

MOZO

The Token of Discovery

REVISION 2.0

AUTHOR: GIANG PHUNG

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Meet Mozo

Mozo Token: Mozo is a token to discover the future of commerce. A future where Mozo Token becomes a digital platform for physical retail malls to thrive side by side with online commerce. With due respect to the real McCoy, Mozo Token is a digital currency for all transactions across all merchants in any specific mall or malls. It is a spendable currency which is convertible into and from loyalty points when you shop. Due to the well-established acceptance of buying online, physical malls are losing their historical advantage on price competitiveness and convenience. To bring foot traffic back into the physical stores, Mozo Token was borne to pivot the comeback of urban retail giants.

Foot traffic is critical to many types of businesses, particularly retail stores, as greater foot traffic should correlate to higher sales. Driving foot traffic to retail spaces has always been a challenge, however, loyalty programs have seemed to be an effective way to bring return customers back to the stores. A recent Nielsen consumer study [1] showed that loyalty programs help drive more frequent visits and a greater number of purchases. More than seven in ten global respondents (72%) agreed that, all other factors being equal, they would buy from a retailer with a loyalty program over one without.

While loyalty programs seem to be a promising tool for increasing sales, existing point-based loyalty programs do not work as well as they should. According to Bond Loyalty's Report 2017 [2], more than half of point-based loyalty program participants (57%) don't know their points balance and more than one in three of them (38%) are unaware of the value of their points, let alone how to use them. Single merchant membership reward systems are less effective and valued by consumers and hence not as effective a tool for the intended purpose of increasing foot traffic. Hence, the search for a more powerful "earn and redeem" loyalty program has been a challenge and the subject of extensive studies in the retail industry for years.

Now, the search is over. Breakthroughs in Blockchain and IoT technologies offer new ways to attract customers and promise to be the front runner in helping retail stores drive foot traffic and sales. Imagine you have (1) Mozo, a liquid, tradeable, and exchangeable cryptocurrency, at the heart of this new universal loyalty program network, a token that adheres to the well-established and popular Ethereum blockchain network; (2) a digital wallet that can earn and redeem rewards globally and across merchants wherever the internet connects you; and (3) rewards that are offered and collected via a smartphone app that also allows you to discover products and services. With Mozo, consumers are turned into customers driven to retailers that offer and accept Mozo. With that, merchants will have the most effective and efficient loyalty program available, all under a business model that can be best described as the "Token of Discovery".

Not only can the application of Mozo replace existing point-based loyalty systems, and bring foot traffic to stores and malls, Mozo can also help reduce customer acquisition costs (CAC), enhance customer lifetime value (CLTV), reduce churn rates (CR), and increase repeat purchase rates (RPR); these being the fundamental parameters contributing to a profitable retail business.

Opportunity

The exciting breakthroughs in technology described above present huge opportunities and expand the size of the addressable markets for Project Mozo. Some of the key ones are as follows:

Loyalty Market The worldwide loyalty market, estimated to be US\$ 300 Billion, makes the opportunity presented by this technology even more interesting. To address such a large market, the goal for Project Mozo is to unlock this mammoth loyalty market, support the larger retail industry, and reduce customer acquisition costs shifting them away from advertising and discounting to Mozo. A 20% distribution of loyalty market to the Asia-Pacific region translates into US\$60 Billion market opportunity addressable by Project Mozo.

