

EVERY*

BUSINESS OVERVIEW

商业概览

A LAUNCH STRATEGY FOR THE RETAIL APPLICATIONS POWERED BY THE EVERY PROTOCOL

由每个议定书提供的零售申请的启动战略

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Certain statements in this document constitute forward-looking statements. Such forward-looking statements, including the intended actions and performance objectives of the Co-op, involve known and unknown risks, uncertainties, and other important factors that could cause the actual results of the Co-op to differ materially from any future results expressed or implied by such forward-looking statements. Accordingly, readers should

not place undue reliance on forward-looking statements. No representation or warranty is made as to future performance or such forward-looking statements.

This document was last updated on July 1st, 2018.

For the most up to date information on our product development and business strategy, please refer to our website at overview.every.shop

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BRAND INTRODUCTION

前言

In today's vast, interconnected digital landscape, the "typical consumer" no longer exists. At EVERY, we understand that each shopper is unique and celebrate diversity in all of its different styles and sizes.

在当今庞大，互联的数字领域，“典型消费者”已不复存在。在每一个方面，我们都了解每位购物者都是独一无二的，并以各种不同的风格和尺寸庆祝多样性。

To bring every consumer the most relevant, personalized, and exciting shopping experience, we embrace inclusion as our guiding principle. By building genuine connections with a vast array of shopper communities, we're able to serve them with the authenticity today's consumer demands to drive sales growth and loyalty.

为了给每个消费者带来最相关，个性化和令人兴奋的购物体验，我们将包容作为我们的指导原则。通过与众多购物者社区建立真正的联系，我们能够为他们提供当今消费者需求的真实性，以推动销售增长和忠诚度。

We also appreciate the critical role brands play in our lives and their importance across the retail landscape. Unlike other marketplace retailers, at EVERY, we facilitate transparency between Brands and Shoppers, ensuring our marketplace is always a platform for communication and collaboration.

我们也很欣赏品牌在我们的生活中发挥的关键作用以及它们在零售业中的重要性。与其他市场零售商不同，我们促进品牌和购物者之间的透明度，确保我们的市场始终是沟通和协作的平台。

EVERY*

徹底改變零售業

MOTIVATION

动机

The current retail landscape operates in centralized environments where each participant needs to integrate and coordinate with the other participant's workflow in order to get their products into the hands of shoppers. The parties involved are often left to interact with each other's systems, either manually or by independently-managed and centralized databases.

当前的零售环境在集中式环境中运行，每个参与者都需要与其他参与者的工作流程进行整合和协调，以便获得他们的

产品进入购物者手中。所涉及的各方通常会手动或通过独立管理和集中的数据库与彼此的系统进行交互。

These centralized parties benefit greatly from the inefficiencies between everyone else involved in the retail landscape. Under the veil of collaboration, these centralized middlemen develop systems to onboard the other parties onto their protocols. In reality,

these systems block transparency, accountability, and innovation thereby driving prices up and taking more money from Brands and Shoppers.

这些集中的各方从零售业中涉及的每个人之间的低效率中受益匪浅。在合作的面纱下，这些集中的中间人开发系统，将其他各方加入到他们的协议中。实际上，这些系统阻止透明度，问责制和创新，从而推动价格上涨并从品牌和购物者那里获得更多收益。

Middlemen who integrate across the retail landscape use the system often and ultimately consume the most value between brands and shoppers. That allows them to control and centralize key data sets to reap the most benefit from and centrally manage the information exchanges according to their best interest.

整合零售环境的中间商经常使用该系统，最终消费品牌和购物者之间的最大价值。这使他们能够控制和集中关键数据集，从而根据他们的最佳利益从信息交换中获取最大利益并集中管理。

垄断并为零售商，品牌和消费者提供价值。

PLATFORM

平台

EVERY is the first decentralized Brand-Direct decentralized retail protocol humanized by a token backed loyalty rewards program that enables data transparency between Brands & Shoppers.

Every都是第一个分散的品牌直接市场和忠诚度奖励计划，它使品牌和购物者之间的数据透明化。

Powered by the native EVERY Token and Wallet which gives shoppers control of their personal data, the EVERY marketplace empowers shoppers to monetize their data in direct transactions with brands, trading personal insights for savings & rewards with every transaction.

由本地EVERY Token和Wallet提供支持，让购物者可以控制他们的个人数据，每个市场都使购物者能够通过与品牌的直接交易从他们的数据中获利，通过每笔交易交换个人见解以节省和奖励。

This new tokenized retail ecosystem provides brands with an continuous stream of valuable business intelligence and shoppers with a new revenue channel.

