



**Storem**

## White Paper v1



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# Executive Summary

## Why, What, How :

In finance, there is a natural supply and demand that occurs within ecommerce. However, overtime the supply curve has been growing at an unprecedented rate. This is what we commonly reference as inflation. The reason STO was created, is to have a cryptocurrency used for transactions that is free from tax and fees that can be utilized anywhere in the world without any restrictions. Fiat currency is the primary form by which nearly 99% of the population uses to complete transactions or induce trade.

STO can be used as a primary form of payment not only on the Storeum Marketplace, but also integrated to various vendor and supplier websites, eCommerce platforms and soon in - store to accept STO as a form of payment. We believe overtime STO will begin to stabilize being used for millions of transactions on a daily basis. Also in this regard, STO will become a symbol of value. As STO begins to gain adoption within ecommerce, we believe the limited supply in nature will provide a reverse effect to our current inflation model.

## Overview

STO has several products that are being developed to bring cryptocurrency to ecommerce. The primary product of development has been the STO token, which is used to facilitate transactions for products, goods and services. Another product that has been developed is the Storeum Marketplace; this is a decentralized platform where users can buy or sell products using STO tokens and other cryptocurrencies like btc and eth,

## Problem

One of the biggest and most predominant issues within ecommerce and finance is consumers can't buy anything for a penny or even a dollar in most cases. Many years ago, Fiat currency was more valuable and had a limited amount to go around. As the years progress, we see many individuals not only selling, but also buying goods or services while having a difficult time saving (Fiat) money. This is solely caused by our current inflation model.

## Solution

Our intention is not to replace Fiat currency, however, we aim to provide a unique approach to creating an ecosystem unattached to the current inflationary model. As we all know, Fiat currency is the foundational currency in which our society operates on a daily basis. Storeum (STO) provides a reliable, stable and tax-exempt cryptocurrency to enable seamless transactions. A limited supply currency hosting safer transactions in an ecosystem that allows the token holders to have full control of their finances at all times. A limited supply currency in which there is no third party requiring permission to interact with STO.

## Token Economics

The following is related to the STO token economics.

- Total Supply: 280000000 STO tokens

- Available to Community: 190000000 STO

## Privacy

Our members privacy is of the most importance. Any information collected by the STO Marketplace will not be shared with anyone. We take pride in keeping our users information safe, secure and private. Keep in mind that the payment solutions we create only capture your ETH address and provide proof of payment. Any personal information is not shared or collected by any third party or payment provider. All information is publicly visible via the Ethereum blockchain.

## Opportunity

Storeum Marketplace and STO token have created a huge opportunity for those already using cryptocurrency as well as those who do not own or know about crypto. Storeum is creating products and solutions for existing or newly founded businesses to start accepting cryptocurrency on their website and in-store. There are millions of businesses that want an easy way to accept crypto while maintaining value in relation to the products or services being sold for cryptocurrency. They do not want to be concerned with mining, staking, or any other trends in the industry. Companies that want to accept cryptocurrency need an easy, secure and reliable way to conduct transactions. STO has proven to be the solution.