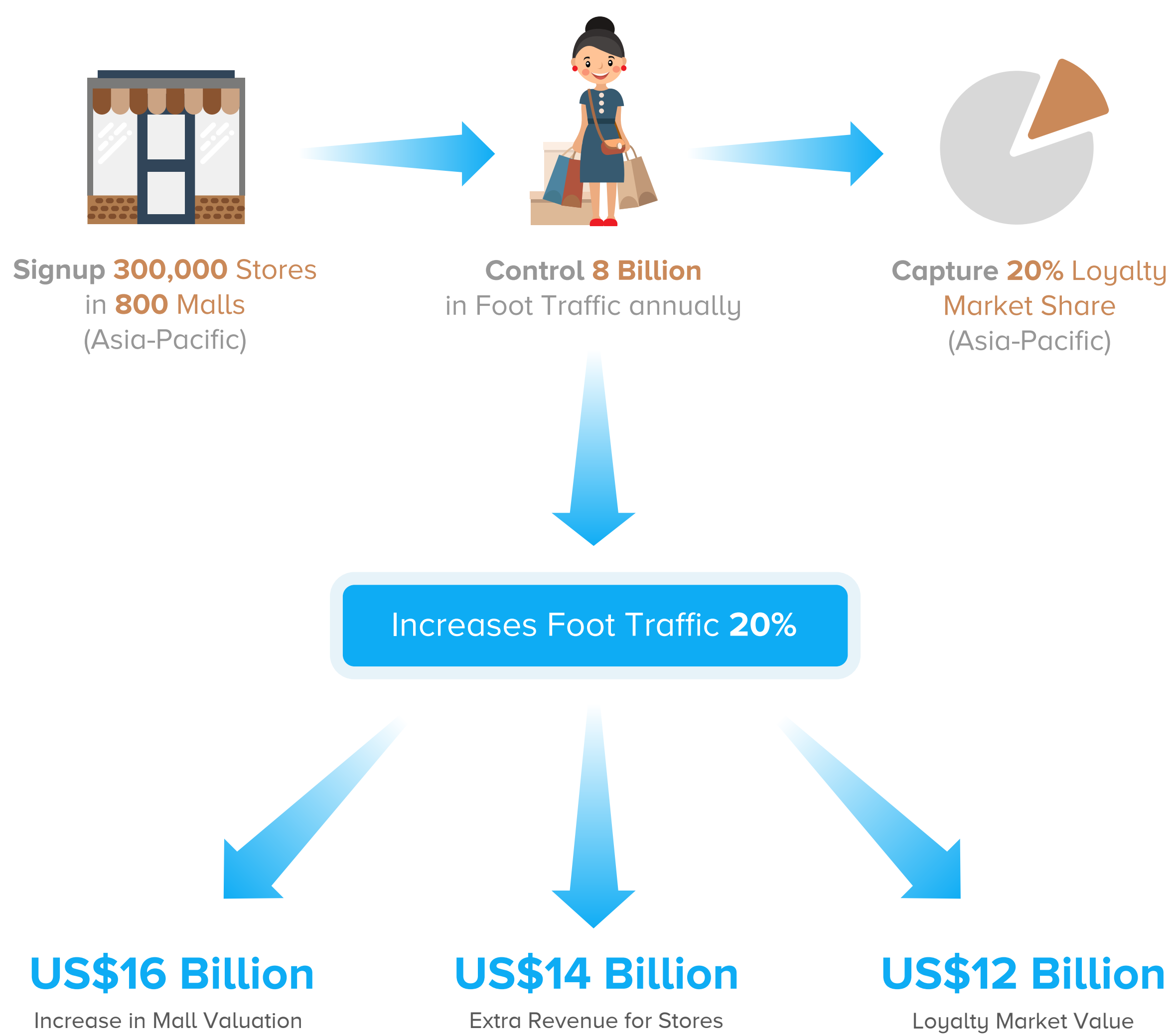
Digital Consumers In Asia alone, McKinsey predicted that by 2020 there will be approximately 1.7 billion consumers using digital banking in some form [4]. Even more so than in Western countries, Asian consumers are highly motivated by promotions, discounts, vouchers, and the like. In short, monetary rewards motivate consumers to turn into walk-in customers opening up possibility that Project Mozo will have a significant impact first on the Asia-Pacific retail market.

Foot Traffic The addressable market related to annual foot traffic encompasses 2.6 trillion walk-in customers visiting 91 million physical stores globally, making average annual foot-traffic of 28,000 per store. A 30% distribution of the above figures to Asia Pacific region means 800 billion annual foot traffic and 27 million physical stores directly addressable by Project Mozo. Already, 38,000 physical stores have committed to use Mozo technology, i.e. we have just achieved a fraction of this addressable market.

The majority of foot traffic is concentrated around shopping malls in the Asia-Pacific region. According to our own estimates, there are a total of 6,600 shopping malls in the region, excluding Japan [7-12]. This equates to a total real estate value of shopping malls of approximately US\$6.6 Billion assuming an average shopping mall real estate value of US\$100 million each. A 20% increase in foot traffic to these shopping malls (driven by more foot traffic generated by Mozo or its equivalent), translates into US\$132 Billion increase in these malls value. This represents an enormous market opportunity for Project Mozo and it is perhaps this addressable market where Project Mozo can bring its most significant value proposition.