这个新的标记化零售生态系统为品牌提供了连续的宝贵商业智能和购物者，并带来了新的收入渠道。

EVM hashed data is permissioned to with brands, that is made available to the protocol from Shoppers within the EVERY Wallet on a brand's website gives them access to all the benefits of the EVERY retail ecosystem in their own online store.

平台上的数据与品牌共享，并与EVERY钱包整合在品牌的网站上，他们可以访问

享受每个零售业的所有好处生态系统在自己的网上商店。

The EVERY Protocol will have a simple rest API that can be easily utilized by developers to build agile new EVERY-enabled Apps, Shops, and Marketplaces to facilitate the rapid scaling and adoption of our decentralized retail ecosystem.

每个协议都会很简单其余的API可以很容易地被利用开发人员打造敏捷新品 每个启用的应用程序，商店和

市场促进迅速扩大和采用我们的分散化零售生态系统

PROTOCOL GROWTH

产品增长

PRODUCT EXPANSION THROUGH COMPANY ACQUISITIONS

Speed to market matters. To expedite our mission of delivering the world's first decentralized marketplace, we have acquired a suite of complementary platforms that together supercharge our backend development, expedite platform deployment, and speed user acquisition within the EVERY network.

FoxCommerce

Fox commerce was first introduced to our founders during a strategic engagement with Target's innovation team.

Today, Fox Commerce is a GO & Scala framework microservices ecommerce platform the platform upon which we commit transactions to EVM. We have developed thoughtful enhancements which we believe rival any EVM solution on the market.

<http://FoxCommerce.com>

KANGA

Kanga is a fashion-focused social commerce app with bold, millennial-focused editorial content and an engaging interactive consumer interface. This innovative ecommerce platform became the foundation for developing the EVERY marketplace. Leveraging key CX advantages allowed us to quickly model best practices and develop our content strategy.

<http://Kanga.Shop>

Spruli

Spruli is a rewards app integrated with the Shopify ecommerce platform enabling brands to easily establish and optimize a points-based loyalty program. The technology is a perfect fit for our gamified EVERYPoints-based EVERYAwards shopper wallet and brand dashboard.

This acquisition has provided us the ability to ramp the core product and scale & develop the additional features on our product roadmap, helping speed proof-of-concept and consumer adoption.

<http://Spruli.com>

Comrse

Comrse contained critical patented at scale retail integrations IP, enabling direct data integrations into leading payment, eCommerce and Shipping systems. These turnkey integrations provide for seamless onboarding and enable brands to easily adopt new infrastructures for Shoppers and Product data management.

<http://Comrse.com>

TOKEN

令牌

EVERY TOKEN UTILITY

Given the nature of the control required to make this data economy function, a token is required to:

- Separate the EVERY network from fluctuations of external tokens that are impacted by other protocols, governance, speculation, and economic conditions
- Give the EVERY protocol the ability to create rules of governance around the token that are built specifically for retail EVERY and creating a stable token with low volatility and high predictability
- Create incentive structures to drive demand, supply, and velocity of transactions occurring on the network and rapidly grow the network value

STAKING

The staking of the EVERY token is important for the EVERY protocol because it ensures that all those that contribute to the protocol are incentivized to make it better, and it allows a slashing penalty for malicious actors in the Protocol.

TOLL

The EVERY Token will pay for access to the protocol ensuring all Co-operative Members are interested in the protocol's success (data and app access transaction fees).

ECONOMICS AND USAGE

The EVERY token will be designed to support an "information marketplace" that continually increases the amount and the velocity of information being shared between supply chain participants. This combination creates a powerful feedback loop that accelerates retail experience participation.

Information is created through all interactions with the Protocol, such as:

- consumer preferences
- product information
- delivery options
- inventory states

Information is used by all retail supply chain participants, such as:

- consumer targeting
- merchandising efforts
- fulfillment strategies
- logistics optimization

The value of the protocol's information will be represented in tokens. Tokens will be exchanged for information based on the value of that information to the whole democracy.

TOKEN UTILITY

令牌申请

ECONOMICS AND USAGE

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The value of the protocol’s information will be represented in tokens. Tokens will be exchanged for information based on the value of that information to the whole democracy. The below graphic shows the amount of EVERY accounts that have been created worldwide..

DAPPS

协议的当前用例

EVERY will be a protocol for creating modern shopping experiences using the Ethereum blockchain and IPFS.

