

MONDO COMMUNITY COIN WHITEPAPER

The Whitepaper on hand describes our planning and the upcoming development steps and what we aim for with the Mondo eCommerce-platform in 2021 and 2022.

Mondo.Shopping¹ is an innovative project with the set goal to optimize eCommerce by using the possibilities of the blockchain. With its existing Community of thousands of members www.mondo.shopping provides the first version (pre alpha v.0.3) of an eCommerce -Platform, that will enable distributors and consumers to receive enormous benefits upon reaching the next development stage.

Mondo.Shopping is planning to develop into a decentralised Blockchain based platform for wholesalers and small business owners and even end consumer. Products, services, and vacations can be sold and purchased² directly and safely. In fact, without a middleman.

I. INTRODUCTION

Mondo E-Commerce-Marketplace

eCommerce (short for electronic commerce; electronic trade) describes the electronic business dealings in the world wide web in the field of B2B and B2C in which, the eCommerce term meaning is not limited to the process of selling and buying, but also includes further services such as customer relation and logistics.

The eCommerce market is expected to exceed a value of 4.5 Billion US-Dollar³ worldwide in 2020. Apart from this market size the e-commerce field is struggling from problems such as high platform costs, centralised business models, poor incentive strategies for all participants of the market (B2B, B2C and C2C), as well as inappropriate dispute policies and non-transparent rating systems, which inherit risks for manipulation.

1.: in the following also referred to Mondo e-commerce-marketplace or Mondo e-commerce-platform;

2.: Terms of business of the seller applies; 3.: Source: chapter IV. market overview



Mondo.shopping is an innovative project with the goal to optimize eCommerce, whilst utilizing the possibilities of the Blockchain in order to solve the previously mentioned challenges.

With its existing community of thousands of members, the aim is to provide an eCommerce - platform, that delivers benefits to distributors and consumers. Mondo.shopping strives to offer a decentralised blockchain platform, where distributors and clients join.

Hereby, distributors can sell their products seamless, save and cost effective on competitive intensive markets, without the involvement of middlemen.

With Mondo.Shopping we strive for solutions of consumers and distributors issues, by providing and utilizing a blockchain based technology. Mondo.Shopping aims to use the advantages of the blockchain-technology, to enable a seamless process of purchasing and selling goods, without the involvement of a middlemen.

The Mondo marketplace will operate like a huge shopping mall, in which distributors will provide online shops and products for minimum platform costs.

Mission

We want to enable companies to access potential clients each day. Therefore, we develop a platform that is utilizing the performance potentials of the blockchain - the mondo e-commerce marketplace.

It is our mission to grant every distributor on earth access to the mondo e-commerce marketplace, no matter where he is located, if he is a small or big business owner or what he is selling.

Meaning in more concrete terms, that we upgrade the existing portal mondo.shopping with an extensive tracking of the User/shop owner journey and store all for us detectable activities of clients and sellers audit-proof and transparent, but also anonymous on the Ethereum blockchain.

Hereby are classification and definition of possible activities (Order, payment, shipping, etc.) will be taking place. Combined with the meta data (time, type,ect.) upon triggering any event the resulting hash value will be stored on the Ethereum blockchain via a respective smart contract.



This process ensures, that clients and seller both can access a neutral mapping of the process at any time and that mondo.shopping is able to provide verifiable pure data storage via hashes on the blockchain. There is no publication of any client/shop data within this process.

Mondo reserves the right to further use enhanced mechanisms for the purpose of e-commerce processes to ensure more security and transparency of online shop transactions.

This tracking is the foundation of resolving various important issues in the e-commerce world. – continues in chapter II.

Vision

Via the mondo e-commerce marketplace we want to democratise the access to purchase and sell online products for all areas of society without the influence of middlemen.

We envision to seamlessly connect online sellers and buyers by creating an eCommerce marketplace, whereby consumers will get quality products in a transparent, seamless manner at cost effective rates, while retailers will get a fair share of their earnings, without having to compromise on quality, security, and authenticity.