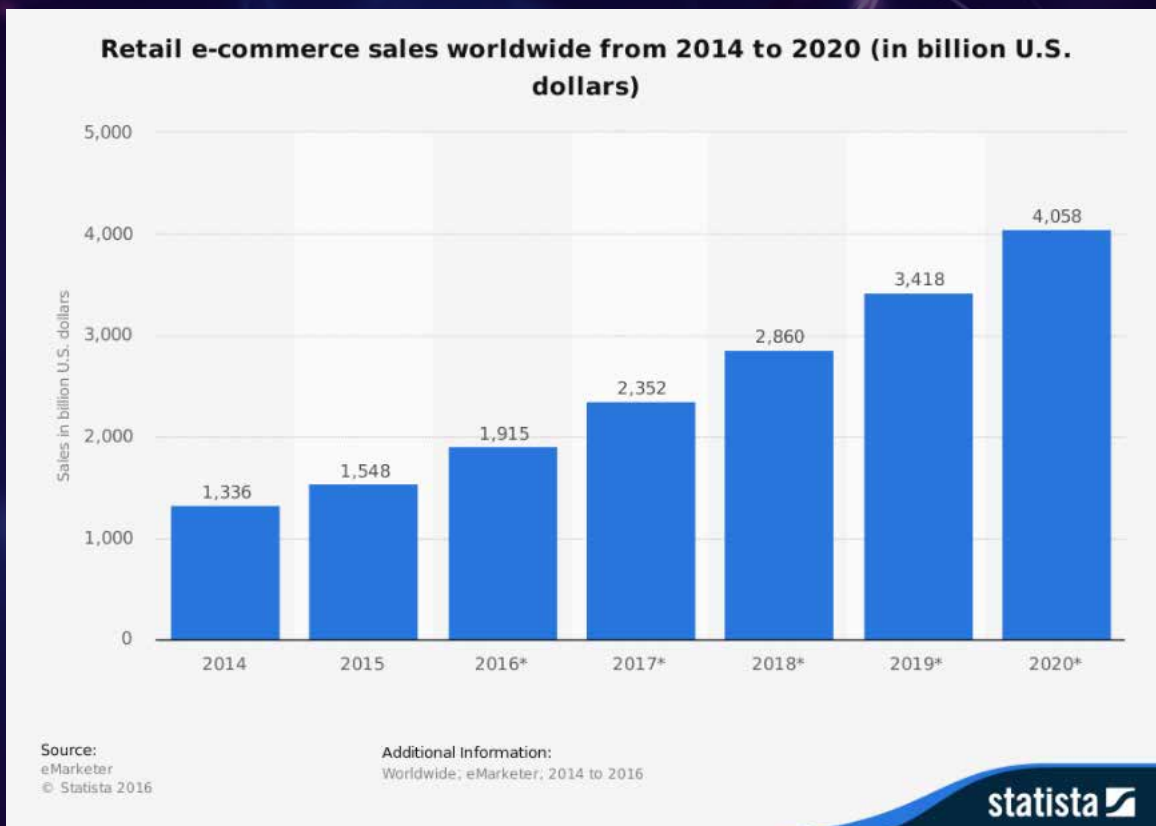
## Mission

Our mission is provide the highest level of security available to ecommerce world. Introducing new users to the world of blockchain and exactly what the technology is capable of. By creating a real use case for cryptocurrency and enabling billions of people all around the world to buy or sell products and services with cryptocurrency, which helps reverse the traditional inflation model.

# The Vision And Motivation

Storeum seeks to be a decentralized version of eBay or Craigslist, creating a blockchain marketplace where users can buy or sell goods and services using Ethereum as the common payment method. Storeum is centered around the idea of completely free listings with a minimal transaction fee to garner as many users as possible.

1. Many people want a simple and safe way to obtain a stake in cryptocurrency, but do not know how. They are not miners, not speculators, just individuals who see added value in investing in cryptocurrency. The number of cryptocurrency owners is projected to increase from a current 22 million to over 200 million by 2020.
2. Yet these same people are very comfortable with buying and selling on Ebay, Amazon, WeChat, Etsy, Taobao and the like. In 2016, marketplaces accounted for 44% of the world's \$2.44 trillion spent online in 2016.
3. Cryptocurrency wallets are primarily concentrated on mobile devices, with over 65% of wallets being mobile. Global smartphone penetration is projected to reach 37% by 2020.
4. Global population of digital buyers will surpass 2 billion people by 2020



These four pivotal forces combine in the global ecommerce marketplace where people can:

- Easily become owners of cryptocurrency by selling goods and services
- Easily spend their cryptocurrency wealth by purchasing real world goods and services

The global Storeum Marketplace , powered by Ethereum blockchain and the exchange traded STO cryptocurrency , enables these endeavors with peer-to-peer smart contracts for buying and selling goods:

- Sellers are interested to receive cryptocurrency for their wares. Utility of settlement + Investment vehicle = mass adoption of digital currency;
- Buyers are realizing the cryptocurrency investment gains and purchasing power, yet are spared the pain and risks of switching between crypto and fiat currency;
- Smart contracts ensure that transactions are seamless, secure, enforceable, transparent and decentralized.

The smart contract technology allows the STO Marketplace , to ensure safety , executability , intractability and verifiability of a transaction , successfully facilitating peerto-peer transactions . As regulation concerning acceptance of digital currencies in a B2C arena evolves, the marketplace will add business sellers and buyers to its roster. The smart contracts will oblivate many existing intermediaries, the leeches of value chains. The delivery economy facilitates explosive growth in the form of direct manufacturer -to-consumer transactions , allowing for much more attractive pricing for both buyer and seller . Make -toorder manufacturing becomes a much more relevant business model.

Some transactions may, in the future, require additional KYC/AML procedures for execution of smart contracts for certain types of deals, involving third-party providers (i.e. delivery companies, couriers, notaries). The storeum platform envisions seamless engagement of these parties. We pay special attention to ensuring the legitimacy of goods and services sold on the Storeum marketplace. We are developing an advanced AI technology to help pre-screen seller postings for any potential infringements of reason, morality, safety and due care.

# Problem Statement And Issues

Presently, tens of millions of people legitimately own cryptocurrencies. Hundreds of millions around the world are aware of cryptocurrencies and would like to obtain them.

Many view crypto as a means of investment with stunning returns, and others seek benefits of seamless digital transactions and new business opportunities afforded by blockchain technology.

Mass adoption of cryptocurrencies is inevitable and imminent. The cause and credit is owed to many trail-blazing entrepreneurs and visionaries, including the source of our inspiration and object of deepest respect, Telegram. The moment of mass adoption will definitely come sooner rather than later. Consumers need a simple, fast and safe means of obtaining digital currency.

Capitalization of cryptocurrencies fluctuates around \$140 billion. Yet the governments, banks, and international payment systems around the world drag their feet in establishing clear rules of regulating crypto transactions to enable law-abiding citizens buying and selling physical goods using their digital assets. A large portion of \$140 billion is ripe for spending - conversion into physical assets.

The goal of our company is to empower consumers around the world to participate in crypto and to enjoy the purchasing power of their crypto investments by creating a Storeum digital marketplace where they can freely and securely buy and sell goods for cryptocurrency.