Currently, we have signed up 38,000 stores which are committed to using Mozo upon its launch (set for January 2019). Our target is to sign-up around 300,000 retail stores in 800 malls, or 12% market share in Asia-Pacific region in the next three years. This translates to annual foot traffic under our control of over 8 billion annually.



Mozo Blueprint

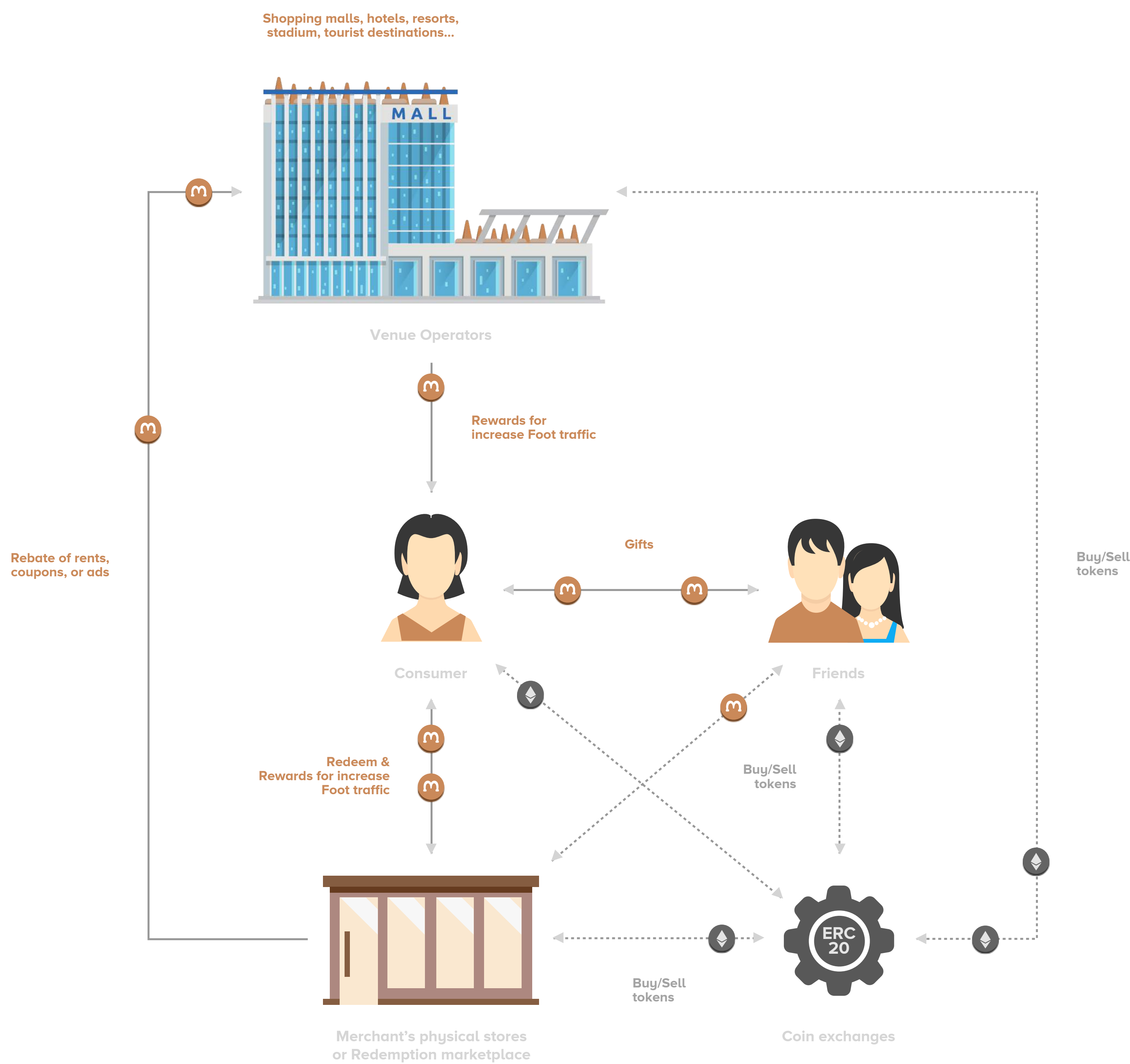
Online e-commerce has been a successful first wave of growth for the retail industry, driven by the arrival of the Internet over the last twenty years. Going forward, we believe that the blockchain-based retail sector is on the verge of exponential growth and will form the next wave of growth. Project Mozo provides critical building blocks needed for this new business segment to thrive:

