

The breach lasted from mid-May through July. The hackers accessed people's names, Social Security numbers, birth dates, addresses and, in some instances, driver's license numbers. [14]

As a result of the data breach at Equifax, and Target a few years back, an element of skepticism has emerged among consumers regarding the safety of their personal information.

It is not surprising that breaches in online security are extremely detrimental to the credibility of the business. Hackers generally will target companies in order of their vulnerability, starting with the ones that are most vulnerable, and also businesses with a client base that is least likely to combat cyber attacks. These attacks ultimately result in short-term decreased website traffic and revenue until the problem is solved. Thus, we can infer that the following statement is true:

**The level of cyber security is positively correlated to the level of consumer trust.**

Despite the fact that the Ecommerce industry continues to expand, some of the growth is stunted due to these issues. It is a safe assumption that as time passes, more consumers will be depending on technology to purchase goods and store personal information. Developing a more secure space, combined with an increased level of trust between consumers and businesses, will allow the industry to flourish at a rate that could potentially become hyperbolic as we move further into the future.

SECURITY - SOLUTION

The emergence of blockchain technology is beginning to revolutionize the internet. However, blockchain itself is still in its infancy. Consequently, many businesses in the Ecommerce industry are still unaware of blockchain technology or are content with the current status quo in terms of cybersecurity. The alarming number of data breaches are evidence of this. The ability to store customer data on the blockchain provides a revolutionary new level of security that was nonexistent in years past.

This is a prime example of how the creation of blockchain in its purest form was meant to be used for the real-world application. This immutable ledger serves as the foundation for transactions and storing data that cannot be tampered with. Decentralization prevents the data from being on one single server and openly visible to hackers. This has an immediate effect on overall data security.

The use of smart contracts also provides another element of trust for consumers. The contract that is coded by the developer will store all aspects of the transaction to ensure that the process goes smoothly. The smart contract will be audited to guarantee proper coding. The audit further strengthens the security and legitimacy of the smart contract. The principle is to provide a contract that is not only more secure, but also is set in stone to prevent manipulation and guarantee that a transaction is processed in a proper manner.

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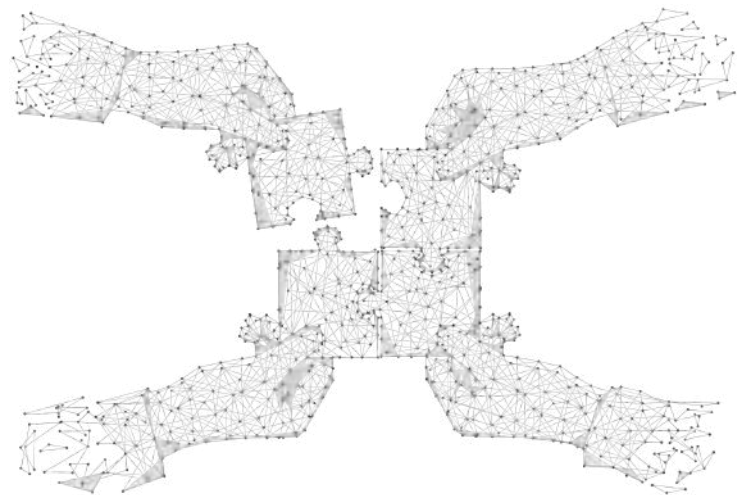
BLOCKCHAIN TECHNOLOGY

Why not Proof-of-Work?

One of the single largest flaws in the Proof-of-Work based cryptocurrencies, such as the public Ethereum blockchain, is that any attacker with 51% or more of the mining hashrate will be in control of the network. Although the blockchain is immutable and its recorded blocks cannot be changed, this attacker could potentially do other damage such as a denial of service attack.

Another large flaw with Proof-of-Work consensus is the issue of power consumption. For example, today Bitcoin uses the same amount of electricity as many small countries on a monthly basis. To combat this issue, Ethereum and many other projects are turning to a Proof-of-Stake consensus algorithm, which solves the power issue but is more aimed at public networks.

For a private network, Proof-of-Work simply does not make sense.

Why not Proof-of-Stake?

Ethereum will soon transition to Proof-of-Stake consensus. Instead of hardware 'mining', someone who wants to be a validator will simply deposit a number of ether into the smart contract to earn rewards over time. Conversely, if a validator is deemed to be malicious, the network simply locks this ether away.

Since this type of consensus requires no solving of complex mathematical equations, there is less incentive to issue new coins often, and thus a validator will get most of their ether rewards from transaction fees. This solves the excessive electricity usage problem and protects against 51% attacks; but it still does not offer the level of control and security required by Elysian, as anyone on the chain can become a validator by staking enough ether in the validator contract.

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Why Proof-of-Authority?

Proof-of-Authority is a newer concept in the blockchain space which is similar to Proof-of-Stake, but instead has a number of pre-approved authority nodes called 'sealers', which you can think of as mining nodes. Any new node that wishes to be added must be voted on by the currently approved set of authority nodes, giving Elysian full control over which nodes can seal blocks on the network.

Ultimately, Proof-of-Authority consensus will provide the Elysian ecosystem with a private blockchain to store encrypted credit card information and other user data securely over a distributed network. All user data will be encrypted to the private key of its individual user, then distributed across the private network, providing no single point of access or failure for malicious actors. This level of security will be available for all stores launched on the Elysian platform.