## Issues

Although the e-commerce is growing rapidly, getting started with selling your goods and services online is a daunting task. The business owner has to use his /her resources ineffectively: to spend time on the online shop management and to conduct advertising campaigns without assistance. What's worse, of small-scale producers getting into a global market requires considerable investments at the early stage and further monthly expenses for the maintenance of the online shop operations. Besides, the manufacture faces bureaucratic difficulties and transaction fees when conducting international payments. Few small scale productions can meet that kind of financial demand and be ready to face the risks related to international sales and entering the new markets.

## Small-scale producer Issues

The main issues addressed by business owners when getting into the international market are as follows:

- Lack of twenty-four-hour multilingual customer support.



Selling your goods internationally means being able to keep the buyer-seller feedback line open at all times in order to be able to assist customers in different time zones and the lack of live customer support makes communication much less effective;

- **Lack of localization**

Small-scale producers are not able to present the translation of product descriptions and features taking into consideration the specificity of various countries which renders the launch to the international market impossible;

- **High fees at the existing platforms and various charges of payment systems**

The existing platforms withhold a considerable part of the cost, let alone payment system and conversion charges, transaction fees and taxes;

- **Lack of customer's confidence in an unknown seller.**

The customer prefers verified sellers who offer goods of confirmed quality, while the unknown sellers with no reputation have to compete with them;

- **Lack of proper online sales pitch for items.**

Each purchase, especially the one made online, is based on many parameters. The lack of the product description, parameters, good-quality photos, video overviews and customer reviews negatively impact sales;

- **Impossibility of automatization.**

In addition to the all of the above issues, the small-scale manufacture owner is not ready technologically to make the online store completely automatic;

- **Competition with global corporations.**

International corporations have a wide range of tools for marketing high-quality goods across the globe at their disposal, which small-scale productions do not have access to, making it impossible for them to go global;

- **Cash deficiency.**

Businesses receive money from sales only after a certain delay, and increasing sales without factoring this into the equation will sooner or later prove to be an impossible task.

- **Online shop customer issues**

On the other hand, the list of issues related to the buyer's experience with small-scale producers is also quite long:

- **Goods search.**

A great deal of unique goods made by small-scale producers have no adequate descriptions or photos, which hampers the search of the desired product. Besides, many good-quality items of small-scale production cannot be ordered online at all

- **Lack of proper online sales pitch.**

Because of the lack of skillful presentation materials the customer cannot get a full overview of a product and as a result declines the purchase;

- **Lack of reliable reviews.**

Without any way to confirm the authenticity of reviews posted on custom-made sites of online stores, customers are unable to form a true-to-life impression about the product;

- **Lack of guarantees.**

Many online stores offer goods on an upfront fee basis, but not all customers are ready to risk sending money to an unfamiliar online shop which can turn out to be a short-lived website

# Blockchain Solutions

## What Are Smart Contracts?

Smart contracts are one of the key features of the Ethereum blockchain, although they are not limited to that platform. Smart contracts act as self-fulfilling contracts. That is, their code contains all the rules and information needed to complete the contract without outside interference. The famous analog equivalent is a vending machine. A user inputs the correct number sequence, along with change, into a vending machine, and the machine automatically checks that the correct information has been inputted before releasing the desired item.

In the same way, blockchain smart contracts can be digitally created between a buyer and a seller and only executed when the built-in rules of the contract are satisfied. This eliminates much of the hassle of using a mediating agency, like a physical store or an online retailer's back-end system, to conduct trades. Disputes between buyers and sellers are either handled automatically via the smart contract's failure or referred to Storeum mediation team for resolution. Storeum uses an ultra secure Ethereum smart contract escrow solution to ensure the safety and security of both parties when transacting.

## The STO Solution for both buyers and sellers

The STO Platform offers a practical solution to the problems outlined above as well as the potential to become the practical heart of e-commerce and cryptocurrency combined. It strives to reward shopping with cryptocurrency by exposing the common person to the STO token. The key focus of STO is giving effortless access to cryptocurrency ownership which comes with potential rise in value - without dealing with any of the underlying complexities which make cryptocurrency unattractive.

## Solutions for sellers:

- **Low entry.**

We offer an efficient, simple, and low-cost set of tools with a clear interface, loyal client base, all to make your goods available internationally.

- **The possibility of entering the international market of consumables.**

Small-scale manufactures may undergo significant structural changes in consequence of growing amount of orders and margin. Higher workload of the basic infrastructure will increase their profitability and allow to expand the production and develop the company. They will also get a competitive advantage in those regions where the sector they work in is developed poorly for some reason or another.

- **Advanced Customer Analysis Tools**

we offer the mechanisms to constantly gather, analyze, and process customer data. The key metrics will allow sellers to promptly adapt to any changes in demand, since STO makes tracking customers and adjusting your current business model a simple and elegant experience.

- **Guaranteed influx of loyal customers**

Offering your goods for purchase using cryptocurrencies and STO tokens will make your store accessible to a large audience of cryptocurrency holders; and, since cryptocurrencies and tokens are somewhat limited in their use, there will be a guaranteed customer base that will seek to exchange them for goods through our platform.

- **Comprehensive support from the STO team**

Business owners can always get in touch with the platform developers using our 24/7 support service, while any customer-related issues can and will be resolved with the help of STO arbitration.