Every将是使用以太坊区块链和IPFS创建现代购物体验的协议。

WALLET

A blockchain-powered self covering cryptographically secure wallet that will enable Shoppers to secure and permission personal data to Brands and be compensated with shopping discounts via a data auction model that will be powered by smart contracts that return loyalty points backed by ERC20 tokens.

[Http://EveryAwards.com](http://EveryAwards.com)

SHOP

Every.Shop is a modern retail marketplace that allows shoppers to spend their points on products, which in turn will allow brands to drive additional sales and continue collecting consumer data.

[Http://Every.Shop](http://Every.Shop)

Every点钱包每个商店 一个区块链驱动的钱包，Every.Shop 将是零售体验 使购物者能够提供个人数据，以便购物者可以获得奖励 品牌和购物产品的补偿，这反过来将允许品牌 通过数据拍卖模式进行的折扣将推动额外销售并继续收集 由智能合约提供支持。消费者数据。

REVENUE MODEL

收入模式

EVERY COMBINED REVENUE REVIEW

EVERY联合收入审查

Below describes the 7 year projected growth in revenue for the EVERY Cooperative. Taking in to account advertising revenue generated through the platform (on a CPC metric delivered for brands), transaction fees associated with using the EVERY Token, and co-op membership fees, EVERY is expecting a net revenue of ~\$5M by the end of fiscal year 2019, expanding past \$50M by end of fiscal year 2023. As created by the former head of Global Innovation for Target, and Global Head of Marketing for Amazon, and other key stakeholders,

下面描述了每个合作社7年的预计收入增长。考虑到通过平台产生的广告收入（根据为品牌提供的CPC指标），与使用EVERY令牌相关的交易费用以及合作社会员费，每个人预计到年底净收入约为500万美元2019财年，到2023财政年度末扩大到5000万美元。由前全球创新创新负责人和亚马逊营销全球主管以及其他主要利益相关者创建，基准假设如下图所示：

RETAIL CONVERSION FEE REVENUE

零售转换费收入

EVERY will introduce a 2.9% conversion fee for all Shopper conversions. This 2.9% will cover the all FIAT (Global Credit Card) processing fees with an expected net revenue contribution back to the EVERY of ~1% of the total conversion.

所有购物者转换都会产生2.9%的转换费。这2.9%将涵盖所有菲亚特（全球信用卡）处理费用，预期净收入贡献回到总转换的约1%。

ADVERTISING MODEL

市场广告收入

Every will make available demand generation tools and solution that will enable the acquisition and conversion of shoppers.

每个人都可以提供需求生成工具和解决方案，以便购买和转换购物者。

CO-OP MEMBERSHIP REVENUE

合作社会员收入

All shoppers and brands that opt to join the Co-op will be required to pay a one time fee of \$0.99+ (to be re-evaluated quarterly based on marketplace utility) to gain access to benefits of utilizing the EVERY Token.

所有选择加入合作社的购物者和品牌都需要支付0.99美元以上的一次性费用（根据市场效用按季度重新评估），以获得利用每个令牌的好处。

TRANSFORMATIVE EFFECT 變革效應

ACCESSIBLE CUSTOMER INSIGHTS

无障碍客户见解

Quality primary market research has traditionally been reserved for companies with the ability to set aside robust budgets that would prioritize market research to unlock insights that would inform key marketing, purchasing, and branding decisions. EVERY allows those meaningful insights to be an affordable and accessible tool to leverage in business growth opportunities.

传统上，优质的一级市场研究专门用于那些能够预留强大预算的公司，这些预算将优先考虑市场研究，以获取能够为关键营销，采购和品牌决策提供信息的洞察力。每个人都可以使这些有意义的见解成为一种可负担得起且易于获取的工具，以利用业务增长机会

HEALTHY DIRECT-TO-CONSUMER SALES CHANNELS

健康的直接面向消费者的销售渠道

Many brands grow their direct to consumer business via a combination of marketplaces and display advertising, ultimately consuming up to 30% of each sale. In doing so, brands also forfeit valuable consumer data that is instead funneled directly to the marketplaces that are listing products.

许多品牌通过市场和展示广告的组合将其直接扩展到消费者业务，最终每次销售消耗高达30%。在此过程中，品牌也会放弃有价值的消费者数据，而这些数据则直接汇集到列出产品的市场。

VALUE IN A PERSONAL DATA ECONOMY

新个人数据经济中的价值

Consumers will be able to tap into the value intrinsically present in their personal data, an asset that is currently monetized by services like Google and Facebook without the true owner of that data seeing a share of that revenue. The EVERY Wallet being the mechanism to fulfill this outcome will, in parallel, lead to the creation of robust new relationships between shoppers and brands to their mutual benefit.