Elysian will host its Token Generation Event as an ERC-20 token on the public Ethereum blockchain. Upon completion of the TGE, all tokens will be converted on a 1:1 basis to a private Ethereum sidechain with Proof-of-Authority consensus, reached by independent validators. A private chain will have many advantages over a public one, such as cheaper transactions, lower latencies and more control.
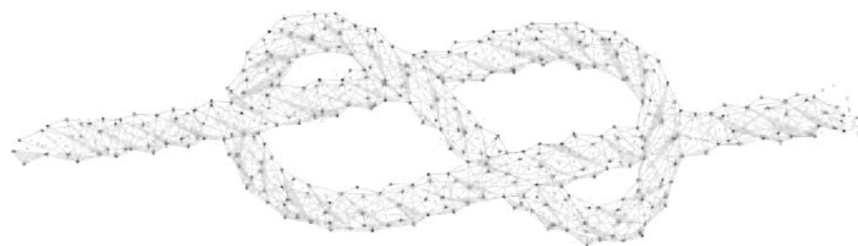
USER EXPERIENCE – PROBLEM

For consumers that frequent multiple websites across the web, it is common to come across various examples of user experience (UX). Though user experience has progressed over the years as the internet has become more popular, there is still a lack of revolutionary, game-changing design for consumers in this department. This is a very effective method of helping consumers become engaged, and as a result, satisfaction increases and revenue also generally increases.

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The level of engagement usually directly relates to the popularity of the website. This can be exemplified in several departments:

- **Starbucks** – The use of personalization to store data from users' order patterns and preferences. This is true primarily in the mobile app.
- **Uber** – user-friendly interface design, quick transaction speed, convenient work functions for drivers to give them the freedom to work on their own schedule.
- **Apple** – Simplified navigation, practical design for all products, integrating custom Apple apps into their products for the ultimate customer satisfaction.

Generally, humans would prefer to not step out of their comfort zone. User experience allows consumers to be satisfied and confident in their decision-making. This is precisely why user experience is so vital to the success of a business in the Ecommerce industry. Presently, with the expansion of companies in this market occurring rapidly, this is an aspect where it is vital to stand out from competition.

Despite the fact that the companies to the left are well-positioned in their respective target markets, there is room for improvement in user experience, specifically by integrating new types of technology that will enhance the online website navigation experience and increase efficiency, along with generating vivid graphics that are aesthetically pleasing to the human eye.

USER EXPERIENCE – SOLUTION

As we dive further into the heart of the age of technological advancements, we see very little evidence of this in the Ecommerce industry. Mainstream adoption of futuristic technology is perhaps not far away, but we are still at the ground floor. For these reasons, it is very lucrative to integrate examples of these into legitimate businesses before the rest of the market is able to properly adapt.

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- **Artificial Intelligence**

Aside from a few stray Ecommerce websites and the factories of Tesla, there is a dire need for AI to assist in the progression of this market. Not only will we see a day shortly from now when human labor becomes antiquated, we will also become accustomed to having AI help us maneuver around our preferred websites. Elysian will implement AI to provide the ultimate user experience – convenience, simple website navigation, remembrance of items previously viewed, a renewed feeling of interpersonal interaction, and product customization.

Artificial Intelligence will help users navigate websites efficiently by directing them to the specific areas that they desire to visit. In addition, the primary use for AI in this particular case is for users that re-visit either the website itself or specific sections of the site. Many consumers tend to forget which areas of Ecommerce websites they've previously visited. Despite the fact that consumers are able to check their cart on some websites to recover what they last shopped for, AI accomplishes this in a slightly different, yet equally effective manner. The AI will specifically direct the consumer to its last page visited or item viewed through verbal communication and vivid graphics to provide a simple yet thoroughly impressive level of user engagement. As a result, more items will be sold and Ecommerce businesses that operate on the Elysian platform will generate more revenue.

The AI will function at a similar level to current mainstream, household names such as:
- Alexa (Amazon)
- Siri (Apple)
- Cortana (Microsoft)

However, there are some distinct differences between the aforementioned names and the Elysian solution. The Elysian AI will handle general tasks and information slightly more efficiently by providing more accurate, in-depth responses to user questions. The current status quo in this department generally provides relatively vague responses or pre-programmed responses, some of which force the user to look up the information anyway. In addition, the AI previously mentioned is programmed to retrieve your data and eventually sell it. Elysian focuses on specific answers and directions in a simple, fair way without the need to acquire user data. The insightful responses and transparency make the Elysian solution a lucrative option for both Ecommerce businesses and users.

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- **Virtual Reality**

Currently, it is an arduous task to obtain an in-store experience and level of engagement from the comfort of your living room. The objective of integrating virtual reality into the Ecommerce realm is to provide this. Consumers do not always have free time to travel to brick and mortar stores. Conversely, there is always time at home. Vivid graphics and detailed descriptions of items on the Elysian platform will allow our business to connect both elements into one experience, to the point that it will be difficult to differentiate reality and virtual reality.

In addition to upgraded visual graphics, the Elysian platform will give users an option to create their own virtual reality that will lead to the ultimate utopian Ecommerce experience. This will result in an unprecedented level of user engagement and experience, because the environment will be created solely by the user. Consequently, each virtual reality environment will be unique to each respective user. This function provides consumers with full control over their experience to customize it with their preferences. The ability to have control over these aspects are what help differentiate the Elysian platform from other platforms that operate both on and off the blockchain.

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By implementing these innovations into the Elysian ecosystem, we are able to transcend the boundaries of human perception. The ability to contribute to simple, comfortable consumer satisfaction, combined with a drastic improvement of efficiency and enhanced graphics, will provide the revolutionary user experience that is vital to the advancement of the Ecommerce industry.