- **Affiliate Marketing: Referral offers for reviewers**

In addition, we also add an option to earn rewards through spotlighting an item: bloggers, reviewers and other people with an audience can review goods sold through STO and earn tokens through referral links for each item bought. According to an inPowered sponsored Nielsen research, more often than not readers put their trust in reviews, test drives, reviewer articles and opinions of those who already owned and tried the item they want to buy.

## **Solutions for buyers:**

- **Guaranteed quality**

We assume the responsibility of ensuring high quality service, and guarantee that the seller will send the buyer the exact item as described and outlined in the product description.

- **Safe and secure smart contract deals**

When a transaction has been made, the seller can be sure that the buyer will receive their item(s) when and only when the it arrives at the destination. At the very moment that the seller sends the package, the buyer receives a tracking code, which will allow them to track their order real-time. The smart contract ensures that the money goes to the seller's account only after the item has reached its destination. Failing that, the buyer will be eligible for a refund within 20 days\*.

- **Honest reviews**

The smart contract records the interaction between the buyer and the seller, ensuring all reviews come from people who actually bought the item

- **Buying what you need from anywhere in the world**

Our platform will host millions of unique, tailor-made items created by smallscale manufacturers that you will not be able to buy in any large-scale online store

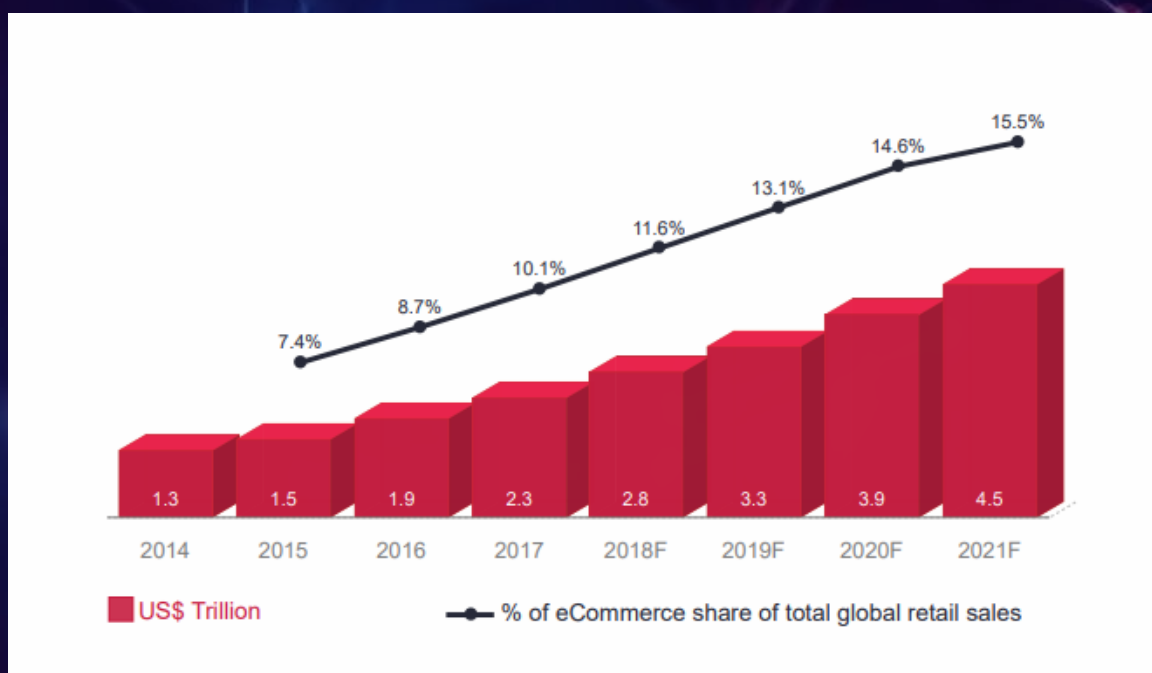
Any item can be bought for cryptocurrency or STO tokens with minimal fees, while real-world currencies still remain relevant and valid.

# Market Opportunity Overview

By definition, Commerce normally refers to the macroeconomic purchase and sale of goods and services by large organizations at scale. The sale or purchase of a single item by a consumer is defined as a transaction, while commerce refers to all transactions related to the purchase and sale of that item in an economy. Most commerce is conducted internationally and represents the buying and selling of goods between nations.

The STO token can be used for both eCommerce platforms and in Traditional Brick & Mortar Commerce. Our primary focus will be on the advancement of both eCommerce and Traditional Commerce. There is a huge demand for both vendors and consumers to save on each transaction that is conducted in-store or online. About 90% of all transaction costs are passed onto the vendor with the consumer unaware of the extra cost running an online or in-store business. These transaction fees are relatively small at 1 - 3.5% per transaction. However, running an in-store business or eCommerce site that is producing more than 100k a month can run a yearly cost of about \$10,000 - \$42,000 just to accept payment for services or products sold online or in-store.

This extra expense could be used to grow the company or organization faster, hire more workers, pay for rent, marketing & advertising, etc. As we further break down earnings year after year based on inflation, the company should expect a 10% yearly growth to stay in business. Otherwise, the business could be at risk of running out of capital. Take a moment to review the differences between Traditional Commerce & eCommerce below



According to eMarketer, global eCommerce retail sales will grow at a robust CAGR of 19% from US\$1.3 trillion in 2014 to US\$4.5 trillion in 2021, showing a threefold increase in online revenue.