消费者将能够利用其个人数据中固有的价值，这种资产目前正由谷歌和Facebook等服务货币化，而这些数据的真正所有者不会看到该收入的一部分。每个钱包作为实现这一结果的机制，将同时导致购物者和品牌之间建立健全的新关系，以实现互惠互利。

EVERY USE CASES

每个使用案例

1. SHOPPER POINTS GAMIFICATION

1. 购物者积分体验 - 游戏化

Shoppers sign-up for their EVERY Points wallet. The wallet is available to them on the EVERY marketplace and all participating co-operative brands. The wallet is seamlessly integrated into the shopper's pre-existing login on the co-op brands' owned websites. The shopper earns points by answering questions in a gamified setting where each questions within a bundled topic are awarded a point value. The shopper can choose between 'Earn' and 'Spend' at any time during their session.

购物者注册他们的EVERY Points钱包。钱包在每个市场和所有参与的合作品牌上都可供他们使用。钱包无缝集成到购物者在合作品牌拥有的网站上预先存在的登录中。购物者通过在游戏化环境中回答问题来获得积分，其中捆绑主题中的每个问题被授予点值。购物者可以在会话期间随时选择“赚取”和“花费”。

If they choose to spend their points the wallet displays ALL of the available rewards from which they can choose and have applied at checkout.

如果他们选择花费他们的积分，钱包会显示他们可以选择并在结账时申请的所有可用奖励。

2. BRAND REWARDS EXPERIENCE & INSIGHTS

2. 品牌奖励体验和见解

Brands have their own EVERYAwards Dashboard where they can determine the rewards assigned to a number of points. For example a brand might have: 200 points = \$10 off total order or 200 points = \$10 off Women's Shoes, etc. At launch, all brands will receive data from EVERY's standard list of shopper questions. (appendix A) Once the shopper answers questions, the brand can see the responses in visualized formats within their same dashboard.

品牌有自己的EVERYAwards仪表盘，他们可以确定分配给多个点的奖励。例如，一个品牌可能有：200点=总订单减10美元或200点=女鞋等10美元。在推出时，所有品牌都将从每个标准的购物者问题列表中接收数据。

（附录A）一旦购物者回答问题，品牌就可以在同一个人仪表盘中以可视化格式查看回复。

EVERY USE CASES

每个使用案例

2.1: THE SMARTEST LOYALTY REWARDS PROGRAM

2.1: 最智能的忠诚度奖励计划

Shoppers sign-up for their EVERY Points wallet. The wallet is available to them on the EVERY marketplace and all participating co-operative brands. The wallet is seamlessly integrated into the shopper's pre-existing login on the co-op brands' owned websites. The shopper earns points by answering questions in a gamified setting where each questions within a bundled topic are awarded a point value. The shopper can choose between 'Earn' and 'Spend' at any time during their session.

购物者注册他们的EVERY Points钱包。钱包在每个市场和所有参与的合作品牌上都可供他们使用。钱包无缝集成到购物者在合作品牌拥有的网站上预先存在的登录中。购物者通过在游戏化环境中回答问题来获得积分，其中捆绑主题中的每个问题被授予点值。购物者可以在会话期间随时选择“赚取”和“花费”。

If they choose to spend their points the wallet displays ALL of the available rewards from which they can choose and have applied at checkout.

如果他们选择花费他们的积分，钱包会显示他们可以选择并在结账时申请的所有可用奖励。

3.UNLOCKING DATA & TOKEN FUNGIBILITY

3.解锁问题并通过令牌付款获利 品牌奖励体验和见解

When brands want to go deeper with shopper insights, they can unlock more question bundles or request a curated bundle set for specific studies. For example, the brand might want information about shoppers' home decor or specific reactions to new jean styles for product development. The brand pays points to EVERY once a shopper has answered their added bundle along with rewarding the shopper with more points. With our Eureka targeting platform, the brand can further hone in on the customers of highest interest vs a control using all customers for benchmarking. The brands' insights dashboard will reflect the additional data once at least 10 shopper responses have been received.