ELYSIAN PLATFORM

The primary function of the Elysian platform is to revolutionize the entire Ecommerce industry by improving security and creating a new, unique user experience. Elysian will be the first Ecommerce platform to combine two vital aspects that are necessary for the progression of the industry - integrating blockchain to store all customer data securely and using technological advancements such as Artificial Intelligence and Virtual Reality to help differentiate Elysian from competition in terms of user experience.

The platform will be scalable to adapt to necessary future implementations.

Clients will have the ability to use the Elysian platform for their own businesses, providing an upgraded level of functionality. The platform will act as a foundation for other future Ecommerce businesses that will enter the space. Essentially it will act as an intermediary between our clients and their target consumer demographic.

Elysian will also give third-party agencies the ability to build on top of the Elysian platform to host their current clients' platforms on our platform. This will ultimately strengthen the Elysian ecosystem and provide immediate access to client bases of other Ecommerce platforms, giving them an incentive to switch to the Elysian ecosystem.

The Elysian ecosystem will serve as the gateway to a more efficient future, powered by the blockchain. Continued sustainable growth is only achievable if the current status quo improves. The current industry standard for security and user experience will slowly become obsolete. This process has already started. Consumers and businesses will adapt to the advancements of technology to the point that the antiquated technology that currently allows the industry to thrive will practically become extinct.

Elysian is positioned perfectly to be one of the very first in the market at the ground floor of the oncoming technological revolution. First mover's advantage plays a crucial role in the success for any business in any market. The ability to set the industry standard for a certain service allows companies to reach out to a large population and gain a significant competitive edge.
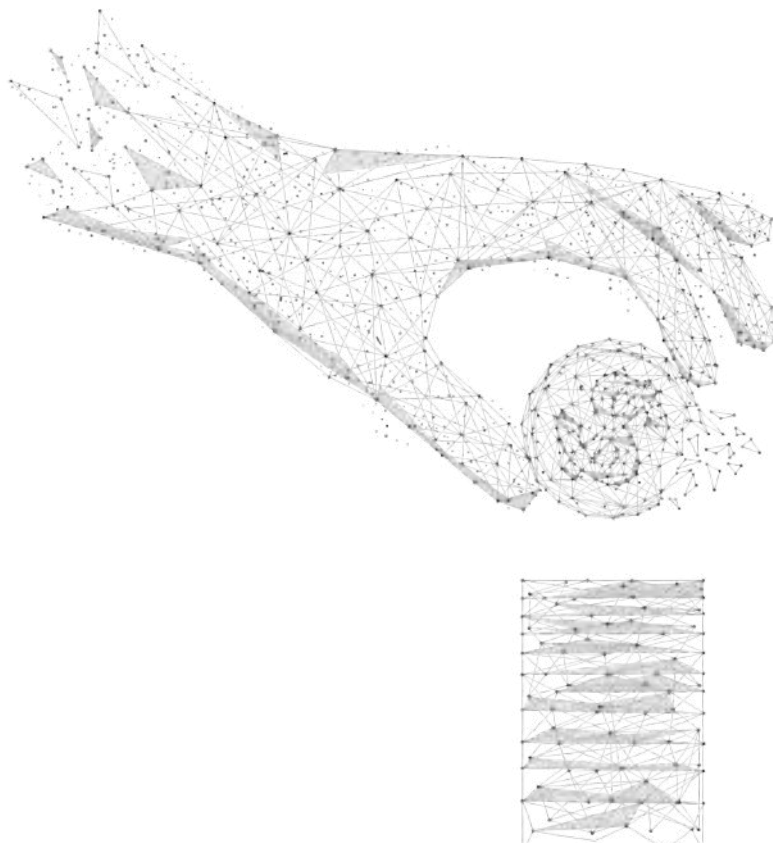
TOKEN SYSTEM

The Ethereum network allows for the creation of ERC20 tokens to operate as replacements for other intermediaries. In the Elysian system, ELYCOIN (ELY) will be the fuel that powers the Elysian platform. The token will be an integral part of the ecosystem as the preferred method of transaction.

Since our tokens will be of the standardized ERC20 format, they will simply be integrated by others who wish to display them. The code will be available to the public for transparency. Through the Ethereum blockchain, all transactions and transfers are performed autonomously with superior transparency and complete decentralization. The primary objective of the token creation is to allow supporters of the Elysian vision an incentive to contribute to the Elysian ecosystem.

We are launching a Token Generation Event to enable us to add more features to the platform, build a following through targeted digital marketing and influencer marketing, pursue exclusive partnerships with high-profile retailers and manufacturers and expand the team.

GROWTH POOL

The growth pool is designed to promote engagement and interaction between the Elysian team and the community. The token percentage allocated to the growth pool will be integrated into the ecosystem in a way that provides a legitimate utility for the token. Generating community growth is an aspect that many companies in the crypto space do not emphasize enough. As a result, several projects have a poor social media presence and support base, which makes it difficult to achieve healthy, sustainable growth. Elysian has developed a model for community expansion through the growth pool to prioritize relations between the team and the supporters.

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The Elysian Forum

The development of a forum, similar to Bitcointalk, is the initial foundation to improve interpersonal relations. The forum is also meant to be used as a means of communication for potential partnerships, future ideas for company expansion, and token utilization.

Token Integration – Members of the community that come up with ideas on how to improve Elysian, provide an introduction to a partnership, or other relevant tasks can either use their own tokens to contribute towards the growth of the project, or receive tokens out of the Elysian growth pool to be allocated for specific task completion. This will make it possible to fund tasks in an easier manner and promotes creative input from community members for various ideas to improve the Elysian ecosystem.