This growth is being driven by a considerable rise in online sales over total global retail business-to-consumer (B2C) sales, increasing from 7.4% in 2015 to 15.5% in 2021.

International online marketplaces like Alibaba, Amazon, eBay, and Rakuten accounted for 50% of global online retail sales in 2017; this share is forecasted to grow to about two-thirds by 2022. Internet Retailer reported that in 2017, the top 75 marketplaces accounted for more than 90% of global marketplace sales, with 35 out of these 75 being launched between 2010-2015.

Consumer behaviour is driving this trend: 64% of the respondents in a global Amazon and Pymnts.com survey stated that they begin product searches at marketplaces, citing product variety and price as motivators. Retail eCommerce growth is also driven by a growing number of niche or more narrowly focused vertical

#### Differences Between Traditional Commerce & eCommerce

<b>Traditional Commerce</b>	<b>eCommerce</b>
Heavy dependency on information exchange from person to person.	Information sharing is made easy via electronic communication channels making little dependency on person to person information exchange.
Communication/ transaction are done in synchronous way. Manual intervention is required for each communication or transaction.	Communication or transaction can be done in asynchronous way. Electronics system automatically handles when to pass communication to required person or do the transactions.
It is difficult to establish and maintain standard practices in traditional commerce.	A uniform strategy can be easily established and maintain in e-commerce.
Communications of business depends upon individual skills.	In eCommerce or Electronic Market, there is no human intervention.
Unavailability of a uniform platform as traditional commerce depends heavily on personal communication.	eCommerce website provides user a platform where all information is available at one place.
No uniform platform for information sharing as it depends heavily on personal communication.	eCommerce provides a universal platform to support commercial / business activities across the globe.

As we can see from the diagram above there are some huge benefits to running an eCommerce business opposed to having an in-store or Traditional Commerce business. On the other hand, eCommerce businesses are not free from day to day struggles and still require some finesse to acquire customers or to get what is called the 'flywheel' to start naturally. There are plenty of extremely successful eCommerce platforms we can learn from. For example, Amazon, eBay, Catch, MyDeal, Etsy, Alibaba, GraysOnline, Tmall, JD.com are industry leaders. All of these eCommerce platforms and Marketplaces have several things in common however, the most important thing that each of these organizations share is they are all consumer obsessed. This obsession drives their development further and provides a continued advancement of services.



Above we can see the worldwide eCommerce revenue on average per shopper online marketplaces like Airbnb, Uber, Etsy and Wish. This growth driver is more prominent in Asia and Europe where language and cultural nuances play a major role in consumer buying behaviour and ability to penetrate the market.

Online business-to-business (B2B) distribution is driving global eCommerce to even greater heights. In 2017, global B2B sales hit US\$7.7 trillion in revenue<sup>4</sup>, dwarfing B2C sales with a 234.8% difference in market size. The gap in market size remains high at 208% in 2020F as Frost & Sullivan projected that B2B eCommerce will hit \$12 trillion in sales worldwide by 2020.

# Storeum Marketplace Product

## Product Value Foundation

Our product is founded on the following cornerstones:

Cryptocurrency mass adoption. We promote mass adoption of digital assets that are both a means of settlement and an investment vehicle, thereby enlarging benefits for all parties to everyday buy-and-sell interactions.

Peer-to-peer interaction. Cut out as many intermediaries from the value chain, as possible. The platform facilitates smart contract execution between independent parties. Storeum Marketplace does not own any goods for sale, it is not biased in its search results, and protects fairness of smart contracts.

Legal marketplace. We pay special attention to ensuring the legitimacy of goods and services sold on the STO marketplace. We are developing an advanced AI technology to help pre-screen seller postings for any potential infringements of reason, morality, safety and due care. Seller profile transparency and verification will be strongly encouraged and promoted.

Decentralization of transactions and settlements. Blockchain allows for decentralized initiation, settlement and fulfillment of transactions. Payments are immediate upon performance under carefully crafted smart contracts.

Impeccable interface. Our interface design brings a harmonious and seamless experience of buying and selling goods globally. We will strive to open our API to the community in order to develop the best adaptation of the platforms for specific local needs of the global community.

Open community. Some transactions may, in the future, require additional KYC/AML procedures for execution of smart contracts for certain types of deals involving third-party providers (i.e. delivery companies, couriers, notaries). STO platform envisions seamless engagement of these parties.

## Product Description and Features

Storeum brings together sellers and buyers in one convenient marketplace, and facilitates payment in STO cryptocurrency. The STO platform provides convenient search tools, facilitates payments and regulates business relations between buyer and seller using a set of smart contracts on Ethereum blockchain. The platform will utilize the development of numerous tools for supplying rich information necessary for making decisions in regard to buying or selling



products Specifically, extensive and content-rich product descriptions, seller and buyer ratings, reviews, terms of sale and execution of smart contracts.

The new features of STO platform include the following:

- **Storefront Section:**

1. Product categories screens;
2. Product description screens;
3. Smart-search engine with relevance algorithms based on search string, geography, product descriptions, user reviews and ratings, and prices;
4. AI-based engine for pre-screening user posts, product descriptions, visual and video content.