当品牌希望深入了解购物者洞察时，他们可以解锁更多问题包或请求特定研究的策划套装。例如，品牌可能需要有关购物者家居装饰的信息或对产品开发的新牛仔裤样式的具体反应。一旦购物者回答了他们添加的捆绑包并且给购物者奖励更多积分，该品牌就会给予积分。通过我们的Eureka定位平台，该品牌可以进一步磨练最高利益的客户与使用所有客户进行基准测试的控制。一旦收到至少10个购物者回复，品牌的见解仪表盘将反映其他数据。

EVERY USE CASES

每个使用案例

4. BRAND CO-OP ON-SITE MARKETING

4. 品牌合作现场营销

Brands will be able to participate in EVERY's content and marketing materials. EVERY will offer placements across the marketplace site, email, social and featured paid ads highlighting brands that align with the seasonal campaigns. Examples of on-site placements include the cross-site locations perpetual header, hero, side navigation and editorial features. The brand pays EVERY in tokens for payment and will have full transparency to the placements metrics including number of impressions, clicks, product page hits and conversion to gather the full downstream impact story.

品牌将能够参与每个内容和营销材料。每个人都会在整个市场网站，电子邮件，社交和特色付费广告中提供展示位置，突出显示与季节性广告系列一致的品牌。现场展示位置的示例包括跨站点位置永久标题，英雄，侧面导航和编辑功能。该品牌支付每一笔代币支付费用，并且对展示位置指标具有完全透明度，包括展示次数，点击次数，产品页面匹配数和转化以收集完整的下游影响故事。

GO-TO-MARKET

市场切入介绍

IMPROVING THE STATE OF RETAIL. 改善零售业状况

An open letter to those who believe we can improve the current state of consumer privacy, brand and shopper connectivity and the global retail economy.

致那些相信我们可以改善消费者隐私，品牌和购物者连接以及全球零售经济现状的人的公开信。

We realize that our platform is unique and particularly to those that do not comprehend blockchain technology yet. Our brand engagement strategy highlights how our platform addresses undercurrent and mainstream issues where most brands are technically incapable today. Our ability to claim stake as an immediate solve for GDPR compliance while handing CIOs a blockchain POV for their leadership, is capitalized upon in each brand discussion. Our value proposition is like no other and is an easy story to tell: fee free to keep margins high and pricing competitive, a loyalty program backed by currency with increasing value based on usage, actionable shopper insights and traffic driving strategies that are agnostic, non-competing of brands versus marketplaces. The brands have acknowledged these components with ease and are enthusiastic towards onboarding.

We are preparing for global expansion from day one in select Asia-Pacific countries, with China having the highest e-commerce spend worldwide. Hence, we are establishing a partnership with Yumi for barrier-free logistics along with WeChat campaigns. For APAC countries cryptocurrency wallets and loyalty programs are a staple and thus by combining the two, we expect adoption to be high and the effort worthwhile.

我们意识到我们的平台是独一无二的，特别是那些尚未理解区块链技术的平台。我们的品牌参与策略突出了我们的平台如何解决当前大多数品牌在技术上无能为力的潜流和主流问题。我们有能力立即解决GDPR合规问题，同时将CIO作为区块链POV的领导者，并在每个品牌讨论中得到充分利用。我们的价值主张与众不同，是一个容易讲述的故事：免费保持高利润和定价竞争力，以货币为后盾的忠诚度计划，根据使用情况增加价值，可行的购物者见解和不可知的交通驾驶策略，非 - 品牌与市场的竞争。这些品牌轻松认可这些组件，并热衷于入职。

We are hyper focused on the shopper experience and driving new and repeat traffic with loyalty "points" usage. Currently we have public facing partnerships with Stripe, Shopify, SXSW, International Data Corporation (IDC) and in discussions with MasterCard, Refinery 29, WWD, Pinterest and WeChat. At launch, our marketing team will drive awareness through credible softlines publishers, influencers and social channels as well as traffic driving initiatives in print, online publications, outbound marketing (email & push notifications), optimized search, personalized email content, paid ads and partnership channels, with accountable KPI measurements across all.

GO-TO-MARKET

市场切入介绍

IMPROVING THE STATE OF RETAIL. 改善零售业状况

我们正准备从选定的亚太国家的第一天起全球扩张，中国的电子商务支出在全球范围内最高。因此，我们正与Yumi建立合作伙伴关系，实现无障碍物流以及微信活动。对于亚太地区的国家而言，加密货币钱包和忠诚度计划是必不可少的，因此通过将两者结合起来，我们希望采用率高，努力值得。

The acquisition of Spruli rapidly expands our loyalty wallet engine, providing an immediate avenue to usher brands and existing shoppers into our new decentralized network. Once a shopper arrives on any enabled site, the experience aims to furnish elevated editorial content that is relevant for all stages across the purchasing funnel.