II. RESOLVING ISSUES BY MONDO.SHOPPING

Background

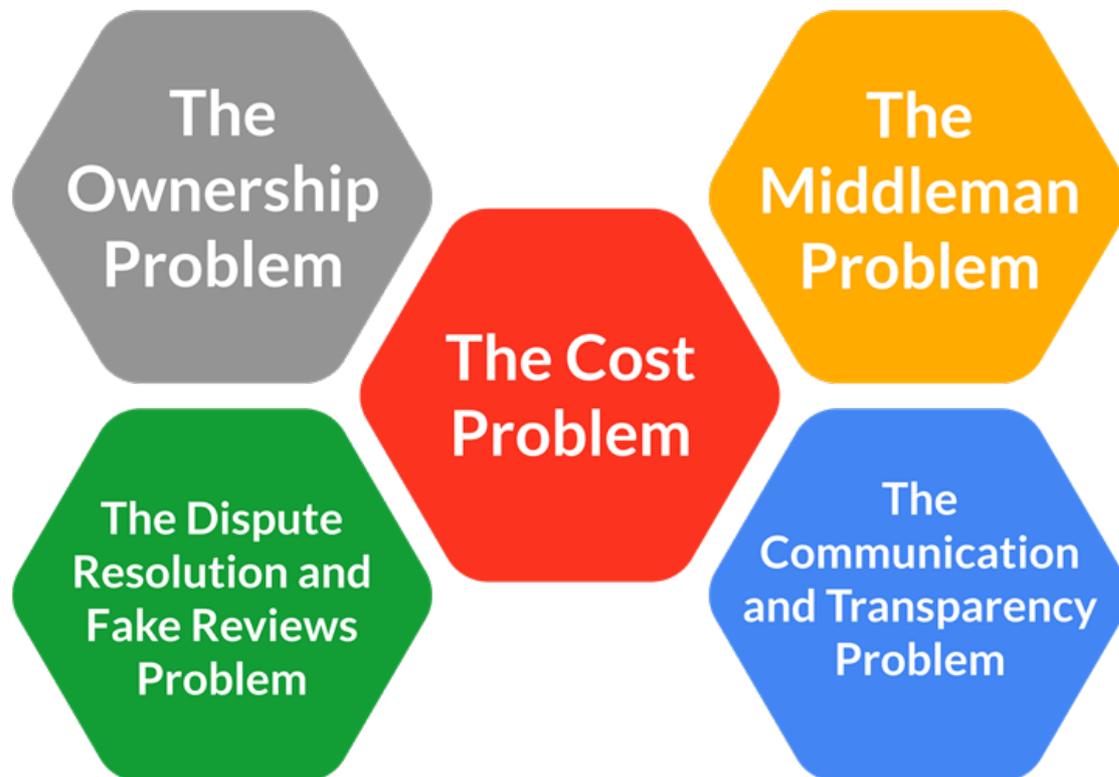
The e-commerce sector has established itself as a leading field for any national economy. Popular e-commerce platforms such as Amazon, eBay and Alibaba have altered the way we are shopping and living.

Convenience, meaning the ability to order from home and having items being delivered directly to your home are just a few advantages that eCommerce platform provide.

Upon facing the growth of this industry (global online market value is expected to exceed 4.5 Billion US-Dollar) well known eCommerce companies and a large group of other companies, that reflect 50 % of this expected market growth, are experiencing various occurring issues in relation to the electronic business trade.



As a decentral, blockchain based marketplace mondo.shopping will resolve fundamental issues of the e-commerce.



1. THE COST PROBLEM

The problem for sellers

E-Commerce-Platform raise high fee per sale. These fees vary depending on the platform, charging usually between 10 % to 50 % of the retail price. The margin of the seller and the e-commerce platform fees together result in the retail price, which leads to higher prices for the consumer and lower profits for the seller. In this case all participants loose, apart from the platform.

The problem for consumers

Clients are deceived by the illusion of low prices. The prices on e-commerce platforms can appear low. The solely reason for this is that the other reference point, to which we can compare the price to, are stationary businesses, which have high costs. The e-commerce world has a lot of hidden fees on the distributor side, that ultimately will be



forwarded to the consumer. No business regardless of online or offline will sell a product without making a profit. If we can reduce the costs for the seller, we also reduce the cost for the consumer that are buying the product.

Our solution

Providing a cost-effective marketplace for seller and buyer. Mondo.shopping believes in a business model, that is client oriented and is not focused on platform profits. With the introduction of blockchain technologies into its marketplace, it removes the need for intermediaries, and these payments can be made directly between the retailer and customer (peer to peer) reducing the cost of the product and increasing profit.

The Mondo platform charges transaction fees of 1% to 10% (varies depending on the type of transaction) enabled via a decentralized business model, in which user participate directly and provide a contribution through their actions.