- **Seller Account Management Section:**

1. Easy-to-use tools for creating and managing sale posts;
2. Tools for promoting and targeting posted ads;
3. Ad stats (views, clicks, conversions, reviews etc.);
4. Terms of sale and payment management screens;
5. Seller's cryptowallet;
6. Review management screens;
7. CRM.

- **Buyer Account Management Section:**

1. Saved favorites and previous searches;
2. Buyer's cryptowallet;
3. Purchasing history;
4. Smart recommendations engine based on previous searches and purchase history;
5. Purchase review management tools.

## Product Target Audience

The target audience is comprised of individuals, ages between 24 and 56, with various income levels, who actively use smartphones and laptop devices, and share, to varying degrees, an interest towards the subject of cryptocurrencies and investments.

### User personas based on interest in cryptocurrencies:

- Interested in becoming an investor in cryptocurrency, but do not see a clear process path or deem acceptable the risks of obtaining cryptocurrency due to the complexity of the process, safety risks (e.g. localbitcoins), potential repercussions from tax and regulatory treatment.
- Current holders of cryptocurrencies, who had invested in them over time and continue to do so. They wish to use crypto as a means of payment for goods to increase their quality

of life, but encounter constant complications when converting to fiat currency due to the complexity of the process, safety risks (e.g. localbitcoins), potential repercussions from tax and regulatory treatment

## User personas based on interest in buying and selling goods

- Individuals, who wish to buy or sell various goods. For example, a smartphone, appliances, clothing items, artworks, jewelry, vehicles, property and so forth. In 2016, over 1.6 billion individuals sold or purchased goods online.
- Small-scale producers, who utilize marketplaces as the preferred format for selling their wares. Today, over 63% of this segment sell exclusively through online marketplaces, which allows them to avoid costs of building and supporting their own online storefronts. Typical assortment of items for sale averages 50 SKUs, focus is on selling in their domestic regional markets, and they employ no IT or online marketing staff

# Product Use Cases

## **Buyers of goods and services: Kenneth Shirley, software engineer, Hamilton , United State**

*Shirley is a young software engineer from usa. She got excited about Bitcoin way back in 2011 and started mining. At first, she used her own desktop, then bought a few pieces of professional equipment. Today, she has amassed quite a small fortune in digital currency. Sometimes she exchanges Bitcoin for altcoins as investment plays, but with increasing desire she would like to actually spend some of the coins on improving her everyday quality of life.*

*Going through online exchanges and cashing out into usd is quite cumbersome in large part due to significant commissions, complicated registration procedures and other limitations. Lately, she has been worried about frequent hacker attacks on coin exchanges. The last thing she wants is to have some hacker steal her wealth.*

*Shirley is solution - one-click shopping on the STO Marketplace. She has bought home decorations, cosmetics, even tickets for a sold-out event from a guy, who would rather begin owning crypto than go to the fabulous concert.*

## **Albert, miner and crypto investor, Vancouver**

*Albert is an early adopter and experienced user of cryptocurrency. He mined his first bitcoins, then expanded into altcoins, resulting in a diversified portfolio of digital currency assets. He wishes to make use of his digital investment foresight to build bridges into the physical realm, enjoying the purchasing power afforded by the crypto coins he owns. He wishes to purchase goods and services directly with digital assets, and is dissatisfied with the current process because:*

- 1. Conversion from digital to fiat takes incommensurate effort;*
- 2. Whether through an exchange or fiat-conversion service, he pays high fees;*
- 3. Using p2p conversion sites, there is a high risk of fraud and endangerment*

*Albert decides to use the STO Marketplace because transactions are settled in digital currency without fiat monies in conjunction with a secure digital smart contract.*

*Furthermore, the marketplace offers a wide variety of goods and services he consumes in everyday physical life. He prefers to buy from locally-listed STO sellers. For example, he just bought a mountain bike from a guy living in English Bay, Albert also hired a crew from Burnaby to spruce up his front yard, and now has set his eyes on a few properties in West Van that are listed for sale in coins. Truly decentralized secure platforms have the potential of being used in local applications.*

## #Sellers of goods and services:

### Yoo Mi, aficionado of vintage clothing and accessories from Seoul

*Yoo Mi derives great enjoyment from regularly foraging and finding exquisite vintage clothing and accessories, which she then puts up for sale on several specialized websites. Korean vintage is gaining steam and will follow the footsteps of K-Pop, conquering new fans all over the world. She is, however, quite hesitant in dealing with overseas buyers of her vintage items ñ she never knows whether the buyers will deliver on the promise to pay. Additionally, each country has its own peculiar regulations and fees for international money transfers. Unfortunately, those potential fees are expenses that she incurs, ouch!*

*Living in Seoul, Yoo Mi can't help but be constantly surrounded by stories of her friends and relatives, down to her nephew Jihoo, who is still in college, making a killing from investments in bitcoin and many other coins she has never heard of. Yoo Mi knows she will never mine for cryptocurrencies, nor has she any desire to buy it on a digital exchange. If only there were a way to turn vintage into crypto without too much stress or discomfort from the unknown.*

*Yoo Mi discovered Storeum ñ she now sells her vintage goods and gets paid in STO token from Busan to Sao Paolo, without having to worry about all the complexities, which scared her before. She now is a proud owner and crypto investor and uses the STO Marketplace on a daily basis to broaden the reach to those who she makes happy with the joy of Korean vintage products. Most importantly, Yoo Mi learned she is well-protected because smart contracts with any buyer from any country are just as safe as selling in the flea market next door, and just as enticing in terms of investment like Jihoo's fancy crypto investment returns.*

*She is even planning to sign-up for premium service for her little business, giving her an option of auctioning off her vintage gems to the entire world and make more won for the buck, so to speak.*

# Business Model

All listings within Storeum Marketplace are free. While all listings are free, the revenue generating business model includes:

## 1 Advertising for Buyers and Sellers

Every merchant, supplier and seller will advertise to highlight and promote their goods and services. This allows branding of goods and services to thrive in the global market at a fraction of the cost.

