



CRYPTOCART.CC

DATE PROPOSED

24 April 2021

1 PROBLEM AND SOLUTION

In recent years, cryptocurrency adoption has seen unprecedented traction with the total cryptocurrency market capitalisation presently reaching into the trillion dollar range. Whilst these upcoming and unregulated markets are expanding at such an incredible rate, the excitement for investors and early adopters can somewhat be blunted by a common threat.

The idea of regulating cryptocurrency; an idea favoured by central bodies and governments, opens up the possibility of handing over a disproportionate and unfair set of powers and controls that would undermine the privacy and potential prosperity for early adopters. New money systems that seek to deliberately circumvent the traditional fiat system in the arguably ambitious endeavours of one day solving economic downturn and hyperinflation have always been under constant surveillance by centralised regulatory bodies whom seek to enforce compliance and extort cryptocurrency systems through legal threat.

This constant attempt at imposed authority is the antithesis of the very first visionaries' and founders' fundamental reasons behind the development of cryptocurrencies, and is not something that investors or adopters should have to deal with simply because the masses are now awakening to the multiple benefits of cryptocurrencies as a new money system.

To further contextualize this issue, take for example any provider of cryptocurrency systems such as marketplaces or exchanges. Often, these systems are under threat of being illegalised by governments under the condition that they provide a set of requested information or reports about their user bases to regulatory bodies that seek to use the information to legally extort proceeds. The same issue is present for consumers; introducing the spend problem.

Adopters and investors want to enjoy the perks of what is currently a free and unregulated market. However, an incredibly common concern is how they can spend their cryptocurrencies on goods and services without being regulated 'on the way out' or subject to fees, taxes, and a multiplicity of regulatory extortion attempts that tries to criminalise their activity.

CryptoCart is a decentralized and stateless e-commerce platform designed to provide consumers with a digital marketplace where users can spend cryptocurrencies on goods in an affordable way. A major benefit for users is that they can spend most major cryptocurrencies on real-world goods offered by several major European and US retail partners and have the goods shipped worldwide without having to go through a crypto-to-fiat disposal or being subjected to the regulatory concerns outlined above.

Additionally, there are rewards and incentives for holders using the native token to conduct business on the platform that are elaborated on below.

WHAT IS CC TOKEN

CC Token is the initial native currency for the CryptoCart platform and is built on the Ethereum blockchain using an ERC20 smart contract. In the interest of decentralization and statelessness, bridges to other blockchains are to be explored in line with the roadmap such as a BEP20 bridge on Binance Smart Chain. The ultimate end-goal will be the development of CC Coin, a sole blockchain exclusive to CryptoCart that can be bridged in a 1:1 ratio between existing blockchain tokens and open opportunities for the development of a comprehensive loyalty scheme for holders of the coin.

Although most major cryptocurrencies will be accepted from the outset as a payment method for goods offered on the CryptoCart e-commerce platform, CC Token is primarily aimed at incentivizing users of the platform into adopting the native token through several rewards systems for holders, providing yield and discounts for users alongside the added mutual benefit of creating buy-pressure and therefore funding the continuity of development for the platform.

PROPOSED REWARDS MODELS

A rewards pool will be available to fund rewards incentives for CC Token holders. Rewards can therefore be earned by CC Token holders through several systems on the CryptoCart platform highlighted below. Each benefit may be subject to specific products, vendors, or promotions at any time.

- Shipping will be discounted in tiers up to 100% based on CC Token holdings.
- Varied discounts will be available when transacting on the platform in the native CC Token over other cryptocurrency payment methods.
- Cashback rewards will be offered to holders of the CC Token where a percentage yield of the token will be earned for each purchase.
- A loyalty scheme for users of CryptoCart based on a points system that measures the value and number of transactions when transacting on the platform in CC Token. Yield is either paid out in the native CC Token or a redeemable ERC1155 NFT voucher that may be locked to a specific product or promotion.
- Unwanted ERC1155 NFT vouchers earned by users transacting in CC Token that are locked into a specific promotion or product category can alternatively be burned in exchange of the equivalent CC Token yield minus a set percentage value. The percentage less value amount is disclosed to the user before the NFT is burned.