2. THE MIDDLEMAN PROBLEM

Middlemen impact the marketplace

Traditional eCommerce platforms are owned and operated by centralized companies who often charge a significant percentage on the seller's (merchant's) earnings.

Moreover, as business models are centralized, they are prone to a biased listing of merchant's products and rankings.

Our solution

Decentralization via smart contracts. Mondo is aiming in its functions as a completely decentralized eCommerce platform where control lies with users, as the infrastructure has been deployed on the blockchain through tokenization and decentralization of the business model.

This way, no central authority is reserved with anybody—whether the founding body or management team and ultimate control is reserved within the community.

Thereby the role of the middleman is eliminated and a big share that was previously taken by intermediaries is retained to the transacting parties.



Automated merchant and product ranking

In order to enable a transparent and performance based merchant ranking and a neutral product listing, mondo.shopping plans to provide an eCommerce platform, in which mechanical resource managers are in control of accounts.

Thereby the Mondo eCommerce marketplace is organized by artificial intelligence-controlled accounts thus avoiding the human factor, which results in less influence and leads to optimal transparency.

3. THE TRANSPARENCY PROBLEM

The communication- and transparency problem

Prohibited client contact prevents direct client relations.

The centralized eCommerce platforms cut-off direct contact between consumers and sellers. A known eCommerce platform allows retailers only a single follow up email asking for a review and/or checking on the satisfaction of the customer. This drastically reduces the amount of relationship management a retailer can provide.

To make matters worse the known eCommerce platform employs its own customer service team, who are not familiar with the products or company policies. This further adds to the transaction cost and could easily be done by the merchant directly.

Failure of transparency and arbitrariness of eCommerce platforms.

Similarly, among major eCommerce platforms, transparency is also a big issue as in cases where a retailer or a merchant do not play by their rules – he is simply out. There have been many cases of centralized eCommerce platforms shutting down a merchant's access to their page, with no indication as to why.

Failure of incentivising ratings.

At the same time customers do not get rewarded for leaving in-depth reviews or a social media post they made of a product. Traditional Ecommerce platforms offer no incentive for customers to leave reviews or help brands they are already advocate for. For example, a known eCommerce platform recently made drastic changes to their reviews system because it was being abused by users who would charge brands an inordinate amount of money to leave reviews on their products. Why was it being abused in the first place? Because there is no incentive for customers to take the time to leave a review, answer questions, or share the page/product with their friends.



OUR SOLUTIONS

Inclusion, transparency and active participation of the community

The Mondo eCommerce Marketplace believes in inclusivity and transparency. We encourage negotiation between consumers and sellers to avoid any conflict or dispute. Once an order has been placed on our platform, there will be a chat option available within the platform, allowing buyers to connect and communicate with merchants. Furthermore, in our bid to offer transparency to the buyers and sellers, all transactional activities are traceable through a public distributed ledger, a public explorer which is available for anyone to review.

Moreover, in the case of a seller or a retailer breaking our terms of service and he has been struck with a penalty, he would be assigned to a dedicated customer support team member who would attend to his case and decide on merit. In case, the seller is not satisfied with the decision; he can opt for a Dispute Resolution Committee which consists of members from the community, major sellers, and Mondo team.

4. DISPUTE RESOLUTION PROBLEM

The dispute resolution and fake reviews problem

Reviews can easily be manipulated.

The process of dispute resolution in traditional eCommerce platforms, in case of bad consumer experience with a merchant, is hectic, time-consuming and often biased. A consumer must wait for days for the customer support to respond, wherein majority cases the customer plea for product replacement or order cancellation is even rejected. Moreover, fake reviews tarnish the reputation of a good company while at the same time promoting a fraudulent one. The reputation of an online enterprise relies on the legitimacy of its reviews, which unfortunately are prone to manipulation.

Our solution

Smart contracts to avoid disputes and an intelligent monitoring. Instead of relying on traditional escrow and hiring a particular set of representatives for dispute resolutions, the Mondo eCommerce Marketplace would use dedicated Hyper Ledger based Smart Contracts which records mutually agreed set of rules before the placement of an order.



Once the order has been delivered, the smart contracts based on artificial intelligence will assess whether mutually agreed set of rules are followed or not. Upon successful execution of an order, funds would be released to the respective retailer.