## 2 Big data analytics

We will use state-of-the-art technology, data analytics, and artificial intelligence to identify premium or high volume buyers or sellers, and carry out targeted marketing to them.

## 3 Peer to Peer Exchange of STO token to other cryptocurrencies

A Shariah compliant exchange will open new business opportunities within the ecosystem to provide liquidity to the Storeum users.

## 4 Auction in a Blockchain infrastructure

An auction of pre-owned or high value goods provide a niche marketplace for many users. For example, a merchant trying out their new products may decide to produce in small quantities to test the demand of such items through auction, before embarking on mass production of those products. These auctions provide opportunity for value added services.

## 5 Global Courier Delivery Services with strategic partners

Proper logistics guarantees quality service delivery, while proper handling of certified goods and services will give confidence to all buyers. Hence, we offer last mile delivery or cross-country delivery service through global strategic logistic partners.

## ADOPTION METHODS:

Encouraging the usage of the STO Tokens and its mass adoption and motivating merchants to set up shop in the Storeum Marketplace includes the following:

1. The Storeum Marketplace will award STO Tokens to its merchants and consumers to engage them in numerous activities. Storeum will airdrop tokens to both Buyers and Sellers to incentive them to use the STO Token.

2. Vendors in the marketplace will advertise on the platform to attract customers by giving discounts.
3. Customers will have an option to exchange gifts with their friends using STO. Referral, affiliates and loyalty programs. Vendors pay to users for recommendations and referrals of their products and services.
4. Charitable organizations will be airdropped tokens which they can use to purchase products or make use of the services.
5. Working with various communities.

# GLOBAL MARKETING STRATEGIES

## Launch Promotion

Once our platform and mobile app (mobile miner) on Google Playstore and Apple Appstore is ready for launch, we will have a global marketing campaign via our channel partners, merchants and suppliers to encourage users to use the platform and download the mobile app. Upon successful registration, an airdrop of STO tokens will enable users to make an initial purchase of special offers in the marketplace. This airdrop will incentivize users to complete their KYC profiling information on the blockchain.

## Strategic Alliances

We will forge formal strategic alliances with suppliers and merchants to offer their products and services on the marketplace to ensure that a wide variety of goods and services are available on the marketplace. This will entice small and medium enterprises offering certified goods and services to join the Marketplace.

## Seminars, Conferences and Exhibitions

We will participate in global seminars, conferences and exhibitions to spread awareness about the marketplace by appointing Community Managers to carry out ongoing education and marketing campaigns.

## Community Promotions

Influencers, volunteers and supporters will rally the community members by sharing the importance and benefits of Storeum marketplace.

## Crypto & Social Media Channels

Social media channels will be employed to promote Storeum decentralized Marketplace. Channels including Facebook, Instagram, Twitter, Reddit, Steemit, Medium, Hackernoon, Quora, Telegram, Wechat and Weibo.

## Online and Print News Outlets

Storeum will promote its brand on major online news platforms, print newspapers and other media

# Storeum Token

The STO token was created on January , 2019. Since the inception of Storeum, a lot has evolved in terms of what exactly the purpose or use for STO would be. To this day, the primary use of STO is for conducting transactions within the Storeum Marketplace and on the blockchain. These transactions can be used for products, goods, services, or anything that someone is willing to purchase. The total supply of STO is limited to a finite number of only 280000000 STO, additionally there will be no more tokens created. STO by design, is a decentralized currency where there is no one central point of control or manipulation which allows for a fair, free and open currency for anyone anywhere in the world to use or be apart of.

STO is not a statement, however an additional option to our digital lives. A new normal where users can effortlessly send or receive cryptocurrency on a daily basis for anything that can be imagined. Storeum is enabling the developing world, the opportunity to use alternative currencies as well as the already developed world to have the same opportunities and benefits of being able to transact with cryptocurrency alternative to Fiat currencies.

Within the next few years as the development of STO continues , several solutions will be created and presented to the public bridging the gap between digital currency , physical products and services . By doing so, Storeum Marketplace and the STO token will be establishing a more trustworthy ecosystem for vendors and consumers. Merchants across the globe will benefit from having a simplistic and easy to use mechanism for receiving border-less payments in cryptocurrency and more specifically, STO

## STO Token Economy

Storeum (STO) is creating an economy fueled and driven by the community . Like many other token economies , STO can be used as a method of systematic reinforcement , for example bad actors are punished where as positive activity is rewarded . In a decentralized eco-system or economy ,there needs to be an active community interacting with each other on various mediums that the STO token is integrated with. In order to get new users or members to be a part of STO, we are developing an incentive program (mobile miner) where new users can earn a small portion of STO just for downloading our app and keep it running in the background ,By giving users an ongoing reward, we will achieve the fastest viral growthin crypto world. As our ecosystem expands globally, we aim to be the largest cryptocurrency by user number in the world.(this is our vision)

Additionally, STO is also creating alternative methods in which users can be rewarded for being active and using the platform.