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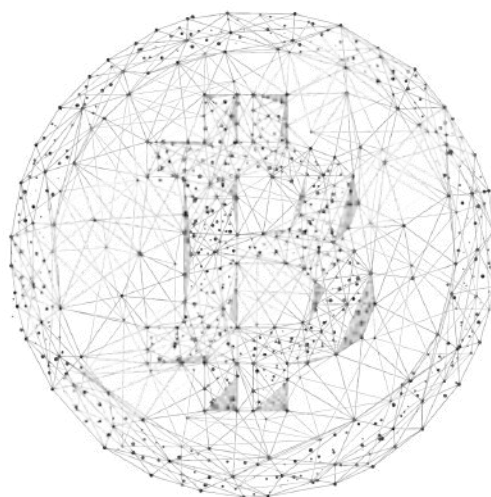
Decisions regarding which projects or partnerships to fund will be decided by a community vote.

Voting Rights - Project applications listed on the forum are to be voted on by community members. If the project receives a minimum of 51% "yes" votes, and passes the responsible voting requirements, the project will receive funding. Funding can be provided either by Elysian, members of the community, or both. All tokens contributed by community members to projects that are not approved will be refunded.

* Elysian reserves the right to reject a project if the voting process is not done responsibly by the community, including but not limited to spamming, creation of multiple accounts, or manipulation of community members.

There will be an application fee to list a project or idea on the forum for potential team or community funding.

The objective of the application fee is to prevent fraud, mass campaigns, and spamming. Funds raised from the application fees will be used primarily for hiring full-time support, expansion of the forum, and development. Community members with the highest status on our forum will have the ability to list projects free of charge.

The growth pool serves as a stable method of community integration. In addition, this allows supporters to provide a wide variety of campaigns for funding. As a result, the strongest projects will ultimately be voted on successfully and will benefit both the company and the community. Implementing community input provides a much larger sample size of campaigns, which provides a better opportunity to find the best ideas to improve Elysian, while using collaboration between supporters and team members to build a strong relationship between both parties.
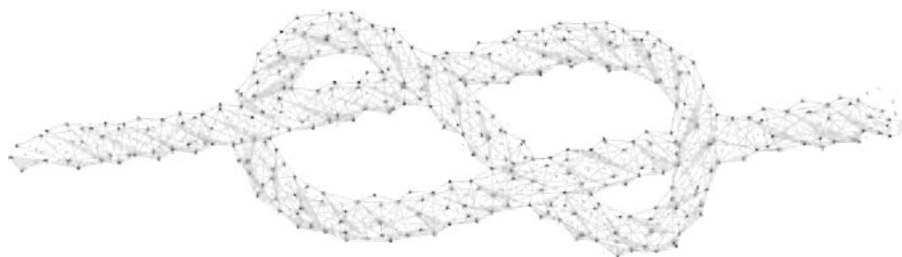
CONCLUSION

Elysian will improve the security and efficiency of Ecommerce transactions, starting with the first successful beta test on the Elysian Ecommerce platform, using the Elysian online store and its initial partner companies. The integration of blockchain technology and smart contracts will provide a higher level of security and secure data storage to increase trust in the business-to-consumer (B2C) relationship.