我们专注于购物者体验，并通过忠诚度“积分”使用来推动新的和重复的流量。目前，我们与Stripe, Shopify, SXSW, 国际数据公司 (IDC) 以及与万事达卡, Refinery 29, WWD, Pinterest和微信的讨论都面向公众。在推出时，我们的营销团队将通过可信的软线发布者，影响者和社交渠道以及印刷，在线出版物，对外营销（电子邮件和推送通知），优化搜索，个性化电子邮件内容，付费广告和合作伙伴关系中的流量驱动计划来提高认知度。渠道，对所有人进行负责的KPI衡量。

We are creating many “firsts” within the softlines and blockchain industries and to that end we have rigorous A/B testing plans to understand, optimize and continuously improve. Shopper persona targeting is key and I am confident in our product development team to hone the personalization logic for our daily marketing efforts mentioned prior.

收购Spruli迅速扩展了我们的忠诚度钱包引擎，为将品牌和现有购物者引入我们新的分散网络提供了直接途径。一旦购物者到达任何启用的网站，该体验旨在提供与整个购买渠道中的所有阶段相关的高级编辑内容。我们在软线和区块链行业中创造了许多“第一”，为此我们有严格的A / B测试计划来理解，优化和不断改进。购物者角色定位是关键，我对我们的产品开发团队充满信心，为我们之前提到的日常营销工作磨练个性化逻辑。

So yes, we are ravenous about making noise and in unabating pursuit to yell from the rooftops that our brand is changing how people connect and are rewarded by brands they love.

所以，是的，我们对制造噪音很不屑一顾，并且不断追求从屋顶上大喊大叫，我们的品牌正在改变人们的联系方式并获得他们喜爱的品牌的回报。

MOBILE-FIRST

移动第一战略

By 2021, 73% of all online shopping is expected to happen via mobile devices according to eMarketer. Our product and go-to-market strategies are aligned to capture revenue in key strategic regions as the market matures in this way over the next 3 years. 据eMarketer称，到2021年，73%的网上购物预计将通过移动设备进行。随着市场在未来3年内以这种方式成熟，我们的产品和市场战略将与主要战略地区的收入保持一致。

KEY MARKETS & OPPORTUNITY

主要市场和机遇

China and the US make up 44% of total global retail spending, more than any single region in the world (eMarketer).

中国和美国占全球零售总支出的44%，超过世界上任何一个地区（eMarketer）。

82% of online shopping in China will happen via mobile devices by 2021 (\$2.7 trillion).

到2021年，中国82%的网上购物将通过移动设备进行（2.7万亿美元）。

54% of online shopping in the US will happen via mobile devices by 2021 (\$312 billion).

GTM STRATEGY

GTM战略

The EVERY marketplace is a mobile-first, curated, fashion-forward shopping experience (Fashion is the top grossing ecommerce category for both China and the US).

每个市场都是移动优先，策划，时尚前沿的购物体验（时尚是中国和美国最畅销的电子商务类别）。

We will sell curated products through pop-up WeChat storefronts via a partnership with Yumi (WeChat is the most-used mobile app in China with 170 million DAU).

我们将通过与Yumi（微信是中国最常用的移动应用程序，拥有1.7亿DAU）合作，通过弹出式微信店面销售精选产品。

An EVERY Community Credit Program launch in key markets will acquire shopper accounts by providing EVERY Points in return for the creation of an EVERY Wallet on their mobile device.

在主要市场推出的每个社区信用计划都将通过提供每个积分来获取购物者账户，以换取在其移动设备上创建每个钱包。

GLOBAL EXPANSION

全球扩张

GTM STRATEGY AND MARKET GROWTH ANALYSIS GTM战略与市场增长分析

By 2021, cross-border shopping will make up 15% of total ecommerce transactions with a projected annual volume of \$421B. The top category being purchased cross-border is apparel at 46% of total sales. As a decentralized, yet inclusive and diverse marketplace, EVERY will launch within Asia-Pacific countries in addition to North America. EVERY has identified our top

10 strategic countries within APAC to focus on brand penetration, targeted shopper acquisition, and platform adoption. We are forming a partnership with WeChat shopping for the EVERYAwards shopper loyalty program and with Pitney Bowes/Border-Free to integrate the EVERYAwards wallet; thereby enabling an immediate injection of cross border ecommerce with the EVERY token.