Moreover, to curb fake reviews, we utilize blockchain technology to establish a decentralized environment where any wrongdoings on the part of the business or merchant can be efficiently monitored.

Mondo uses an intelligent review system based on smart contracts and Artificial Intelligence technology that determines the authenticity of the users, service, and transactions happening within the Mondo eCommerce marketplace while also checking the credibility of the reviews and ratings.

This way, only those retailers who provide a quality product and service will be promoted and will be given priority when it comes to listing and search ranking, and as a result, users will be able to get quality services.

The Ownership Problem

The platform receives ownership of any content. On any given eCommerce product page, one often comes across a ton of high-quality photos, product videos, reviews, and other information. Typically, these are created at a high cost to the store owner, because without them, no one would buy their goods.

However, ownership of everything on the product page belongs to the eCommerce platform the merchant is selling on. Moreover, sales information and user behaviour patterns stored on eCommerce platforms can also be used for unequal competition with selling similar products.

For example, a known eCommerce platform can arbitrarily advertise its products and prioritize them over the competition.

Our solution

User stays owner of its content as well as the merchant. Unlike centralized Platforms that have a history of using User data without their consent for monetization and while doing so putting their privacy at stake, all data on Mondo eCommerce marketplace is decentralized and owned by the user itself only.



III. MORE BENEFITS

The Mondo eCommerce Platform Mondo works as a modern-age online shopping mall that provides an efficient, blockchain-based systems without compromising security while seamlessly connecting merchants and consumers.

Mondo.shopping is meant to become one of the biggest digital shopping malls worldwide. Containing the largest number of shops, largest number of products and services. A modern digital entertainment shopping world with many special features, including a cashback system.

Enhanced operational efficiency

With its decentralized model, the Mondo eCommerce marketplace is capable of streamlining operations and driving efficiency. It uses Smart Contracts to regulate the intermediaries such as logistics and payment processing partners. The technology facilitates integration with various management systems and streamlines workflow as well.

Huge product variety

At Mondo eCommerce marketplace, the main objective is customer satisfaction and a product variety without any limitations.

Scalable

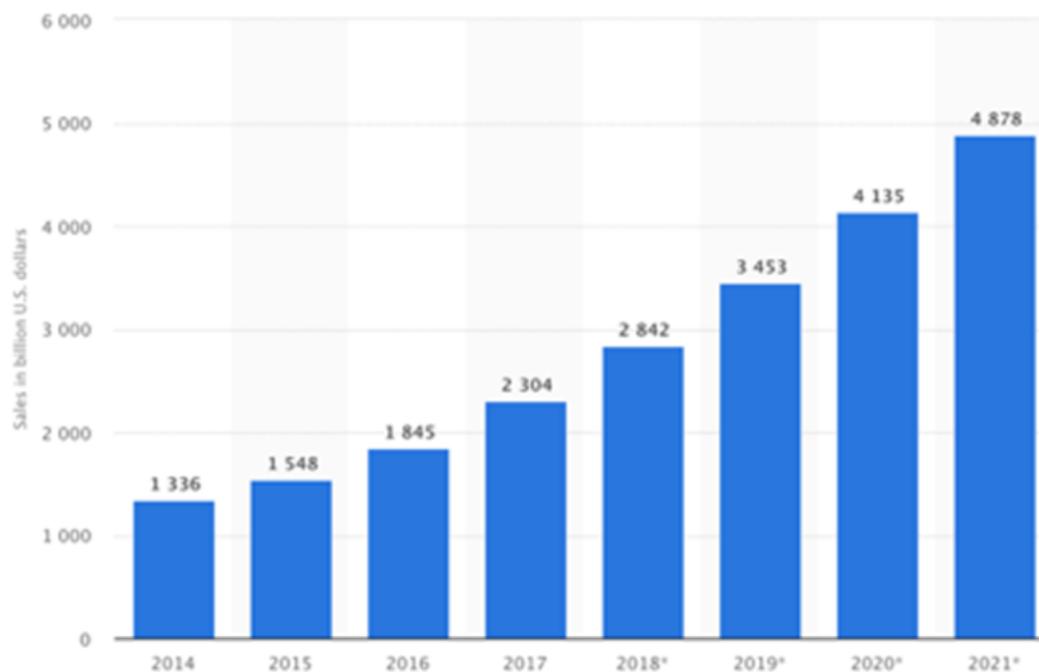
Moreover, the ecosystem of products is designed to scale with time, easily onboarding any number of retailers and consumers with the passage of time.