Businesses will have access to a highly responsive and tech-savvy consumer market through the Elysian platform and ecosystem. The addition of beneficial aspects such as Artificial Intelligence and Virtual Reality will provide interoperability and access to a wider variety of consumers than current Ecommerce platforms, in addition to an enhanced, unprecedented user experience.
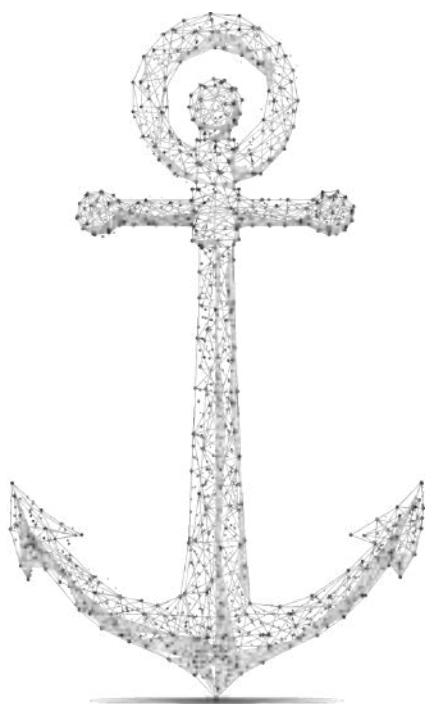
The long-term business model presents a strong plan of action to thrive in a market that is projected to increase consistently over the course of time. The Elysian ecosystem serves as the gateway to the future of Ecommerce, in which the potential for expansion is so high with the implementation of technological advancements that the growth may become hyperbolic.
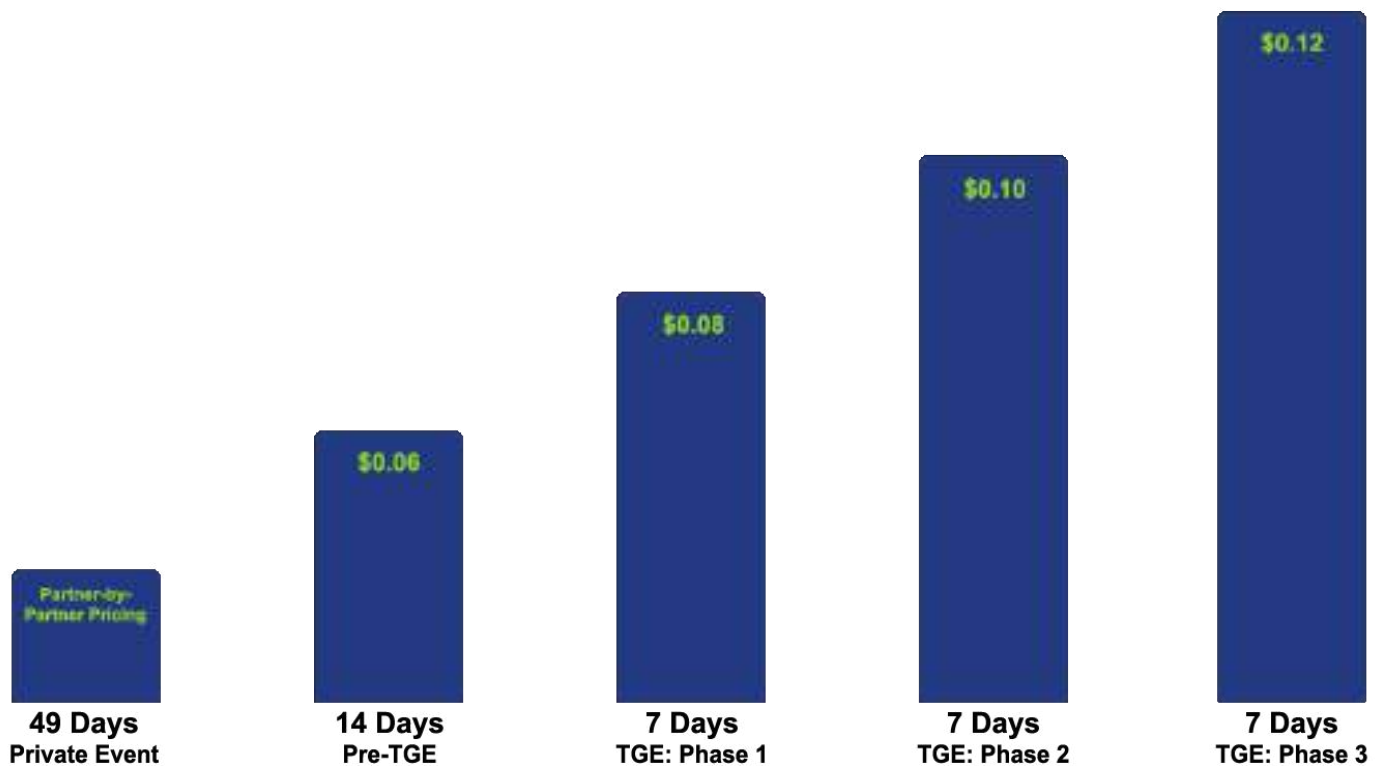
Consequently, the integration of the Elysian platform into the Ecommerce industry at the infancy of the technological revolution serves as a planted seed to provide the capability to control a substantial portion of the industry in the future.
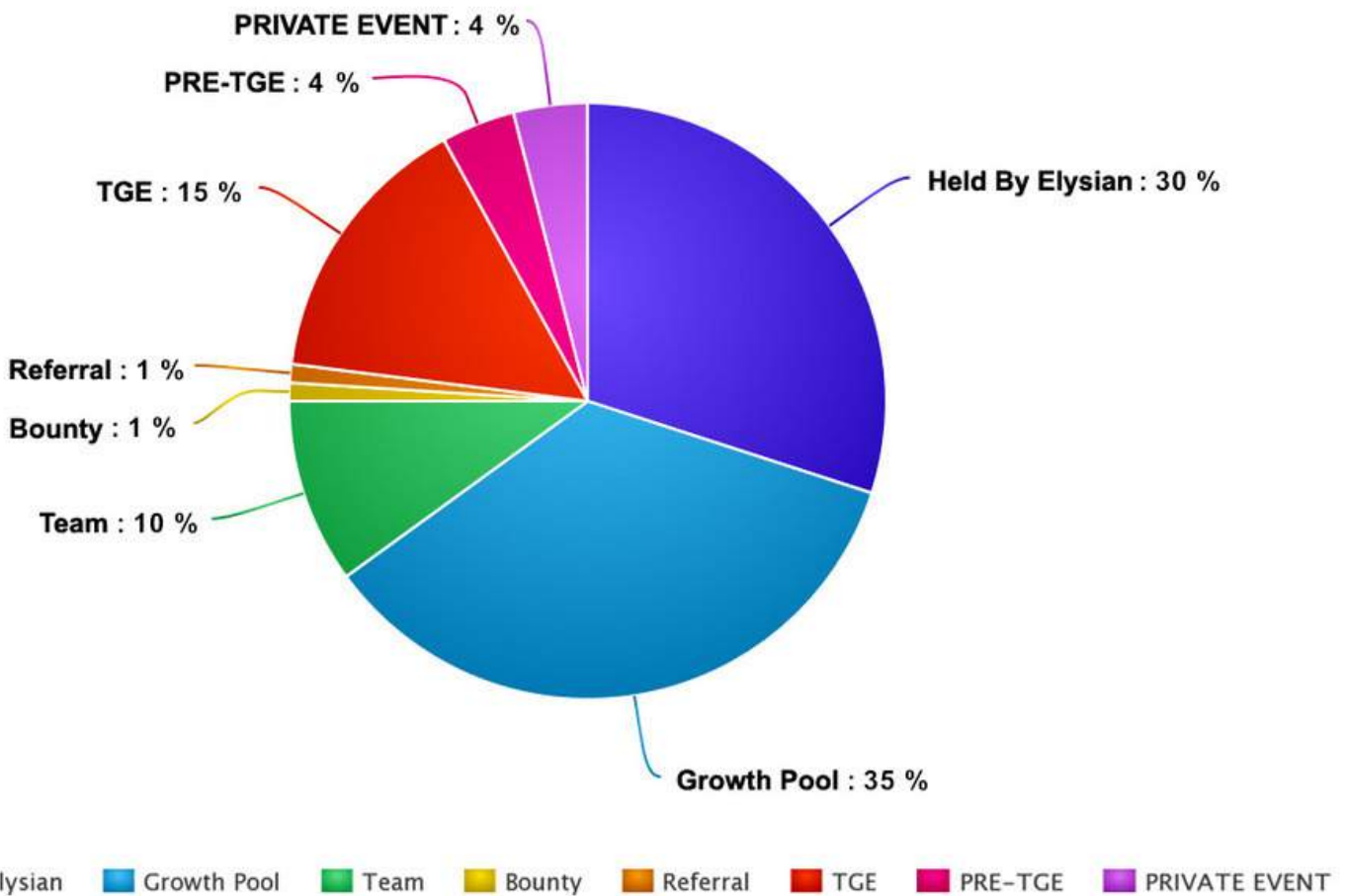
TIMELINES
AND
STATISTICS