到2021年，跨境购物将占电子商务交易总量的15%，预计年销售额为421亿美元。跨境购买的顶级类别是服装，占总销售额的46%。作为一个分散的，但包容性和多样化的市场，除了北美之外，每个国家都将在亚太地区推出。每个人都确定了我们的顶级亚太地区的10个战略国家专注于品牌渗透，有针对性的购物者收购和平台采用。我们正在与WeChat购买EVERYAwards购物者忠诚度计划合作，并与Pitney Bowes / Border-Free合并EVERYAwards钱包;从而可以使用EVERY令牌立即注入跨境电子商务。

CONSIDERATIONS FOR COUNTRY LAUNCHES:

- Wealth & amp; eCommerce: GDP vs. eCommerce Sales
- Cross-border Purchase Behavior - adoption and barriers
- App Install Scale & amp; Efficiency: Estimated Volume vs. CPI
- Digital Marketing KPIs: Digital Ad Spend, Cost per Acquisition
- Legal considerations (Fraud & amp; Return Risk, Hacking Risk, Propensity for Gamification, Crypto Adoption/Utilization, Regulatory Concerns)

国家发布的考虑因素:

- 财富与财富电子商务：GDP与电子商务销售
- 跨境购买行为 - 采用和障碍
- App Install Scale & amp;效率：预计成交量与CPI
- 数字营销关键绩效指标：数字广告支出，每次采购成本
- 法律考虑（欺诈与退货风险，黑客风险，游戏化倾向，加密采用/利用，监管问题）

TEAM 团队

GTM STRATEGY AND MARKET GROWTH ANALYSIS GTM战略与市场增长分析

We're a tight knit team of retail-focused technologists, E-commerce experts, and brand marketers dedicated to building and implementing decentralized, blockchain-based commerce solutions that benefit Brands & Shoppers.

我们是一个由零售业技术专家，电子商务专家和品牌营销人员组成的紧密团队，致力于构建和实施分散的，基于区块链的商业解决方案，使品牌和购物者受益。

Our cumulative experience creating revenue-focused e-commerce platforms, apps, and marketing experiences for top brands over the past 15 years has given us insight into the needs of brands. We're dedicated to creating new commerce solutions that empower them.

我们在过去15年中为顶级品牌创建以收入为中心的电子商务平台，应用和营销体验的累积经验使我们深入了解品牌的需求。我们致力于创造赋予他们权力的新商业解决方案。

Comprised of backend systems experts, blockchain specialists, and seasoned retail marketers, together, we have the proven experience and understanding to build the decentralized retail platform of the future and successfully bring it to market.



CEO
JOHN WANTZ



Chief Product Officer
JONATHAN BLANCO



CMO
DANI MAY



CBO
JAMIE OSHEA



Technology Lead
PAVEL KISELYOV



Technology Advisor
RUI MAXIMO



APPENDIX

团队

保罗是在美国证券法的专家。从法学院毕业后，保罗花了五年时间在SEC的执行部门，然后三年在美国证券交易委员会的司公司财务。期间，他在执法的时候，保罗担任两项委任的特别助理美国检察官，起诉犯罪违反证券法。保罗担任华盛顿州律师协会证券法律委员会，并曾担任联邦证券诉讼的专家证人。

我们已要求保罗给我们讲述他对监管环境的看法和他打算如何引导

EVERY。以下是他的一些想法：

这是作为EVERY的法律总顾问的荣誉。Blockchain是一种变革性的技术，我很高兴能成为将被转化零售团队的一部分。

这是我第十二总法律顾问的作用。我已经帮助创建和推出产品fintech，网上银行，网上证券，电子商务，MARTECH，社交媒体和演出经济。

不断变化的监管环境

令牌销售和交易的监管环境是流动的，至少可以这样说。但世界各地的监管机构与测量克制响应。他们认识blockchain的转型潜力。作为一名前SEC律师，我有信心，监管部门将专注于正确的优先次序 - 欺诈，不公平和欺诈行为，滥用收益和自我交易，等等。

在我决定加入每次因素是团队的遵守最高标准的承诺。我印象非常深刻的思想和小心，已经进入法律和监管问题。每次约民主化商业和透明度这样做。遵守证券反欺诈规则

由于在每到达的早期阶段，我要求每个采用行为守则，要求所有团队成员承诺始终是在大约每隔的计划和愿望，包括它的挑战和所涉及的风险的所有声明完全真实和透明。

每个协议 - 业务概览

这不是对每个大的变化，但它给了我，大家对团队理解并同意，我们必须100%真实，透明的在我们所有的交易，并在我们所有的陈述和披露的信心。我建议用符号化的商业模式的公司都采取了类似的做法，以鼓舞信心，并更好地帮助管理者理清坏演员好演员。