The primary focus for Storeum (STO) is to integrate the STO cryptocurrency into the daily lives of users worldwide. This includes commerce, trade, bills, employment, insurance and various



other areas that can all start incorporating the use of STO within their pre-existing platforms.

Storeum is all about automation, the products and solutions being developed will be 100% automated and will not require any human intervention for verification.

We envision a future where just as we have evolved in the past from using clay coins to paper money, we have created a revolutionary cryptocurrency that anyone around the world can trust and ensure its inherent value. At the same time being insusceptible to theft. That is virtual, light, untraceable, fast, easily exchangeable into any currency and that can be used to purchase both tangible and digital products. This is the future and BitStash (STASH) is doing everything it can to make this a reality for billions of people all around the world.

## Why STO Token

STO is positioned to be the primary cryptocurrency used for transactions all over the world both online and in-store. Once our solutions have been released to the marketplace it's a clear choice that STO will be the easiest, fastest, and most secure method in which to transact.

Unlike most popular cryptocurrencies STO will be providing additional products or solutions to the ecosystem / network, aside from the already mentioned solutions above. These solutions might consist of directories showing which local stores or websites accepting STO .

As time continues and demand for such solutions becomes relevant we will begin development in this area ensuring that Storeum (STO) remains a clear choice when it comes to cryptocurrencies and overall ease of use.

By using the the STO token for transactions you are creating a transaction record on the blockchain between both parties . No longer will you need to keep track all of your receipts or invoices when buying things as it is all stored for your reference on the blockchain.

100% FREE of any fees or taxes, when sending STO to anyone it will only cost a small amount of wei which is required as gas on the Ethereum Blockchain to send ERC-20 tokens . In this regard, STO is not charging any additional fees or taxes to host transactions on the network.

As blockchain technology continues to grow STO is also looking into creating its own chain removing all fees that are currently associated with STO.

STO is a cashless, cardless, trustless, and permissionless way to buy or sell anything.

## Token Parameters

1 : Role of token : Utility token for settlement of smart contracts and fees on Storeum marketplace

2: Token abbreviation : STO

3:Token name : Storeum

4:Emission Rate : No new tokens will ever be created

5: Maximum supply : 280 million STO Tokens

6: Token network : Ethereum (ERC20 extended )

# Our Core team

## MARK Olympics

Co-founder/Chief Executive Of STO

Over 5 years of experience in implementing major website projects, in various sectors such as real estate, e-commerce, ... He is currently developing websites for many domestic and foreign organizations.

## Juliana leem

Full-Stack storeum Developer of STO

she is the software engineer and designer of Blockchain system... she is currently assuming the main responsibility for the development of storeum Blockchain platform and related apps

## Christopher Panina

Chief Technology Officer of STO

chris always felt passionate about innovation and believes in the positive disruption represented by decentralised systems based on cryptocurrencies and blockchain technology.

- He thinks we are living the beginning of a revolution that will first impact the payment and e-commerce sectors and he wants to contribute to that.

# Disclaimer

This project is a work in progress and is subject to significant change. With that said, any changes are meant to improve the project for our community. All figures are brought as examples and are used for for explanation purposes only. While we make every effort to ensure that all information in this whitepaper is correct, the information herein may be out of date, incomplete, inconsistent, and / or inaccurate and in no way implies a contractual relationship. The material is not professional, financial or investment advice.

## Legal & Regulatory

This whitepaper shall not and cannot be construed as an invitation to enter into an investment. It does not constitute or relate in any way nor should it be considered as an offering of securities in any jurisdiction. This whitepaper does not include or contain any information or indication that may be considered as a recommendation or that might be used as a basis for any investment decision. STO tokens are utility tokens which can be used only within the Storeum ecosystem and are not intended to be used as an investment.

The offering of STO tokens on a trading platform is enabled in order to allow the use of the STO token and not for speculative purposes . The offering of STO tokens on a trading platform does not change the legal qualification of the tokens, which remain a simple means for the use of the Storeum platform and are not a security.

Storeum Marketplace is not to be considered as an advisor in any legal, tax or financial matters. Any information within the whitepaper is provided for general information purposes only and Storeum does not provide any warranty as to the accuracy and completeness of this information. Storeum is not a financial intermediary according to international law and is not required to obtain any authorization for AML purposes. Acquiring STO tokens shall not grant any right or influence over the Storeum organization and / or governance to the purchasers.

Regulatory authorities are carefully scrutinizing businesses and operations associated with cryptocurrencies around the world. In that respect, regulatory measures, investigations or regulatory actions may impact Storeum's business and even limit or prevent it from developing its operations in the future . Any person undertaking to acquire STASH tokens must be aware of the BitStash business model. The whitepaper or Terms and Conditions may change or need to be modified because of new regulatory and / or compliance requirements ensuing from applicable laws in any jurisdictions.



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