TOKEN GENERATION EVENT

EVENT	DURATION	PRICE
Private Event	April 16 - June 3	Partner-by-Partner
Pre-TGE	June 4 - June 17	$0.06
TGE: Phase I	June 18 - June 24	$0.08
TGE: Phase II	June 25 - July 1	$0.10
TGE: Phase III	July 2 - July 8	$0.12
Completion of TGE		

49 Days	14 Days	7 Days	7 Days	7 Days
Private Event	Pre-TGE	TGE: Phase 1	TGE: Phase 2	TGE: Phase 3
Partner-by-Partner Pricing	$0.06	$0.08	$0.10	$0.12

TOKEN DISTRIBUTION

Elysian will be minting 1 billion total tokens, with a starting circulating supply of 250 million at the completion of the TGE; a number that is subject to future change based on the amount of Growth Pool tokens released per annum. The hardcap for the TGE is $19 million. The total breakdown of the maximum token supply is outlined below:

PRIVATE EVENT : 4 %
PRE-TGE : 4 %
TGE : 15 %
Referral : 1 %
Bounty : 1 %
Team : 10 %
Held By Elysian : 30 %
Growth Pool : 35 %

Held By Elysian   Growth Pool   Team   Bounty   Referral   TGE   PRE-TGE   PRIVATE EVENT

FUNDS DISTRIBUTION

The graph below outlines the allocation of the funds
raised in our TGE. The hardcap is $19 million.

Reserve : 20 %
Legal : 5 %
Partnerships : 5 %
Marketing : 30 %
Development : 40 %

Development   Marketing   Partnerships   Legal   Reserve
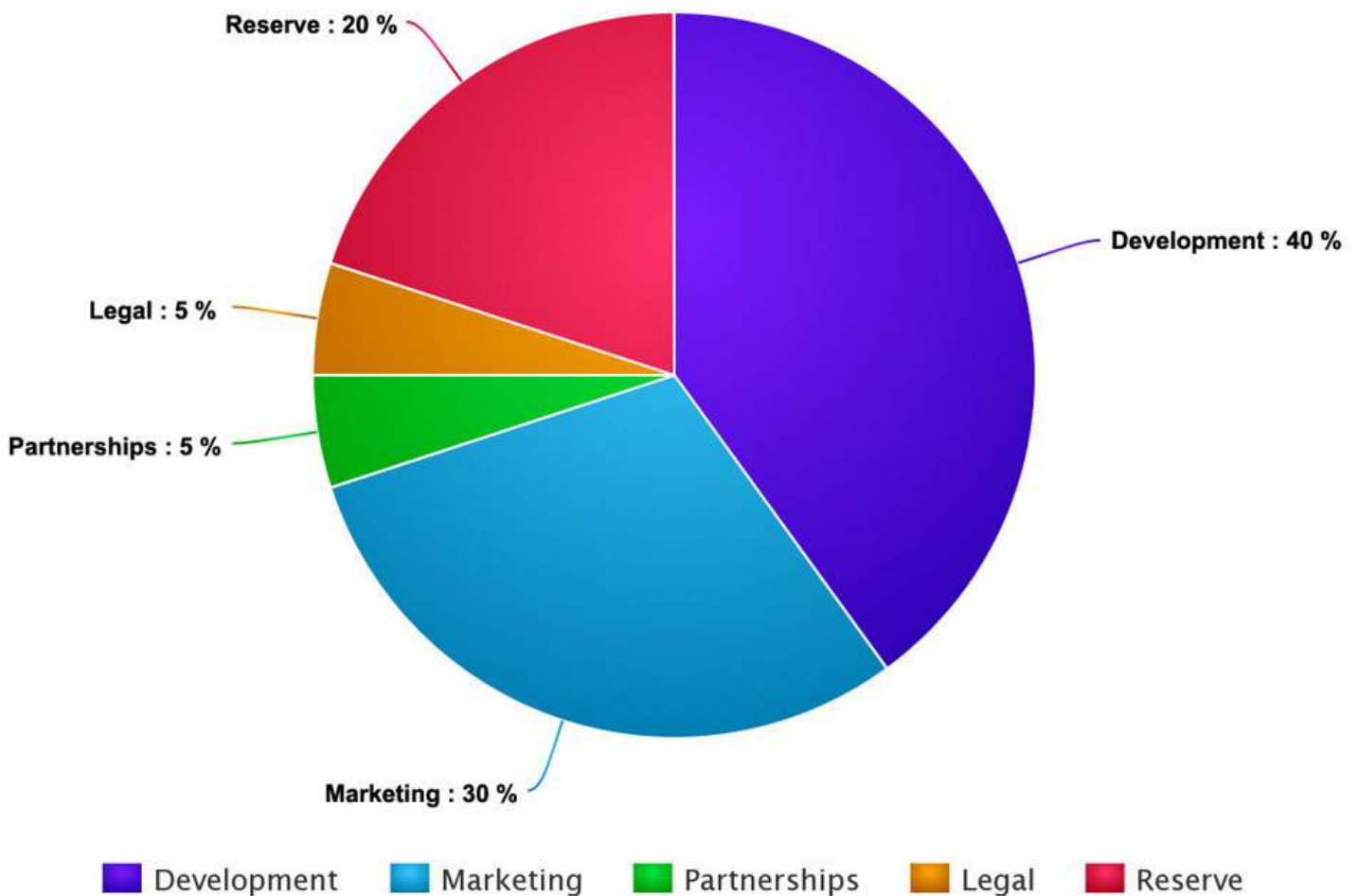
ROADMAP
2017 + 2018