3 ROADMAP

January

Market Research
Draft whitepaper

February

Pitch to early adopters and vendors
On-board first potential e-commerce platforms

March

Finalize whitepaper
Develop CC Token smart contract on test-net
Deploy smart contract to Ethereum main-net

April

Develop website & social media
Begin marketing exposure campaign
Host Public Sale via Unicrypt V2 for Safe Launch
Post-launch formalities & listings
Expand core development team

May

Develop marketplace on test-net
Integrate cashback and discount token utility on test-net
Beta testing to go live

June

Fully implement all rewards systems on test-net
Develop redeemable NFT vouchers on ERC1155

July

End of Beta testing
Release of Marketplace main-net
Expand marketing

August

Begin to bridge CC Token to other blockchains
Expansion into global e-commerce marketplaces

September

Begin mobile application development

Q4 and beyond

Begin development of CC Coin blockchain
Incubate and absorb other e-commerce cryptocurrency marketplaces

End-goal

Build a global ecosystem that ultimately provides the best cryptocurrency e-commerce available whilst retaining decentralization and preserving the rights users have to spend their earned cryptocurrencies.

4 CC TOKENOMICS

CC TOKEN IS A FIXED SUPPLY TOKEN WITH DEFLATIONARY CAPABILITIES BUILT INTO THE SMART CONTRACT.

Total Fixed Supply	Marketing	Public Sale	Fees
1,000,000	80,000 - Vested	375,000	8,000
Team	Rewards Pool	Uniswap Liquidity	
55,000 - Vested	250,000 - Locked	232,000 - Locked	

5 PUBLIC SALE

TOTAL RAISE AND LIQUIDITY PROVISION

- Hard Cap – 150 ETH
- Soft Cap – 100 ETH

70% of ETH raised in the public sale will be provided to Uniswap Liquidity and locked for 6 months automatically using Unicrypt's ILO platform.

ALLOCATION RATIOS

PUBLIC SALE	375,000 CC 150 ETH
UNISWAP LIQUIDITY	232,000 CC 105 ETH

CC-PER-ETH RATIOS

PUBLIC SALE	2500 Tokens 1 ETH
ON LISTING	2250 Tokens 1 ETH

Therefore, during the public sale, investors receive 10% more tokens for the same amount of ETH pledged as they would swapping via Uniswap. On listing, these tokens are automatically listed at a ratio that provides 10% more ETH per token.



6 TOKEN LIST PRICE

TOTAL RAISE AND LIQUIDITY PROVISION

Assuming the following variables:

CC = Value of 1 CC Token or “List Price of 1 CC”

V = Current dollar value of 1 ETH

A = Amount of ETH added to liquidity pair

B = Amount of CC added to liquidity pair

$CC = B / (V * A)$

Theoretically, if V = \$2,000, this would look like:

$CC = 232,000 / (\$2,000 * 105)$

$CC = 232,000 / \$210,000$

$CC = \$1.10$

7 FURTHER NOTES

The list price may only vary due to variable V, as this variable is not a constant and is pegged to the price of Ethereum, which is volatile and fluctuates day-to-day. However, all other ratios will remain the same and if the hard-cap is not met all unsold tokens are to be burned. This ensures that listing ratios remain the same in order to prevent any deflation or inflation.

PLATFORM

According to market research, Unicrypt V2 is the final chosen platform to host the public sale event due to the safe nature of the platform and retaining investor confidence with a guaranteed automatic listing and liquidity lock.

INCENTIVES

The main incentive for public sale investors is to reward a 20% discount on the value of the tokens. Investors at this stage will buy tokens at the cheapest price available for an immediate 20% gain upon Uniswap listing. This public sale design is ‘anti-dump’, with a buy-pressure biased incentives model for holder rewards outlined in the aforementioned section on the proposed rewards model.

8 LIQUIDITY LOCKS & VESTING SCHEDULE

100% of liquidity will initially be automatically locked by the Unicrypt V2 launch-pad for 6 months from the date of the launch.

50% of the Marketing budget will be locked post-launch via Team Lock until July where the post main-net marketing campaign may require OTC transactions to pay for marketing or offset costs so as not to impact the market.

Team tokens will be vested over a period of three months, with a third of team tokens unlocked each month for to pay developers for the work they have done at set milestones. Unlocked Team tokens may also be used to provide OTC transactions when on-boarding workers so as not to cause an impact the market when paying for any work needed to further the project.

100% of the rewards pool will be locked post-launch via Team Lock until the July main-net launch, where the tokens will need to be available for automated transfer to reward users as per the proposed rewards model.

9 CONTACT



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