- 1. Discover products or services through IoT based devices
- 2. Mozo, cryptocurrency to support loyalty program
- 3. Solo, a proprietary blockchain network for microtransactions
- 4. System to bridge Online-to-Offline gap
- 5. Data-driven product recommendation and shopper personalization



Team Mozo has experimented with the O2O business model and these technology building blocks over the past two years; with extensive field tests at both the shopping malls and individual retail stores. We are now integrating our Mozo software with the Ethereum blockchain network under the above Blueprint. Below are descriptions of the major components of our Blueprint, beginning with Solo and Ethereum blockchain integration.

How Does Mozo Work?



In the above ecosystem, Team Mozo has completed the implementation of Venue operators (such as e.g., shopping malls) in Mozo 1.0, and Merchant's physical stores or redemption market places in Mozo 2.1. We need to tie these and the other parts of the ecosystem together in our next software release Mozo 3.0 and in subsequent releases. Now, let's discuss how the Mozo concept can be implemented in the real world.

Merchant Package:

Many merchants (malls and retailers) do not sign up for new programs due to time and cost constraints. Mozo solves this by giving every merchant a “Mozo-in-a-Box” package. Mozo 3.0 will initially provide a certain amount of Mozo Tokens free of charge to registered merchants as well as our custom-made Beacon and Sticker sensors (Mozo can also work with QR Code and Barcode). Mozo-in-a-Box will enable merchants to test revenue generating opportunities offered by Project Mozo before they commit any budget on regular use basis. The amount of free Mozo Tokens, may be proportional to the merchant gross floor area.

Retailers and mall operators can mount Beacons on their ceiling or glue them on their walls, if they want to reward consumer for entering their stores or malls. Retailers can also associate Stickers with products and services they want consumers to discover and to calculate how many Mozo tokens they reward consumers for doing so using the Mozo Retailer APP described in greater detail below. This same APP allows store staff to upload product information such as marketing collateral, inventories and prices, allowing shoppers to discover these products just by bringing their smartphones close to the Beacons or Stickers mounted on or attached to those displays or products. Of course, these shoppers must have a previously downloaded Mozo Consumer APP onto their phone. Backed by a robust big data engine, the data collected from the Consumer APP allows the retailer to gain valuable insights into its customers.

Air-Drop for Consumers:

The majority of consumers do not sign up for loyalty programs due to the inconveniences described previously, and the time spent to complete registration. Mozo solves this by doing an air drop. For consumers, Mozo 3.0 will air-drop some Mozo Tokens free of charge, when they download the Consumer APP from Apple’s App Store or Google’s Play, as they walk into venue operators that are members of Project Mozo. Venue operators such as shopping malls, may advertise Project Mozo in their physical space where they want to increase foot-traffic. This provides an initial incentive for consumers to test Project Mozo’s exciting offerings. Our offerings to consumers will include: Mozo Token earning/mining tools that are organized in easily navigated maps; product and services categories; a search engine; and the ranking of highest earnings, among other features and functions. Also, Mozo 3.0 will include a redemption marketplace where consumer’s desires and merchants’ products meet. A more detailed description of this can be read in our whitepaper.

Project Mozo brings significant benefits which should provide more than sufficient incentives to bring walk-in customers back again. The table below describes many of the reasons why Project Mozo is beneficial to consumers.

For Consumers	Without	With
1.	No sufficient motivation to go to brick-and-mortar store	Go to brick-and-mortar stores to earn Mozo coins
2.	Do not see value in current rewards systems	Transparent rewards and easy to use system applied across merchants
3.	Cannot touch and feel products online	Incentivize to go to stores and try

We predict that early adopters of Project Mozo will be professionals, tourists, and tech savvy consumers. In this way, our go-to-market strategy will be orientated to this group of early adopters first.