Q2

- The Elysian concept is born
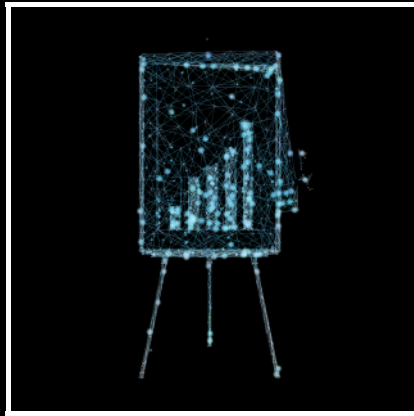
Q3 / 2017 - Q1 / 2018

- The concept is in development
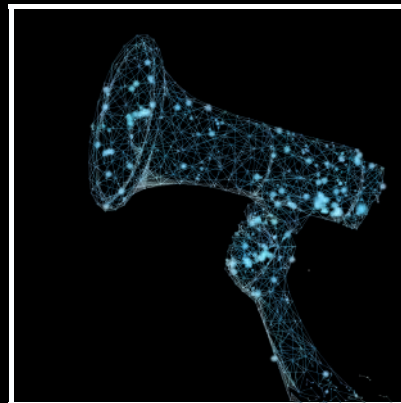
Q2

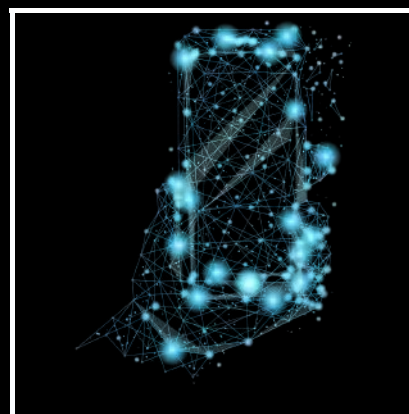- The Elysian Private Event begins, followed shortly thereafter by the Elysian TGE
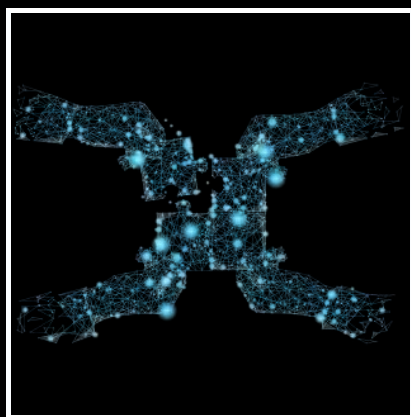
Q3

- Team Expansion
- Launch of the official Desktop Wallet (Windows, Linux & Mac)

Q4

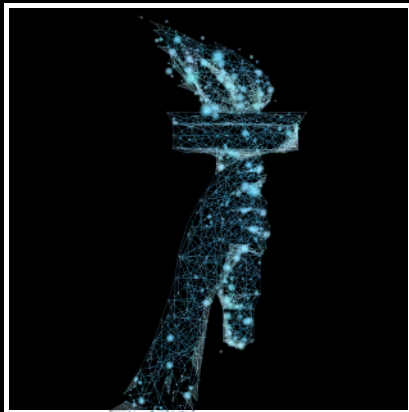- Launch of the official Mobile Wallet (iOS & Android)

2019
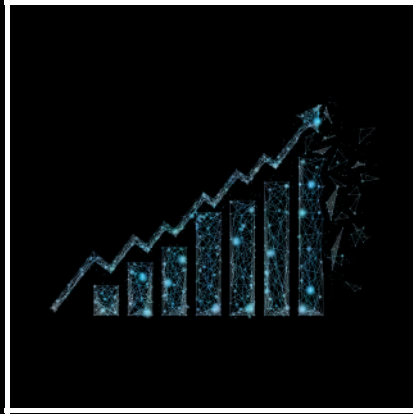
Q1

- Private blockchain implementation for data storage

Q2

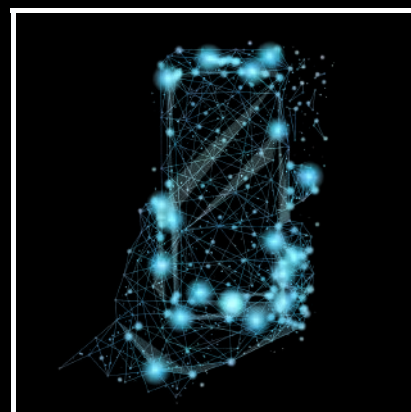- Launch of the official Elysian Merch Program