IV. MARKET OVERVIEW

For private consumers around the globe the most well-known form of eCommerce falls into the business to consumer (B2C) category, which includes online retail or online shopping. It refers to online purchases from bricks-and-mortar retailers, such as Walmart, as well as from web-only online retailing corporations such as Amazon or Rakuten.

In 2018, an estimated 1.8 billion people worldwide purchase goods online. During the same year, global e-retail sales amounted to 2.8 trillion U.S. dollars¹¹ and projections show a growth of up to 4.8 trillion U.S. dollars by 2021.



Source: statistica.com
<https://www.statista.com/statistics/251666/number-of-digital-buyers-worldwide/>

In 2017, retail eCommerce sales worldwide amounted to 2.3 trillion US dollars and e-retail revenues are projected to grow to 4.88 trillion US dollars in 2021. Online shopping is one of the most popular online activities worldwide but the usage varies by region - in 2016, an estimated 19 percent of all retail sales in China occurred via internet but in Japan the share was only 6.7 percent.

Desktop PCs are still the most popular device for placing online shopping orders but mobile devices, especially smartphones, are catching up. In recent years, mobile shopping has been on the rise, with customers increasingly using their mobile devices for various online shopping activities.

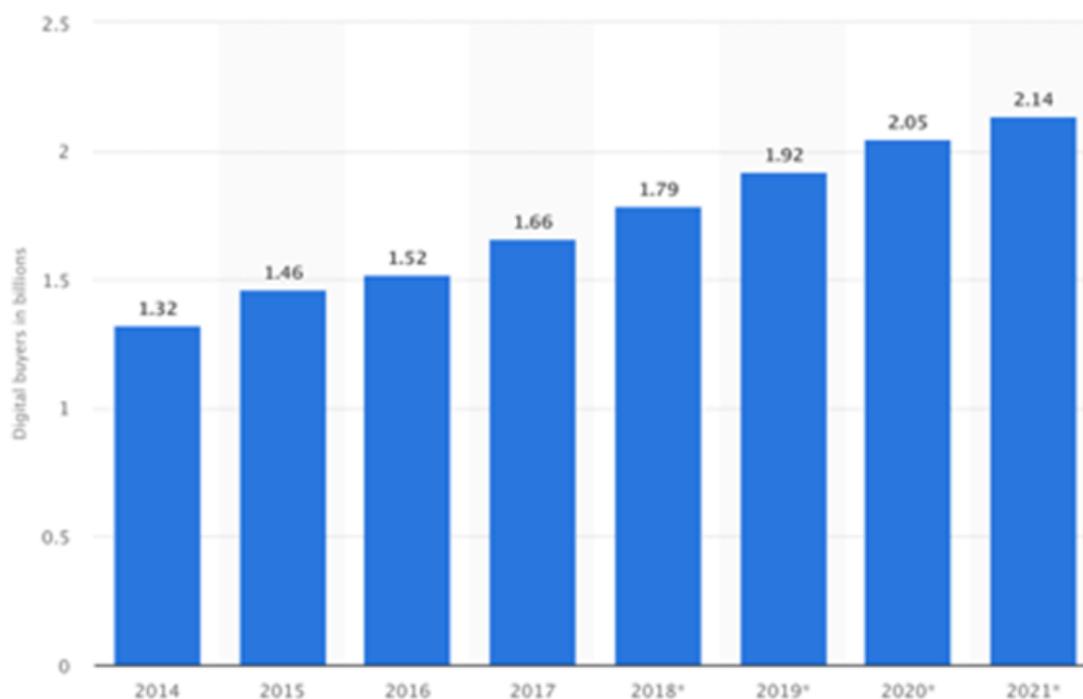


As of the fourth quarter of 2018, desktop PCs accounted for approximately the same amount of global e-retail orders as smartphones. Smartphones were the number one device in terms of retail website visits. During a 2017 survey, 11 percent of online shoppers stated that they shopped online via smartphone on a weekly basis.

The average online shopping and purchase intention rates among online shoppers also vary strongly by product category - clothing, shoes and consumer electronics were the most popular online shopping categories worldwide¹⁴. Average shopper spending per visit was - unsurprisingly - highest in the luxury apparel vertical.