For Merchants	Without	With
1.	Little foot-traffic or walk-in customers	Increase foot-traffic by 20%
2.	High customer acquisition costs (CAC)	Pass CAC equivalent to consumers in terms of Mozo coins, and bypass Google or Facebook advertising fees
3.	Loyal programs don't engage new and repeat customers	Universal loyalty system that rewards
4.	Cannot track shoppers and their profiles in real-time	Real time tracking and CRM for shoppers that are in store

For Merchants, early adopters will be those willing to: offer tokens to increase foot traffic; modify their existing reward programs; embrace cryptocurrencies and tokens as a means of exchange; and seek to be part of a global, cross-merchant reward system. Early indications are good, as [8] shows a US-based restaurant chain recently launched a successful new reward system using virtual coins.

a) How to earn/reward Mozo

Merchants can reward consumers with Mozo Tokens in many ways, each of which is a smart contract between user-device, user-user, or user-system as described previously. “Reward”, as used here, means to give Mozo Tokens. Specifically, consumers can be rewarded in five ways:

- Newly-registered consumers who have just successfully downloaded the Consumer App at a store, can be rewarded with Mozo Tokens through a “SHAKE” action on their phone. This is a one-time reward as we assume that the user downloads only one time.
- Earn Mozo Tokens every time the consumer enters the store (limited to once per day). This may be an option for merchants who value consumer visits, such as a mall operator, hotelier, car dealer, or other merchants selling products or services.
- Customers can also be rewarded for the discovery of a new product, we call this a “ZAP”. ZAP is an action whereby a user phone is brought near to a Sticker that has been associated with a product the retailer wishes customers to discover. Our Beacons have been pre-programmed with a Bluetooth pulse that detects to a distance of 10 cm or less. We have also pre-programmed these Beacons with 400ms broadcast interval to ensure that the Beacon battery will last for more than 1 year, and hence this user action can be completed within a few seconds. A sound notification is sent to the customer’s phone to confirm the discovery, and if he/she chooses to take a look, then we launch the product information including video clips or promotional material on their phone. This is good for new arrivals, and also provides a valuable tool for increasing walk-ins.
- BUY products at the Digitized Store or at the Mozo Redemption Marketplace using the Consumer APP, assuming the consumer will pay using fiat currencies, credit cards, or other payment methods.. When customers select BUY, retailers can reward them with Mozo Tokens for their next purchase as an option.

The amount of Mozo Tokens earned in this process of actions by customers is always pre-determined by the retailer. For example, if the retailer wishes to reward a customer 1 Mozo Token for ZAPPING (discovery) a new arrival product for a specified period of time, then the customer can earn 1 Mozo Token for doing so. All of the above are options available to the retailer. If the retailer does not want to reward a certain action, they can simply set the reward equal

b) How to use/redeem Mozo

To use Mozo Tokens for your regular transactions online or offline, simply select the payment option on the Consumer APP when checking out. The Consumer APP will calculate how many Mozo tokens will be deducted from the consumer wallet. This is done automatically, using the smart contract already integrated into the Mozo system. Noted that the consumer's digital wallet has to hold enough Mozo Tokens for this transaction to be completed.