因为像每一个blockchain平台正在发明全新的和未经考验的商业模式，对社会的潜在的回报是巨大的。但这样的风险。巨大的技术和执行挑战站在今天的blockchain开拓者和可行的平台和业务计划的执行和交付之间。

透明度与投资者，令牌购买者，社区成员和监管机构需要诚实的方式处理和披露这些挑战，并以最清楚条款的相关风险，让别人能够理解和公正地评价这些风险和挑战自己。

遵守证券登记要求

在对州和联邦证券法更多的技术水平，我发现其在SAFT白皮书库利律师事务所非常引人注目详细的监管框架和政策立场。EVERY打算遵循的指导紧密，除非和直到监管机构采取相反立场。

中央的库利SAFT白皮书的理念是实用令牌“售前”涉及证券销售，而这些销售需要与SEC进行注册或符合自登记适用的豁免进行。

对于每一个，这意味着依靠截至第506提供的SEC私募发行豁免（b）条例d为通过每一个网站进行更多的公开报价和出售不涉及“一般招揽”和第506（c）中，社交媒体或者其他公共交通工具。

规则506（C）是在2016年根据2012年JOBS法案通过了SEC它允许“一般招揽”或广告，非公开发行以来的创作SEC的第一次，但它也需要所有投资者被验证为“合格”。

每个协议 - 业务概览

出于谨慎的，每SAFTs将只提供检验，合格的投资者。

实用令牌销售

因为他们构成了“投资合同”在什么是证券法被称为购买未发布的令牌SAFTs是证券“豪伊测试。”

在豪伊，安全存在每当有一个“共同的事业”同利“从其他人的努力。”在SAFT的情况下，预期的投资，“其他的努力”是必要的，以完成blockchain项目问题，并且使得令牌可以被释放。

一旦功能EVERY令牌已经发出，但是，他们不应该被视为证券比豆袋公仔毛绒动物了。老年读者可能还记得豆袋公仔毛绒动物是如何结束交易为荒谬的价格。引述名为所有时间的五个最昂贵的豆袋公仔的钱，公司网站2017年一个文章，“这是毫无疑问的公主熊是最好的豆袋公仔的市场，现在，因此它是非常罕见的，挺高的。它被列为\$ 500,000在eBay上，这是一个公平的价格不仅是一个可爱的小熊也有一段历史”。

尽管有什么已经为豆宝宝和尽管许多可疑的和潜在的不良炒作的积极和有组织的交易市场，没有人曾经建议，豆宝宝应该证券观看。它们具有实用性的玩具，他们也收藏品。他们从来不与“别人的努力”和监管部门从未要求尽可能多的利润期望任何最初或在二级交易市场购买。

EVERY令牌将资产“效用”远远超过了一个收藏玩具。他们将被当作货币使用的每个平台上，它们将被用来作为开发谁帮助增加的特性和功能的每个平台的回报。购物者也将每赚令牌，因为他们与品牌和开发人员提供的购物体验互动，并从购买品牌产品时，他们就可以进行交易EVERY令牌打折等优惠措施。品牌将利用每一个令牌，开发者的应用程序和本地经验，以市场的产品，通过该协议。

每个协议 - 业务概

尽管有上述规定，每天也将完全遵守对令牌任何国家建立销售禁令。

二级市场交易的问题

虽然它是可能的令牌交流会拿起并允许每一令牌交易，每天拟从所有的交流和在任何令牌“二手交易”保持一定的安全距离的监管。EVERY将与任何交流没有直接或间接的关系，也不会鼓励或EVERY令牌导致的投机交易。为了便于用户令牌流动性，每天只会提供连接到已知令牌交流。

那太参与二级市场公司就有可能成为在联邦一级纠结于国家的钱发射的规则，甚至是“金钱服务业务”的规则。

尽管联邦法律，如反洗钱法和爱国者法案的适用性在这一点上仍然悬而未决的问题，每次打算实现识别EVERY令牌的所有直接购买者，检查他们免受恐怖分子和其他的美国政府监控名单的程序坏演员和洗钱红旗和其他监管问题保持警觉。

概要

总的来说，我们的法律和监管方式将是随时了解和遵循不断变化的最佳实践和监管指导。我们很清楚，公平和透明。我们将与业界领袖，并与这些问题从事所有监管机构讨论的积极参与者。

如果你想讨论任何上述的随时直接与我联系。