Amazon is one of the most popular and well-known example of an online shopping platform. Founded in 1995, the Seattle-based site started out as an online bookstore, but soon began expanding its product range towards other retail goods and consumer electronics. The online company consistently ranks among the top ten leading retailers worldwide - online and offline. Online retailers are the most popular starting point for first-time¹⁴ purchasers, but online marketplaces are more attractive for repeat buyers.

Number of digital buyers worldwide from 2014 to 2021 (in billions)



Details: Worldwide; eMarketer; 2014 to 2017; 14 years and older



This timeline displays a forecast of the number of digital buyers worldwide from 2014 to 2021. In 2021, over 2.14 billion people worldwide are expected to buy goods and services online, up from 1.66 billion global digital buyers in 2016. Purchasing goods and services online has become a common practice among many people around the world. Some choose to make online purchases for convenience, others because of the competitive price offered by some eCommerce platforms.

Digital buyers can also be influenced by a range of digital resources when shopping, such as brand emails and product reviews. Reasons to purchase aside, the number of digital buyers is on the rise. PayPal is the preferred payment method amongst online shoppers worldwide, as more than 40 percent of online shoppers affirmed using this method.

The traditional credit card ranks second with a 31 percent usage rate, followed by debit cards. The range of devices with internet connections available to online shoppers allows products to be purchased almost anywhere from any device.

During the last quarter of 2016, online orders which were placed from a tablet had an average value of 106.98 U.S. dollars, while orders from PC devices averaged 143.35 U.S. dollars. In the U.S., online shopping is expected to remain popular in the future, as the country is one of the leading online retail markets ranked by online shop per reach with growth projections for the next years.

About 80 percent of internet users in the U.S. are expected to make at least one purchase online during the calendar year in 2019, a significant increase from 2013, when this share stood at 73 percent.

Source:

<https://www.statista.com/statistics/568684/eCommerce-website-visit-and-orders-by-device/>
<https://www.statista.com/statistics/692846/online-shopping-device-worldwide-frequency/>
<https://www.statista.com/statistics/276846/reach-of-top-online-retail-categories-worldwide/>



V. BUSINESS MODEL

Revenue Generation

The Mondo eCommerce Marketplace will serve as a self-sustainable business with revenue several instreams, some of which are listed below:

- Transaction fees varying from 1% - 10% depending on the type of the transaction
- Revenue from special marketing services, such as advertising space or other advertising services for merchants and products (depending on the type of marketing service)
- Renting of shops (Shopwindow in the shopping mall)
- Affiliate commissions of Shop Partners, that pay Revenue based commissions instead of a rent

Funding of the platform development

By selling the Mondo Community Coin (MNDCC) (Utility token). In order to fund the aimed to development and marketing of the Mondo eCommerce marketplace, the Mondo Community Coin will be issued, which is a Ethereum based (ERC20-Standard) Utility Token. The revenues from the sale of this Token will entirely be used for development, growth, expansion, and operation of the Mondo eCommerce marketplace.

Usability for the Token holders

With the goal to make the benefits and useability of the combination of eCommerce, Blockchain technology and the increasingly progressing digitalization more comprehensible for the general public, we are founding a Mondo Academy on mondo.shopping. A variety of different learning and qualification programs will be offered. Higher grade of usability through understanding an learning is the headline hereby.



Furthermore, visitors of mondo.shopping mall will be able to visit several levels (floors), on which they find entertainment of different kinds:

Mondo Academy

Here are areas and sections located for meeting, seminars, and lectures. The Token owners can participate and rent own meeting rooms (digital rooms similar to Zoom calls) in return for Tokens (vouchers).

In cooperation with national and international speakers of expertise, this Academy level offer an option of high-quality learning and qualification events.

Mondo.Games and Mondo.Movies

The *Games Lounge* and the *Movie Lounge* is located on the *Entertainment Shopping* level. Many computer games are played on the Mondo owned mondo.games website and in the Movie Lounge many films can be watched in the future. The Token holder can relax and enjoy the atmosphere for a few tokens, while they are pausing their shopping tour.

Mondo Concert Hall

Various established artist of any age will be showcasing arts and talents of their own. Live concerts, musicals, dance musicals and magicians in addition to cultural entertainment offers of any kind are to be found here in the near future. Token holders will be given access for the cost of a few tokens as a visitor or even performer (artist).