Q3

- Launch of the official Elysian Platform

Q4

- Atomic Swap integration into the Elysian Ecommerce platform
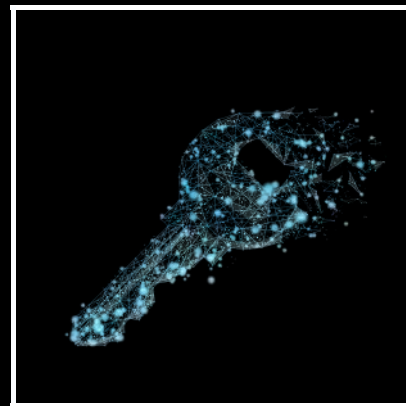
2020

Q1

- Expand the range of altcoins accepted on the Elysian platform

Q2

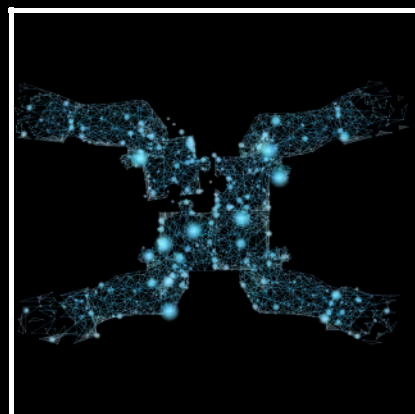- Opening of a Strategic Office in Amsterdam, Netherlands
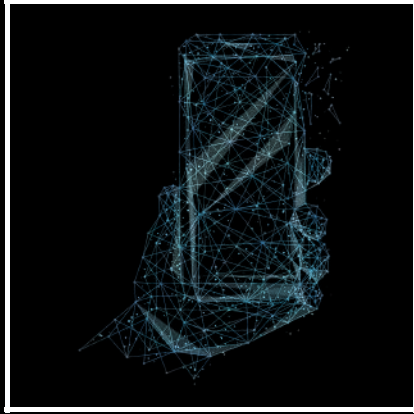

Q3

- Opening of a Strategic Office in Asia

Q4

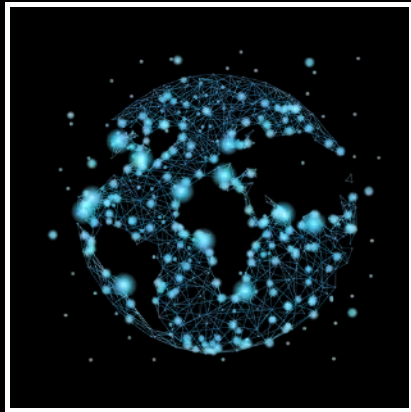- AI integration into the Ecommerce platform

2021

Q3
· ·

- VR integration into the Ecommerce platform

2024

· ·

- 1% of the global Ecommerce websites start using the Elysian platform

THE ELYSIAN TEAM

OUR LEADERSHIP TEAM

Leo Ameri
CEO & Founder

Jesse Brandenburg
CFO

Ioan Hategan
CMO

Levon Tikoyan
CTO

KJ Magill
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Ihor Pidruchny
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Manager

Tammy Saint-Wynters
Designer

David Blumsack
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Manager

Lucy Vardanyan
Senior UI/UX Designer

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SOCIAL MEDIA
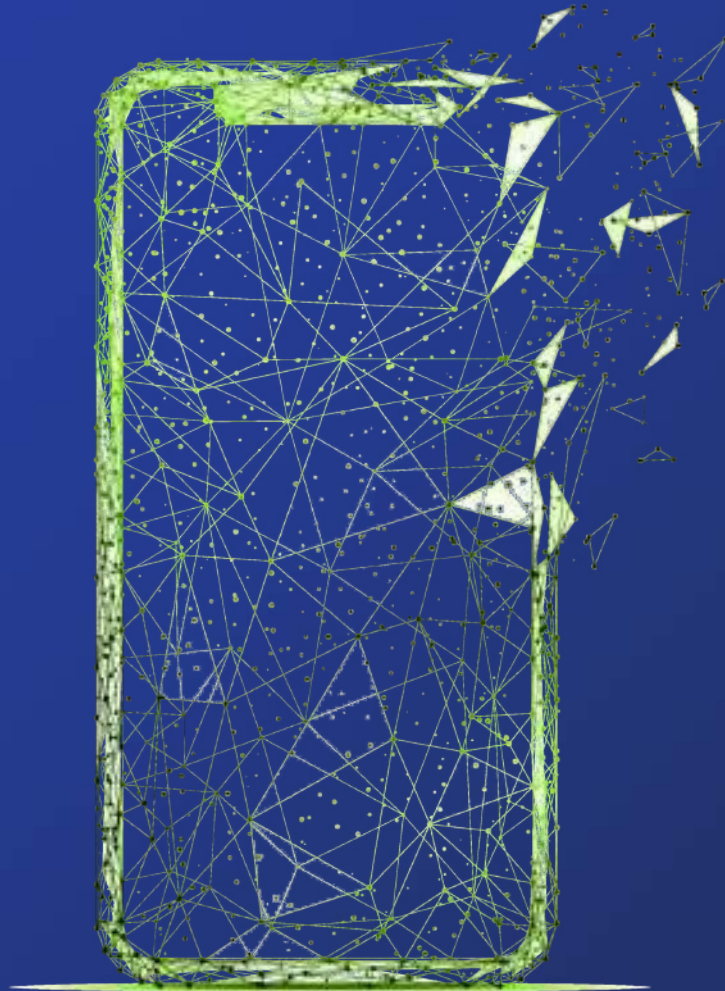
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