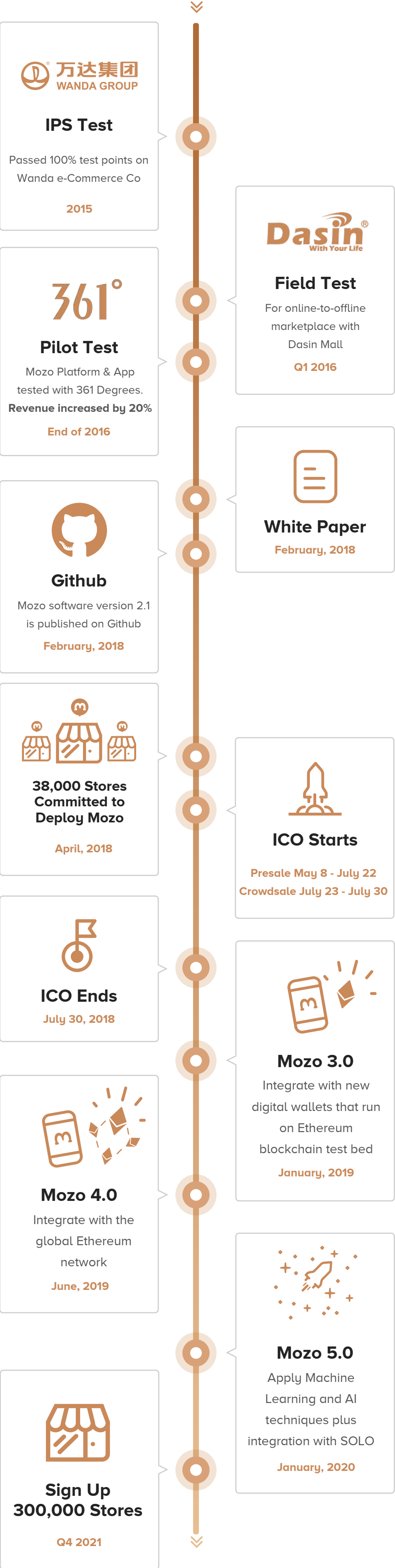
The Mozo Redemption Marketplace is also available on www.smartmozo.com website for those consumers who have collected a sufficient amount of Mozo Tokens. Redemptions can be in the form of a discount or cashback on product purchases (e.g., BUY action redeem 20% or 30% Mozo Tokens and 80% cash, or redemption of 100% product price on the Mozo Redemption Marketplace only). Mozo 2.1 includes a Redemption Marketplace, where Mozo Tokens can be redeemed. Again, such redemptions are supported by a smart contract integrated into the Mozo system.

c) How to buy/sell Mozo

Consumers and Retailers can buy or sell Mozo Tokens at designated token exchanges. After the ICO, Team Mozo will make applications for Mozo to be listed on one or more of virtual coin exchanges, such as those from Korea, Japan, and elsewhere. Note that the exchanges we have spoken to accept fiat currencies as well as popular tokens such as BTC, ETH, USDT etc. Consumers and Retailers can use BTC, ETH, USDT, other popular tokens, or fiat currencies to buy Mozo Tokens at the prevailing rates at these exchanges.

When buying Mozo Tokens, the Tokens will be deposited into the Consumer APP's digital wallet upon completion of the purchase, and are then ready to use. When selling Mozo Tokens, retailers can also buy and sell Mozo Tokens at these designated token exchanges the same way as consumers can. Please refer to the process applicable to each 3rd party virtual coin exchange.

Roadmap



Founders



Giang Phung
CEO



Dan Carroll
CFO



Thang Ton That
CTO



Danny Do
CMO



Jake Byongsok Yu
CEO - Korea

Core Team



Trang Le
Product Manager



Rebecca Chen
Public Relations



Dylan Jorn
Digital Marketing
- USA



Beam Woo Choi
Digital Marketing
- Korea



Hyun Min Roh
Digital Marketing
- Korea



Que Tran
Big Data Scientist



An Tran
Core Developer



Tuan Truong
Core Developer



Toan Tran
Core Developer



Truc Thai
Core Developer



Danh Ngo
Blockchain Developer



Vu Nguyen

Blockchain Developer



Thai Phan

Blockchain Developer



Dang Ngo

Mobile App Developer



Tuan Mai

Mobile App Developer



Tuan Nguyen

Web Developer



Thuc Anh

Web Developer



Tam Truong

UX/UI Designer



In Hyuk Jeong

UX/UI Designer - Korea



Kyu Ho Lee

UX/UI Designer - Korea

Advisors



**Avishai Ziv
(Israel)**
ICO Advisor



**Chong Kuan Yew
(Singapore)**
Fund Raiser



**James Phung
(Singapore)**
Fund Raiser



**Chi Ngo
(Belgium)**
Blockchain Specialist



**Daein Jeong
(Korea)**
Big Data Expert



**Steven Moustakas
(USA)**
Internet Startup Guru



**Lee Mun-Young
(Korea)**
Business Advisor

Our Partners



Wanda Group
Nanchang, China



Zhongshan Dasin Pass Technology
Zhongshan, China



361 Degrees
Xiamen, China



Suntec City Mall
Singapore



Dongdaemun Commerce Group
Seoul, Korea



TOBESOFT
Seoul, Korea



Alignment Ventures
Israel



Singulariteam
Israel



Gatecoin
Hong Kong



Crypto IB
Hong Kong