Special marketing services

At mondo.shopping various privileged marketing methods and placements are offered, that a dedicated especially and exclusively for Mondo Token holders. These advertising options include the following topics and areas:

- Power seller status
- Privileged placements on the homepage and categories
- Privileged search results
- Reserved search results
- Improved search results
- Editorial space
- Special Features (privileged appearance in sections)



Suggestion rights

The Mondo team of the Mondo Shopping platform is aiming to enable Token holder further impact on the Monde eCommerce platform. Token holders can suggest more product and platform features. Without the obligation for implementation of said features. The further improvement of the eCommerce platform is a common effort and we consider these suggestions as recommendations for our development team.

Tokenomics

- Standard ERC20 Token
- Token based on Ethereum Public Blockchain
- Token Symbol and Name: MNDCC – Mondo Community Coin
- Total Supply: 180.000.000 MNDCC
- Hardcap: 180.000.000 MNDCC
- Price: 1.00 EUR
 - Early bird discounts
 - Bonus period: till 30 June 2021
- European Server location with highest security standards
- Wallets located at german service provider: Tangany GmbH, Munich



Use of funds

All funds contributed will be used for the development and growth of our systems, applications and tools of the Mondo community, eCommerce marketplace and Blockchain.

40% in growth - Network growth, Community building and Sales and marketing

40% in technology - Development of technology, systems, tools and applications.

20% in operations - Infrastructure and legal advisory, overhead and miscellaneous.

Road map

Currently mondo.shopping is in its pre alpha version (v.0.3). The platform in its current form is based on affiliate marketing (brokering of clients through banner clicks)

Mondo.shopping will develop within the years 2021 and 2022 into a “smart contract-based marketplace” and resolve eCommerce issues detailed in section II.

This includes the realization of the following areas:

Q1 2021

- User management / user administration
- Communication systems (massaging, chat, etc.)
- Store Front administration (Upload of store front contents, etc.)

Q2 2021

- Rating system
- Shop administration (Upload of products, etc.)
- Analytics

Q1-4 2022

- Additional blockchain features
 - P2P trade through smart contracts (in or starting in 2022)
 - Fulfilment tracking
- Logistic service integration
- Payment service integration



VI. MARKETING

Mondo. Latin: World.

Urban: Extremely, very, big. Describes anything that is outrageously huge or ginormous. Awesome!

“Dude, you're so Mondo.” The quintessential word of the English language, mondo can be used as an adjective, adverb or a noun. It expresses general feelings of approval when used as an adjective, but when used as an adverb it can substitute the word “Very”.

At Mondo, we believe that marketing and brand community building plays a significant role in the success of a platform and a crowdfunding that involves the general public. Planning a strategy to market our platform project from day one is essential, and we are taking a multi-faceted approach that maximizes limited resources and utilizes different conventional and non-conventional marketing channels.

Some of the marketing activities would be following includes:

Word of Mouth marketing

Word of Mouth Marketing is one of the most effective methods is as it can yield direct effects on someone who is being promoted or recommended a certain product. In other words, it means when you are notified by someone you trust directly. We will offer bonus and referral campaigns to our users and and reward such who are committed to the cause by growing our community base.

Affiliate Marketing to our Existing Community

We build up mondo.shopping on an existing community thousands of members, a community that will increase significantly over the time. Using the accumulated experience and connections of our partners and team members, we will build partnerships with Affiliate networks that will generate leads.



Roadshows

Beginning by 2021 our roadshows start with informative events across Europe and will continue until the end of the year at different cities across Europe.

Crypto Expos

To spread our message to potential users, we create awareness campaigns throughout the globe and always participate in Crypto expos and blockchain conferences.

Strategic Alliances

We will also partner with key merchandisers that are beneficial for both parties and help promoting our eCommerce marketplace.

Press Releases

Press releases are a tried-and-true method of getting once message into a community. It will not only help our community getting updated but also inform new audience towards participating and adopting our platform. We plan to publish our press releases directly in our social channels, blogs and leading crypto news sites such as ccn.com, cointelegraph and Bloomberg etc.

Air Drop Marketing

We also aim to conduct an Air Drop campaign to our existing community as well es to further grow the community and ensuring that our message is reached to maximum number of people.

VII. CREDENTIALS

Team

Our team combines the best of both worlds – renowned professionals with years of industry experience and dedicated blockchain specialists with a track-record of successful projects.

We don't have executive offices here, hardly any walls, and even fewer doors. Majority of executive members are successful business owners or have hands-on experience in leading various companies and corporations.